EXPAND YOUR SERVICES...
OFFER MORE VALUE TO YOUR CLIENTS...
GROW YOUR PRACTICE.

The Marketing MO® Partner Program
Leverage our team of strategists, designers, copywriters, developers and marketing managers, co-branded, to provide your clients the additional support they need... to get things done right.
LEVERAGE OUR VIRTUAL MARKETING TEAM, CO-BRANDED, WITH YOU OWNING THE CLIENT RELATIONSHIP TO PROVIDE YOUR CLIENTS THE ADDITIONAL SUPPORT THEY NEED... AND THE SERVICES YOU’VE ALWAYS WANTED TO DELIVER.

Service Offerings

1. STRATEGY
   The Owning Market Mindshare program

2. BRAND DEVELOPMENT
   Websites, identity, logos, collateral

3. OUTSOURCED VP OF MARKETING
   Experience to oversee your brand rollout and customer acquisition campaigns
WHAT YOU GET

- Co-branded collateral to use with prospects and clients for promoting the services
- A partner certification logo
- Your own page on our website
- Client audit documents, to build value for the services and determine their level of pain
- Preferred pricing on services, up to 15%, so there’s no incentive for them to purchase direct from us
- Your client relationship—you still own it
- Brand value—enhance your credibility in the eyes of your clients for bringing in an expert team

WHO IT’S FOR

- Marketing consultants
- Strategic business consultants
- Boutique agencies

QUALIFICATIONS

- Must have an established client base
- Creditworthiness for the volume of business you sell
- A track record of successful projects and client relationships

MECHANICS

- You own the client relationship and pay Marketing MO as a subcontractor

INVESTMENT—PER CERTIFICATION

- Strategy—$1,500/year
- Brand Development—$2,000/year
- Customer Acquisition—$3,000/year
- Elite—All three—$6,000/year

*Also includes minor collateral setup costs
CRAFT A COMPREHENSIVE POSITIONING AND BRAND STRATEGY, JUST LIKE THE BIG COMPANIES, TO BE KNOWN FOR “THAT CERTAIN SOMETHING” AND WIN MINDSHARE OF THE MARKET.

The Owning Market Mindshare program will align your client’s marketing strategy to their business strategy. It could be the most valuable strategic investment that they make in the next 5 years.

The program will be delivered by a positioning and brand strategy expert from the Marketing MO® team, who will guide them through each program module and provide a fresh, objective perspective.

THE PROGRAM CONSISTS OF 6 MODULES, DELIVERED OVER 60 DAYS, to define the key elements that comprise your client’s strategy:

1. Market size, both in number of potential customers and annual revenue
2. Market characteristics
3. Market lifecycle and positioning overview
4. Market segments or personas and their pains
5. How they deliver value at the highest level—are they better, faster or cheaper?
6. The current mindshare that they own
7. The mindshare that they desire to own
8. A competitive analysis, including how well they and their competitors are alleviating the market’s pains, as well as how they stack up against the competition
9. Their competitive advantages
10. Their company purpose, and long-term public goal
11. What their brand should mean to their market
12. The human personality traits of their brand
13. The single experience they wish to deliver—which is their brand promise
14. Their brand story, which ties into the emotions of the people in their market

We’ll guide your clients and assist with the strategic direction and story. And at the end, we’ll summarize the strategy in a 10- to 20-page report to keep everyone headed in the right direction.
LEVERAGE OUR TEAM—THE TEAM BEHIND THE MARKETING MO PLANNING AND MANAGEMENT WEB APP—TO ALIGN YOUR CLIENT’S CREATIVE AND MESSAGING TO THEIR BRAND STRATEGY.

Our virtual team of designers, developers and copywriters will refresh their creative to match their brand strategy and deliver a consistent brand experience.

OUR TEAM CAN HANDLE ALMOST ANYTHING
a mid-market company needs:

1. An upgraded website that supports their brand strategy, uses current technology for viewing on today’s devices, and supports a defined role in their marketing and sales

2. A new or refreshed logo, corporate identity and brand standards guide

3. Digital and print marketing collateral

4. Digital marketing assets, such as presentations, email marketing design and templates, and social media branding and campaign creative

Why use a generalist when you can leverage our specialists, without the overhead of a traditional agency?
HAVE US OVERSEE YOUR CLIENT’S MARKETING PLANNING AND EXECUTION WITH OUR OUTSOURCED VP OF MARKETING SERVICE. YOU GET A SEASONED MARKETING EXECUTIVE WORKING WITH YOU AND YOUR CLIENT’S TEAM, FOR A FRACTION OF THE COST OF HIRING IN-HOUSE.

Your Outsourced VP of Marketing will:

1. Work with your client’s leadership team to understand their short- and long-term business strategy.

2. Design a marketing plan around your client’s budget that supports their strategy.

3. Work with your client’s existing resources to oversee the plan execution.

4. Measure and report results.

For less than the cost of a junior marketing coordinator, your clients gain a seasoned marketing executive to guide their strategy.
Of course, many will tell you that they’re skilled in all areas. But the reality is that most good designers are strong in one or two areas. Smaller agencies might have a couple of strong digital designers on staff for website design, but who will handle your logo or print piece? An insider secret is this: most agencies will either use their existing resources on the bench (since they’re a fixed cost), or outsource to a contractor.

Our virtual model eliminates your risk of getting the wrong tool for your job. We don’t have a team of full-time creative people that need assignments (whatever they might be). We have a vetted team of specialist contractors, worldwide, that we use regularly. This model represents the times we’re in—a globally-connected workforce, working on the projects that best match their skills.

The risks of this model are on our end—establishing the relationships with the right people, and managing our projects carefully. And we’re good at both.

If you can afford to hire the big agency in town that has the team you can meet face-to-face, go for it—most of these agencies perform great work.

But if you need quality work, for a specific purpose, that fits with the typical budget of a mid-market company, then talk to us.

We’re not in the business of selling creative to keep our team busy. We offer marketing solutions—what you specifically need—to align your creative to your strategy, and ultimately influence your market.