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| **CLIENT  KICKOFF** | **MESSAGING  DEVELOPMENT** |  | **SALES  ALIGNMENT** | **CAMPAIGN  STRATEGY** |
| Our digital planning roadmap for  Inbound begins with a client  kickoff meeting. We identifyidtifygk  and priorities, and lay a  foundation that will build a strong  agency/client relationship. | In this phase of the roadmap, we document your company's brand voice/tone, remarkables, your ideal customer profile, buyer personas, SE0 keywords, and  campaign architecture. | Marketing and Sales must be  aligned for our efforts to be  effective, so we dedicate time to  form field strategy, lifecycle  criteria, account and lead scoring,  sales channels, and results  reporting. | | Now for the fun part. It's time to  optimize your digital presence,  map out the buyers journey, and  develop campaignslOnce the  roadmap is in place, we move to  Build &Setup, and a monthly  cadence of inbound marketing  execution. |