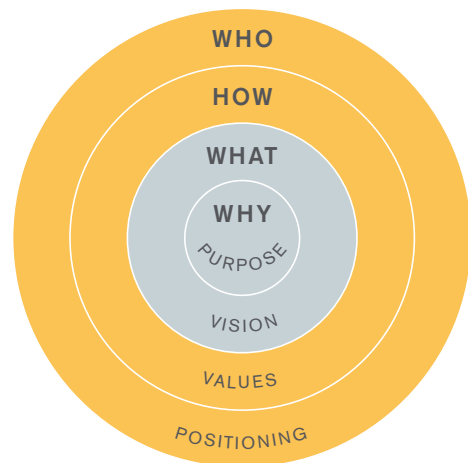


# A/E/C FIRM MARKETING

## 04 | MARKETING INITIATIVES

### 01 | STRATEGIC PLAN



● inward facing (private) ● outward facing (public)

#### 3-YEAR PLAN

PURPOSE (why we exist)  
 VISION (what do we want to be)  
 VALUES (how we will get there, beliefs)  
 POSITIONING (who will hire us)  
 POSITIONING (why they'll hire us)  
 POSITIONING (personality attributes)  
 SMART GOALS

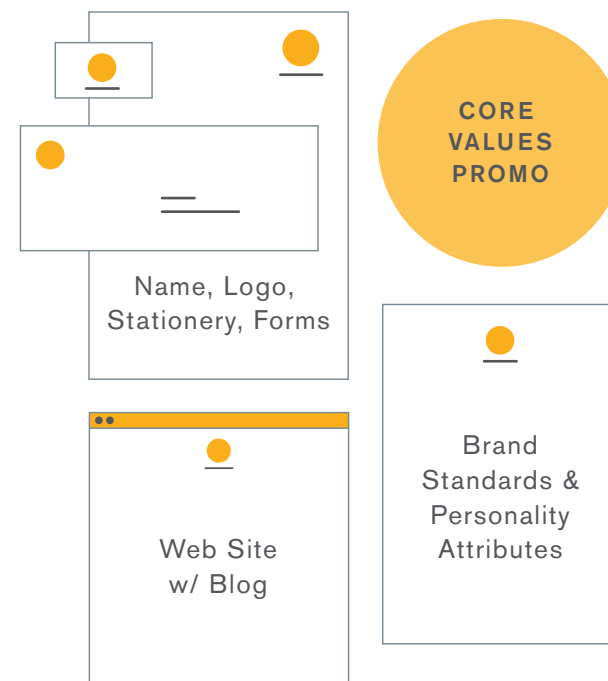
### 02 | MARKETING PLAN



#### 1-YEAR PLAN

towards three-year vision  
 prioritized brand touchpoints  
 prioritized proactive initiatives  
 training  
 who is responsible  
 cost & timing  
 dashboard to measure

### 03 | BRAND IDENTITY



- Print: SOQ Brochure, Proposal Template
- Advertising
- Event Marketing
- Public Relations, Publicity
- Content Marketing: Public Speaking, Writing, Webinars, Podcasts
- Digital Marketing: Social Media, Email Marketing, Video
- Direct Mail
- Promo Items, Wearables, Holiday
- Office Exterior and Interior Design
- Case Stories, White Papers, Research, Infographics
- Networking: BOD, Professional Org., Community
- Awards, Competitions
- Strategic Alliances, Teaming

**TO ATTRACT AND WIN GREAT CLIENTS & TALENT**