



# ELEVATE 12-Month Strategy™

## A strategic roadmap for your future.

Our philosophy is strategy over tactics, starting with a deep dive into brand standards, leading to a 12-month strategy that will fuel your efforts and your growth.

## What's included:

### ✓ DISCOVERY

We begin with an interview-style discovery session hearing from you about key elements of your business.

### ✓ GOALS

Your marketing goals should support your business goals which support your personal goals. Every sales/marketing strategy should start here.

### ✓ STATE OF THE UNION

The most thorough, realistic view of the current state of your brand:

- Your Market
- Your Brand (how it fits into your market)
- Your Competition (how they fit into your market)

### ✓ BRAND STANDARDS

We consider this to be one of the most important things we can do as a business, especially as we are building a Marketing Strategy.

Think of this as putting a stake in the ground of who you are and who you aren't. All of this is what makes you authentic.

- Persona
- Key Differentiators
- Unique Value Proposition
- Brand Language
- Look, Tone, & Feel

### ✓ 12-MONTH STRATEGY

This is the "now what." The roadmap for your whole year, built on a strong foundation of Brand Standards. You'll know the right message, to the right person, the right time, the right way.

# Here's How BrandMap Strategic™ Works

This is the process we use 100% of the time. It's been well tested and proven; it will work for you.

## Assessment (Discovery, Goals, State of the Union)

We need to know where you are to know where we're going and which path to get us there.

## Strategy Development/Roadmap

If you want a lasting and profitable business, the key is to marry a highly focused strategy with a variety of tightly aligned tactics. Your CMO will build out a 12-month strategy.

Months 1 - 3 (BrandMap Strategic)

Ongoing

## Brand Standards

Marketing is the right message, to the right person, at the right time, the right way. Brand Standards is the groundwork we need to do to answer these questions. With this foundation in place, everything we do from a marketing perspective makes sense. And it isn't going to waste your money or your time.

## Execute Tactics

**Choose your path going forward.**

**Option 1:** Take the strategy and run with it yourself.

**Option 2:** **Base Camp** - a CMO Coach to help continue to guide your marketing efforts and strategy. *Marketing Done With You.*

**Option 3:** **BrandMap 360™** - A full fractional team including a CMO and Marketing Manager + Quarterly Strategies that flow from the 12-Month Strategy. *Marketing Done For You.*

**Thanks for your consideration.**



ATLAS ROSE™

**We elevate brands, culture, and  
mission through executive  
marketing leadership.**

