

## WHAT'S NEXT?

*FUTURE VISIONING™ – A holistic approach to growth.* Future Visioning delivers a clear picture of where your organization is today and provides actionable steps for you to achieve your business goals. Our proven method is fundamental to strengthening relationships and growing your business.

To meet the changing needs of clients in the evolving B2B landscape, we help successful companies:

- Enhance and synergize traditional marketing and sales.
- Create more robust digital marketing solutions.
- Adopt revenue marketing strategies.
- Turn executives into thought leaders.

### Deliverables The End-in Mind

- Summary and analysis of your Future Visioning executive session.
- Key learnings and detailed transcripts from your audience research interviews.
- Findings and recommendations from our IMC materials audit.
- Positioning and excellence-focused key message platform.
- Comprehensive, customized IMC program.

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### What You Think



#### FUTURE VISIONING EXECUTIVE SESSION

The first step in the Future Visioning process is to extract the perspectives and opinions of your organization's leadership. This session addresses big picture questions, including the desired direction and strategic vision of your company. During a **half-day session with your leadership team**, we facilitate a set of proprietary exercises designed to allow each team member to distill answers on:

- Your organizational goals and direction.
- Who matters most to your organization.
- How you and key stakeholders connect.

This **sets the direction for your business growth** and helps us develop valuable buyer personas. These insights uncover how to effectively reach and engage with your key audiences.

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### What They Think



#### AUDIENCE RESEARCH INTERVIEWS

Knowing what your audiences currently think is essential to developing your Integrated Marketing Communications (IMC) program. By conducting **customized interviews with stakeholders** of your choice—both fans and naysayers—we develop an accurate representation of your brand's current public perception and the best areas to focus on moving forward.

We ask probing questions to determine your strengths and weaknesses, **gaining clarity from those who matter most to you**. This process allows us to engineer recipient-oriented messaging about your company so you reach your audiences with the information they want and need, not just the information you think they should have.

Additionally, we research how and where your audiences get their information to ensure the right materials are available across all appropriate channels.

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### What You are Currently Saying



#### IMC MATERIALS AUDIT

If you hired an accounting firm, they would start by reviewing your financial records. The same principle applies here.

Conducting a comprehensive audit of your current brand touch points allows us to **examine what messages are working, what needs to evolve and what's missing**.

From the recipient's point of view, we assess all of your touch points to understand each of the ways you reach your audiences—including advertising, website copy, email signatures, social media channels, RFP responses, case studies, invoices, hold messaging and more. This process enables us to **identify the changes you need to make to express your positioning clearly and consistently**.

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### What You Should be Saying



#### THOUGHT LEADERSHIP POSITION AND KEY MESSAGE PLATFORM

With research complete, we develop your unique thought-leadership position and a comprehensive key message platform. This becomes **the DNA of your brand and the cornerstone of your IMC program**—clarifying what your audiences should think of whenever they think of you.

Most organizations truly aren't unique when it comes to the essence of their products or services. Positioning your organization as your customer's best choice serves as a stronger strategy than positioning your company as different from your competition. By placing a focus on your excellence, we create a long-term sustainable position. We prepare both **overarching and audience-specific messages, as well as objective proof points** to deliver your position of excellence across all marketing activities and communications channels.

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### How to Implement Your Strategy



#### INTEGRATED MARKETING COMMUNICATION PROGRAM

Together, we develop and implement your strategic IMC program, which integrates content marketing with an omnichannel approach to achieve your business goals.

To position your organization as an industry leader, your IMC program combines relevant content, marketing automation methods, traditional marketing strategies and cost-effective tactics. The marketing automation component allows you to build on what works and easily find what generates measurable ROI and yields success.

**Building your business requires bifocal vision: keep one eye on the future while focusing on each next step.** Through Future Visioning, you receive an actionable plan to help you strengthen and grow your organization.