



# Gallatin Department of Electricity

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Gallatin, TN 37066  
United States

### Mark Kimbell

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Quote created: August 29, 2024

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Quote created by: Kathryn Good

President

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## Comments from Kathryn Good

Every business has its own unique story, and at Good Circle Marketing, we know that tailored strategies are the key to making that story resonate. Some companies shine brighter in certain marketing channels, and knowing where your strengths lie is crucial. That's where our Marketing Machine framework comes into play. It's designed to help you pinpoint and leverage the most effective channels for your business, making sure your time, money, and energy are spent wisely.

Marketing isn't just about telling the world about the good work you do; it's about having the right mix of products and services, delivering excellent customer service, and building a strong organizational culture.

The Marketing Machine is a marketing strategy that covers the full circle of marketing, giving you the confidence to make strategic decisions that drive results. By developing clear systems and defining roles, we ensure your marketing efforts are not just efficient but also effective. This way, your team can handle the day-to-day with ease while you focus on what you do best.

## Here's What Our Marketing Machine Includes:

### 1. Meetings

- **Kickoff:** We start with a clear introduction and align on goals and expectations.
- **Discovery Meetings:** These deep dives help us understand your business, your market, and your customers.
- **Presentation:** We deliver our findings, strategies, and implementation plans in a straightforward way.

### 2. Research and Analysis

- **What's Working:** A full marketing audit to see how current efforts are performing.
- **What Others Are Doing:** We look at competitors and do an industry SWOT analysis.
- **What People Are Saying:** Gather insights through client surveys, interviews, and reviews.

### 3. Who You Are

- **Your Good Work Statement + Core Values:** Clarify your practice's purpose and principles.
- **What You Say:** Develop taglines, a business description, a one-liner, and define your voice and tone.
- **How You Look:** Create a brand guide and mood board to ensure visual consistency and standout elements.

### 4. Who You Help

- **Who Are Your People:** Develop detailed target audience personas.
- **What's the Problem:** Craft a compelling business story that addresses customer pain points.
- **Ideal Way to You:** Map the customer journey for an optimal experience.

### 5. How You Help

- **What You Offer:** Define a product matrix and corresponding messaging.
- **Your Plan:** Outline your process for helping customers and your approach to customer service.
- **What Makes You Different:** Highlight your competitive differentiation.

## 6. How You Tell the World

- **Marketing Rollout:** Strategies to boost brand awareness, improve search visibility, and tell your story effectively.
- **Giving Back:** Develop a giving statement and create strategies to maximize sponsorships.
- **Marketing Funnel:** Build a funnel with clear calls to action, lead generation, and conversion strategies.
- **Your Custom Marketing Mix:** Identify the right channels, content themes, yearly calendar, and social pillars.

## 7. Making Sure It Works

- **Marketing Org Chart:** Identify marketing roles within your organization and any gaps that need filling.
- **Good Things to Measure:** Establish key performance indicators (KPIs) to track success.
- **Feedback Loop + Review Strategy:** Set up a system for ongoing feedback and reviews.

## 8. Next Steps and Tools

- **Focus 4:** Pinpoint your top priorities for the fastest return on investment (ROI).
- **Content Cadence and Distribution Schedule:** Plan a consistent schedule for creating and distributing content.
- **Recommended Tools:** Suggest tools to enhance your marketing efforts.
- **Custom Marketing AI Plan:** Identify areas where AI can boost your marketing; recommend tools and prompts for implementation.
- **Scorecard / Lead Worksheet:** Develop tools to track leads and measure effectiveness.

Building a Marketing Machine means you can confidently invest in the proper marketing channels, knowing that your efforts are aligned with your business goals. Our comprehensive approach creates clear systems and roles, empowering your team to manage daily marketing functions effectively. With your machine running smoothly, you can focus on your core strengths, trusting your team and processes to keep the marketing wheel turning. This peace of mind lets you stay ahead of the curve without constantly chasing the latest trends, secure in the knowledge that your strategy is built on what truly works for your business.

