



## CMOx

We offer a part-time fractional Chief Marketing Officer, known as a CMOx, who can translate the direction set by a CEO into trackable, testable marketing campaigns. The CMOx supports companies approximately 10 hours per week in defining quarterly and yearly goals, developing the marketing strategy to achieving those goals, defining the talent needed to implement the strategies, and managing all reporting back to stakeholders on a regular basis.

In an effort to keep executives in their unique genius, the CMOx handles all aspects of marketing strategy and ensures appropriate execution through accountable, KPI-driven marketing. The CMOx relies on either your project manager, or a project manager brought in from our team. Commitments are for 90-days at a time.

## CTO Technical Strategist

Our CTO-level Technical Strategists fully evaluate a company's current infrastructure and tech stack, as well as work closely with a company's executives to define the ultimate company goals and create a Technology Action Plan.

The CTO Technical Strategist would then work with either us (or with another firm, depending on the company's preference) to implement the plan to the specifications and exact needs of the company they are supporting.

## Optimize Website & Funnel Strategy

Our lead Conversion Designer provides custom consulting services and/or funnel strategy to optimize your website and marketing efforts. This engagement includes an in-depth analysis of your current sales processes and marketing strategies, a marketing brainstorm and discovery session, as well as development of ideal customer avatars.

The end result is a funnel strategy that locates your ideal customers and speaks to them more effectively. The implementation of the strategy can either be provided through us or another firm depending on the client's preference.

## Functional Marketing® Systems Map

The Functional Marketing® Systems Map is one of the deliverables you receive in your first 30 days working with a CMOx, but this invaluable tool can also be purchased on its own without the CMOx commitment. It is an oversized, printed, and professionally designed map of your online (and some offline) business logic.

This deliverable gives you confidence in what you're doing online and offline, clarity in your entire funnel, and an understanding of what work will lead to the biggest benefit to the business. This engagement requires a minimum of 30 days of discussion and discovery to identify all entry points and measure all conversion rates. In addition to receiving a professionally designed Functional Marketing® Systems Map, you'll also receive a document of Next Steps for Actionable Growth.

## Technical Design Document

A Technical Design Document (TDD) is a solution that begins with a research, discovery, and evaluation process to understand your business goals and strategy. We ultimately outline in detail the tech build scaling strategy you need for long-term success.

The TDD also includes new and additional estimates for the total build. Once delivered, your company can decide on moving forward with the implementation, whether through us or through another firm.



## Website Redesign

We provide a two-phase process for redesigning websites, beginning with a design mockup phase in which a designer specializing in conversions works with a company to agree on mockups and overall design choices. Next, the designs are implemented as well as any tech and functionality defined.

The redesign may or may not include migration onto a different platform, such as Wordpress. After several rounds of quality assurance, testing, and bug fixing, the website is launched.

## Customer Engagement Copywriting

This package is designed for new businesses or companies looking to improve customer loyalty for an existing business. Our senior copywriter and brand marketing expert uses techniques perfected by high profile brands to define and clarify your Customer Engagement Profile™ – the qualities and characteristics of your business that help you attract and retain customers.

This valuable resource serves as a compass for all your communications going forward. Deliverables are based on your needs and include a Brand Profile, which details your ideal prospect and your Customer Engagement Profile™, and a Google Doc folder with related copy.

## Product Launch Planning & Execution

Many of our clients come to us to make their product launch a homerun. Our team works on everything from designing and building the perfect launch funnel, creating persuasive and brand relevant copy for landing pages, autoresponder sequences, and creating an Affiliate Launch calendar.

We track and monitor performance, and make and adjustments needed for maximum conversion.

## Business Tool Simplification

Our Business Tool Simplification service is ideal for companies who need overarching strategy and are battling a complicated or messy tech stack. If your tech stack was built with individual tactics in mind rather than strategy, you are probably already aware how your stack degrades over time and becomes something of a headache.

We can evaluate and untangle your tech mess, address hindrances such as slow websites, missing data, and integration issues, and ultimately gain understanding of the complexity of a current system in order to define a plan to resolve primary or critical challenges.

## Book Launch Planning & Execution

During a 30 day strategy sprint, we work directly with a company to develop strategy for a book launch. Deliverables provided at the end of this sprint include a complete Run of Show document and a flowchart for pacing that details all steps, as well as the timing of each step, in order to make maximum impact with the book launch towards established goals.

