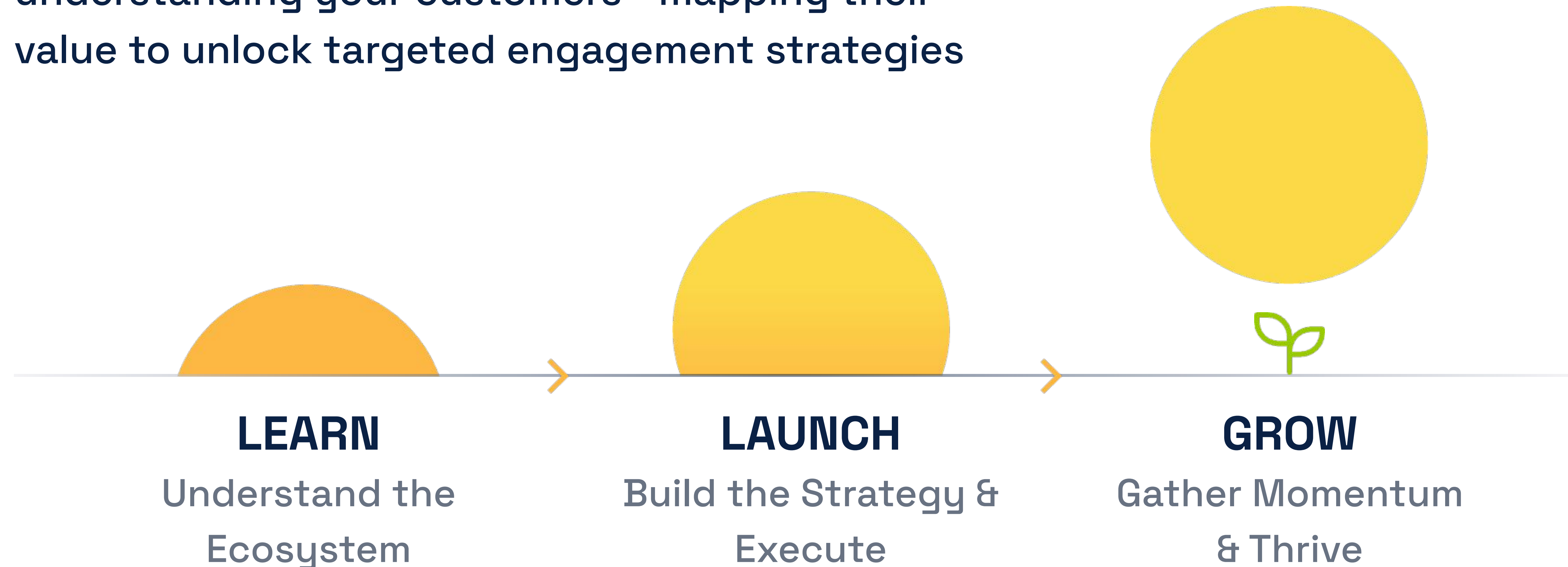


Data-Driven



Growth Odyssey

Every successful growth story starts with understanding your customers - mapping their value to unlock targeted engagement strategies



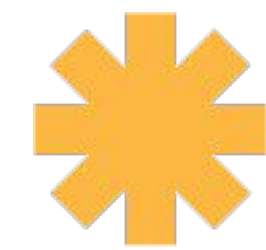
LEARN

Pre- Client

Through data-driven customer analysis, we identify and maximize profitable relationships, creating scalable growth opportunities tailored to your highest-value segments



Phillip



Sales

Process

1. Fee
2. Rate
3. Schedule

2 WEEK PROCESS

1. Analyze customer base behaviors and potential
1. Forecast customer base sales and profits
1. Define Business Case



UNDERSTAND

Understand your business fundamentals, including core goals and key challenges



DEFINE

Define your ideal business model and target customer profile



GENERATE

Create scalable win/win partnerships by qualifying opportunities and setting clear expectations



02

LAUNCH

New Client

We design your marketing program based on key customer insights, while optimizing infrastructure from website UX to loyalty programs for successful launch

PLAN

4 WEEKS



MEASURE

1 WEEKS



CORE FLOWS

4 WEEKS



6 WEEKS TOTAL

FULL SCOPE

ACTIVITIES:

PLAN

- **Customer Base Audit**
- Analyze customer value, acquisition trends, and profitability patterns
- **VIP Panel + Survey**
- Get customer feedback to understand sales data patterns
- **Strategic Marketing Plan** (Retain, Develop, Acquire)

MEASURE

- **Systems Onboarding**
- POS, Website, Social, Ads Account, Loyalty
- **Measurement KPIs**
- Tags, Pixels
- **Sol Performance CEO Dashboard**
- Configure and share w/ client including goals and custom KPIs

CORE FLOWS

- **Brand / Website Improvements**
- **Core Flows**
- Essential automated messaging for optimal sales workflow
- **Loyalty, VIP Program**
- **Core Audiences for Ad Targeting**

GROW

Program

We drive data-focused programs through continuous monitoring and refinement. You focus on CEO-level decisions while we execute to win in your target market



ACTIVITIES:

WEEKLY

- Campaign Tweaks
- Creative / Copy / Audience / Other
- Client Progress / Action Email
- Regular email updates track client project progress

MONTHLY

- Rolling Seasonal Offers / Lead Mag
- Create > Budget > Action
- Campaign Launch / Kill / Change
- Sol Performance Report
- Performance Against Quarter
- Monthly Strategy Call

ANNUAL

- Strategic Planning
- Budgeting

