



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.



The Marketing MO Partner Program

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*

STRATEGY

The Owning Market Mindshare program

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:*

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|--|--|---|---|
| 1. Market size, both in number of potential customers and annual revenue | 5. How they deliver value at the highest level—are they better, faster or cheaper? | 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 | 11. What their brand should mean to their market |
| 2. Market characteristics | 6. The current mindshare that they own | 9. Their competitive advantages | 12. The human personality traits of their brand |
| 3. Market lifecycle and positioning overview | 7. The mindshare that they desire to own | 10. Their company purpose, and long-term public goal | 13. The single experience they wish to deliver—which is their brand promise |
| 4. Market segments or personas and their pains | | | 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.

BRAND DEVELOPMENT

Websites, identity, logos, collateral

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?



OUTSOURCED VP OF MARKETING

Experience to oversee your client's brand rollout and customer acquisition campaigns

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:



Sales

1

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

3

Work with your client's existing resources to oversee the plan execution

2

Design a marketing plan around your client's budget that supports their strategy

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.

OUR VIRTUAL MODEL

The right resource for the job, without the agency overhead



TRADITIONAL MARKETING AGENCIES COME IN ALL SHAPES AND SIZES. SOME ARE SPECIALISTS, OTHERS ARE GENERALISTS, AND SOME ARE FULL-SERVICE WITH THE TALENT ON STAFF TO HANDLE WHATEVER DESIGN, BRANDING, DIGITAL DEVELOPMENT, PRINT OR MEDIA BUY YOU NEED.

But not all mid-size companies have the experience to properly vet the agency resources used on their project. And not all agencies use the right resource for your job. For example, there are designers who are skilled at print, designers who are skilled at digital, designers who are skilled at logos and corporate identity, designers who are skilled as consumer marketing, designers who are skilled at business-to-business marketing, etc.

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, world-wide, 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.



www.marketingmo.com

800-220-2412

Moderandi Inc.
7047 E. Greenway Pkwy., Ste. 250
Scottsdale, Arizona 85254