## Project Managers and Virtual Assistants for Hire

We are frequently asked where we find our Project Managers and Virtual Assistants by companies looking to onboard similar PM and VA's to their teams. Our secret is that our experienced US based PM and VA's come from creative backgrounds, primarily in the field of theatre, which we have found is the perfect match for entrepreneurs.

Our PM's can support you by managing projects that can't be supported by your internal team. Our VA's can support you by taking care of the administrative work that is keeping you from maximizing your efforts within your unique abilities. Direct placement of a PM or VA is negotiable and encouraged.



## Facebook Ads + Google AdWords Management

We provide three tiers of Facebook Ads and Google AdWords management. We recommend Tier 1 for websites that have an existing funnel in place and corresponding landing pages, Tier 2 for sites that are ecommerce based, and Tier 3 for sites that are dynamic, advanced, and have multiple landing pages and funnels. We start by getting clarity on the avatar for the campaign(s) and the acceptable CPL and total monthly ad spend on budgets, and then proceed to build and run the campaign(s).

The campaign(s) are reviewed and tweaked as needed multiple times per week. The goal is to drive as many qualified leads as possible, at the acceptable CPL, all within budget.

## Email Marketing

For businesses who depend on email for revenue and need to scale their campaigns, while ensuring the emails are actually reaching the desired audience, we provide a comprehensive audit on the email service provider (including Infusionsoft, MailChimp, Pardot, Hubspot, Get Response, etc).

The audit report will give an overview of all of the data including details on which emails perform the best and why, the status of your DKIM and SPF records, as well as any other advice and discoveries that are uncovered which relate to making the email marketing campaigns more successful.

## Marketing & Tech Audit

Sometimes you don't know what can solve the problems you're facing. Something's broken, something's not working, but you can't put your finger on it. During this 60-minute conversation, a lead marketer and lead technologist from our team will ask you and your team questions, probing into marketing and tech roadblocks and provide top level recommendations for what to focus on first to make maximum impact.

## SEO

A SEO engagement with us begins with an initial pre-SEO ranking report to be used as a baseline. After that report is completed, we will begin to optimize your company's website around target and secondary keywords.

We will create content when needed, attain low level and authoritative links as needed, and provide weekly rankings reports and assessments including organic traffic for transparency on progress.

## Content and Membership Management

Most websites are powered by a Content Management System (CMS), allowing anyone to make updates and post new content without having to pay a developer to make those updates. We have experience with most CMS's on the market.

Whether you're building a new website or need to implement a new design, or just add a few new pages, we can help!

## Bettering Your Best with Funnel Grease™

Bettering Your Best with Funnel Grease™ is a form of protection for your business. By having us dive into your funnels you'll be applying a thick layer of grease to your lead-to-customer acquisition process, increasing results and decreasing costs. Each month, we will review the most important numbers in your business using the Functional Marketing® Bottoms Up Sales Improvement™ (BUSI) Process, where we will determine where in your marketing, customer acquisition, and retention process a split test would have the biggest leverage. Then, in a succinct and easy-to-deploy KPI Improvement Findings Report delivered each month, a list of at least three high-leverage split tests will be detailed.



## Technical & Marketing Implementation

At an hourly rate, we provide tech and marketing implementation services supported by a project manager. Implementation work can include CRM development, copywriting, MVP builds, evergreen campaigns, ecommerce, shopping carts, forum builds, landing pages, lead form ads, research, website migrations, and so much more.

Our developers include experts in wide array of programming languages and are constantly staying up to date with the latest technologies. We also have experience working in the integration of many APIs.

## Custom Package

Do you have a need or goal for your business that is marketing and/or tech related, but don't see the appropriate service offering listed here? Reach out to us and let's see how we might be able to work together.

We frequently create customized packages for our clients who don't necessarily fit into a package we currently offer.

## Ongoing Maintenance

For guaranteed faster turnaround time on a flat rate retainer structure, Tech Guys will dedicate and set aside time for your company. This package covers updates, break/fix, same day email acknowledgement (on business days) from the assigned project manager, and weekly meetings with the PM and developer.

New functionality is not covered. This package benefits companies who need quick turnaround and maintenance for their systems as well as regular discussions of new feature needs and access to the general brain space of their assigned developer.