We're excited to partner with the Gallatin Department of Electricity and help you achieve lasting success with a well-crafted Marketing Machine. If you have any questions, just let me know.

All things good,  
Kathryn Good

Products & Services

Item & Description	Quantity	Unit Price	Total
Marketing Machine	2	\$2,500.00	\$5,000.00
You need a Marketing Machine – a system of formulas and frameworks that help who you are, who you help, how you help, and how to tell the world about it. Let's market your business well and watch you grow.			
One-time subtotal			\$5,000.00
Total			\$5,000.00

## **Purchase terms**

This Agreement is between Good Circle Marketing Consulting ("Consultant") and the Gallatin Department of Electricity ("Client"). WHEREAS the Client intends to pay the Consultant for the services provided under the following terms and conditions:

**Scope of Services:** The Consultant agrees to provide the above services.

**Payment:** Client agrees to pay Consultant the quoted fee. If the scope of the Work changes, Consultant may choose to renegotiate the rate with the Client.

**Changes.** Any verbal or written changes made by Client to the scope of the Work following its initiation by Consultant may be subject to additional charges. Should such changes negate any part of the Work already completed at the time of the changes, Client accepts responsibility for payment of the completed work and all services related to it, in addition to charges for the change itself.

**Term:** This contract will conclude when services are complete, and payment is fulfilled.

**No Guarantee of Results:** Client acknowledges and agrees that the Consultant cannot guarantee the results or effectiveness of any of the Services. Consultant agrees to conduct operations and provide the Services professionally and per good industry practice and all federal, state, and local laws. Consultant will use its best efforts and does not promise or guarantee results. Any projections or predictions that the Consultant may have made are based on estimates, assumptions, and forecasts that may prove incorrect. No assurance is given that the Client's actual results will correspond with any projected results. Client acknowledges that any results obtained by Consultant for other clients are not necessarily typical and are not a guarantee that Client will obtain the same or similar results by using Consultant's services.

**Confidentiality:** Each party agrees that it shall not disclose to any third party any confidential or proprietary data, reports, or other information or materials concerning any party hereto without the prior written consent of the party whose information is to be disclosed, except as otherwise required by applicable court or administrative order, law or regulation. Upon the termination or expiration of this Agreement, each party shall have the right to retain all of its proprietary information.

**Copyrights:** Upon creation of any original illustrations, graphic images, or custom code for this project, Federal law grants the creator with Federal Copyright Protection, Ownership, and Intellectual property rights of those elements. The transfer of copyrights of the final deliverables will be assigned to the Client conditioned upon and at the time of receipt of payment in full for the work described and accepted by the signing of this Agreement. This copyright term does not apply to original content provided by the Client.

**Publicity:** Client agrees that Consultant may use the Client's name, logo, and/or image (but not contact information or personal information) and materials created by Consultant in performance of the Services in Consultant's advertising or promotional literature and may publish articles, blog posts or other advertising and promotional material relating to the Client and the Services. Consultant agrees to limit selection, timing, and method of release of any materials under this section as requested by Client. Client releases Consultant from any and all liability, including but not limited to infringement of any right to privacy or right to publicity relating to or arising out of publicity of Client's name, logo, and/or image as permitted in this section.

Governing Law: This Agreement shall be interpreted under, subject to, and governed by the substantive laws of the State of Tennessee without giving effect to provisions thereof regarding conflict of laws.

Signature

Before you sign this quote, an email must be sent to you to verify your identity. Find your profile below to request a verification email.

**Mark Kimbell**  
mkimbell@gdetn.com

Mark Kimbell

**Kathryn Good**  
kg@goodcirclemarketing.com

Kathryn Good

Payment Schedule

Name	Due date	Amount
Payment 1	September 15, 2024	\$2,500.00
Payment 2	October 15, 2024	\$2,500.00

Questions? Contact me



Kathryn Good  
President  
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United States

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