

THE JAM PLAYBOOK

EVALUATE

your business objectives, your current marketing program and how you interact with your clients.

CALIBRATE

your talking points so that you are able to claim your authority in the marketplace.

ACTIVATE

a comprehensive and consistent marketing program that is sustainable designed to meet your business objectives.

EVALUATE

1 SET GOALS

- Articulate the brand vision
- Define the brand mission statement
- Establish core brand values
- Identify target audience and stakeholders

CALIBRATE

4 RESEARCH AUDIENCE

- Create marketing personas or customer profile
- Identify pain points that services
- Define solutions

ACTIVATE

7 INITIATE MARKETING

- Content creation
- Scheduling
- Inform and empower internal stakeholders

2 GATHER EXISTING ASSETS

- Inventory existing marketing assets
- Evaluate company messaging
- Create guidelines for creative style
- Define values, keywords and phrases
- Research competitors

5 CREATE MARKETING PLAN

- Formulate communication and public relations strategy
- Define tactics
- Establish budget
- Define key performance indicators

8 ANALYZE

- Review key performance indicators
- Discuss successes and areas for improvement
- Fine tune marketing initiatives

3 DETAIL SERVICES

- Complete a list of service or product offerings
- List of benefits and features
- Prioritize offerings by ROI

6 PRIORITIZE ACTION ITEMS

- Identify marketing initiatives
- Breakdown required resources
- Establish timelines

9 RE-EVALUATE

- Continue to review business objectives, company conditions and monitor business environments
- Adjust marketing plan and action items to align

THE JAM PLAYBOOK

EVALUATE

your business objectives, your current marketing program and how you interact with your clients.

GET SOME SELF AWARENESS

CALIBRATE

your talking points so that you are able to claim your authority in the marketplace.

TRULY UNDERSTAND WHO YOU WANT TO WORK WITH

ACTIVATE

comprehensive and consistent marketing program that is sustainable designed to meet your business objectives.

OUTLINED IN THE FIRST TWO STAGES

EVALUATE

1 SET GOALS

- Hardest thing!
- Away and towards
- Write a manifesto

2 GATHER EXISTING ASSETS

3 DETAIL SERVICES

CALIBRATE

4 RESEARCH AUDIENCE

5 CREATE MARKETING PLAN

6 PRIORITIZE ACTION ITEMS

- This is fun!
- Personality test to help me
- Think about the decision-making process.
- How are you going to communicate in each touchpoint
- What is this person like?
- Give them a name - assign traits
- This is when you determine what tactics you will use
- Establish *course of action, cadence and checklists*

ACTIVATE

7 INITIATE MARKETING

8 ANALYZE

9 RE-EVALUATE

- activation is defined in the previous stages
- rinse, repeat, refine
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