



On-Demand VP of Marketing Program

Tell me about the program.

Our On-Demand VP of Marketing Program provides the expertise of senior-level marketing talent without hiring permanent staff or engaging a full-service agency.

We perform all the functions you'd expect from your VP of Marketing:

- » Branding / Messaging
- » Marketing Strategy
 - Market Assessment
 - Competitive Assessment
 - Go-to-Market Strategy
 - Communications Strategy
- » Web Strategy
- » Campaign Strategy
- » Vendor Selection
- » Program Management
 - Web
 - Collateral
 - Campaigns

We report directly to you and work at your facilities, in our office, or any combination of the two.

Is it right for my firm?

This program is well suited for small- to mid-sized companies who are experiencing fundamental changes such as:

- » New or updated offerings
- » Entering new markets
- » Shifting economic conditions
- » Competitive pressures
- » Staffing changes

These changes often require fresh approaches to marketing and communications. It's an ideal opportunity to:

- » Get an outside perspective on your strategies and tactics
- » Base your sales and marketing on a deeper understanding of your customers
- » Understand how to use tools such as social media, content marketing, SEO, and the variety of online options
- » Find a seasoned marketing executive to guide you through the process

Why will it succeed?

The short version – it's the experience we bring to the table. We're led by the co-founder and former CEO of a leading Washington, DC area marketing agency whose experience includes:

- » 23 years owning and operating three successful businesses
- » Hundreds of marketing engagements across multiple industries
- » Expertise in strategy, brand, messaging, and all things web

While we certainly know how to do things "the right way", we also know when (and when not) to cut corners.

From a financial perspective, you're hiring a contractor, not an employee. That means:

- » No big salary
- » No expensive benefits
- » No long-term commitments
- » No worries about employee relocation or start dates
- » Just a fixed monthly fee based on your needs and budget

How do we get started?

The process starts with a strategy workshop where we jointly sort through:

- » Business needs
- » Sales and marketing priorities
- » Staffing
- » Vendor commitments
- » Budgets
- » Schedules

The end product is a strategic roadmap for your marketing and communications initiatives. It includes:

- » Proposed projects
- » Project dependencies
- » Estimated costs
- » High-level schedules

With the roadmap approved, we immediately begin work on the projects.

Need more information?

Give us a call at [814.308.9358](tel:814.308.9358).

