

Marketing Consultations



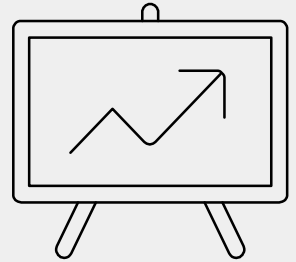
Obstacles Interpretations

Main Obstacles

- First major obstacle
- Second

Main Interpretations

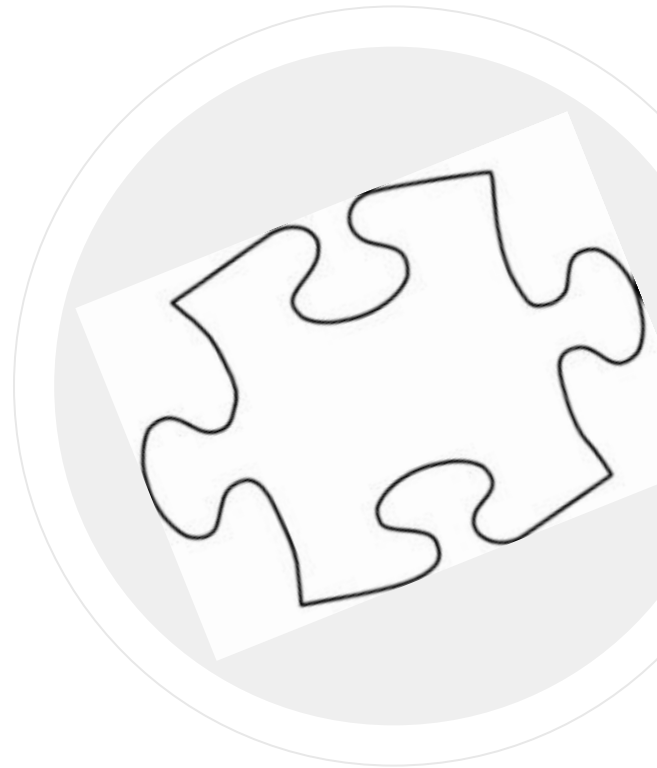
- First
- Second



Primary Challenges

This is the space we lay out the main obstacles you brought to the consultation today.

1. It might be a single larger sized challenge or several small ones.
2. I want you to bring it all no matter how small it may feel because all of it helps to paint the complete picture.
3. It helps if I can see examples, reports, campaign analytics, website or assets. .
4. .Whatever you deem relevant to today's discussion.





**“ Main takeaway. Example:
Focus on Instagram
account growth,
community building and
paid ads in feed as well as
Stories”**

Obstacles

- Further detailing the pain points we discuss
- Laying it out the way I see it
- **Example:** *Too many resources being pushed to the wrong channel*

If there are many than I will duplicate this slide until it is all laid out.



Similar Content

Obstacle As You Explained It

Example:

We are pumping money into SEO but it is not driving relevant traffic so it feels like a total waste of money.

Obstacle As I Interpret It

Example:

Your SEO strategy needs to be reviewed.

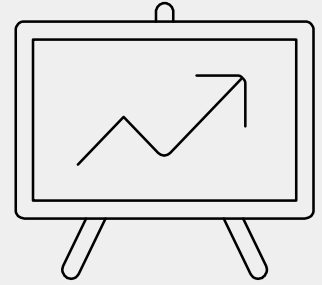
Your content strategy needs to be reviewed.



Recommendations

Main Takeaways

- First major takeaway
- Second major takeaway



Recommendations

First

This will be in order of priorities as I see them. What you should tackle first.

Second

In order of significance based on your goals.

Third

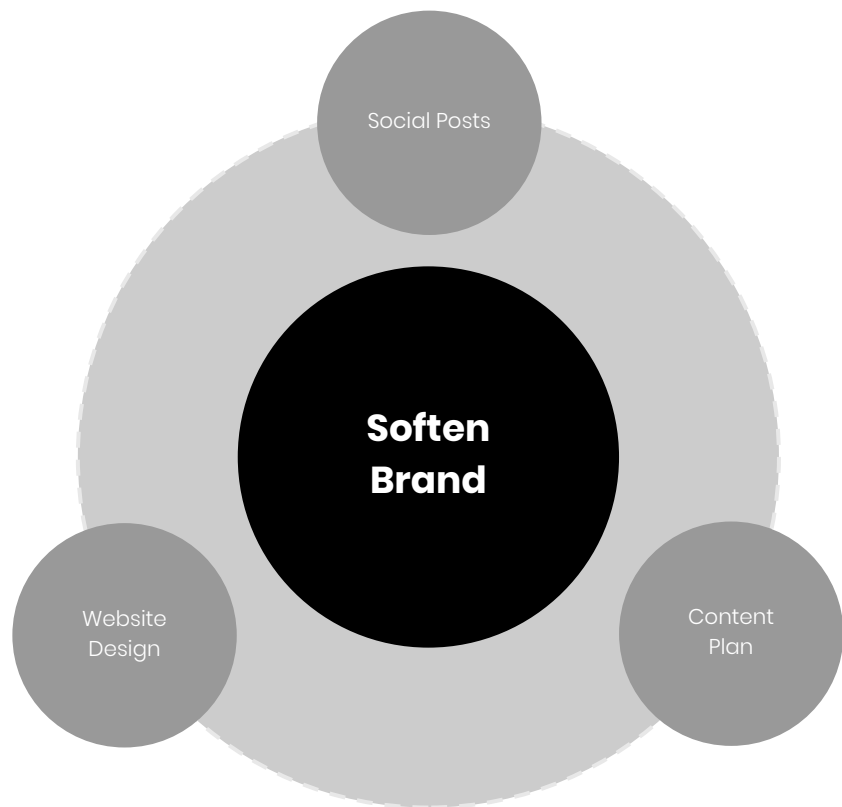
I will also provide the big ideas for potential implementations.



Relevant Table

<u>EXAMPLE:</u>	Messaging	Paid Campaigns	Website UX
Priority	Top	Primary Lead Channel	Next Quarter
Cost	Develop budget	\$50,000 monthly	internal
Sequence	Before content plan	First before all other channels	After messaging is locked, copy is developed

Core Ideas or Takeaways (example)





Closing Point

A primary point I really want you to key in on as you review this deck and think through our time together.





Thanks!

**Keep pushing.
Keep dreaming.
Never give up.**