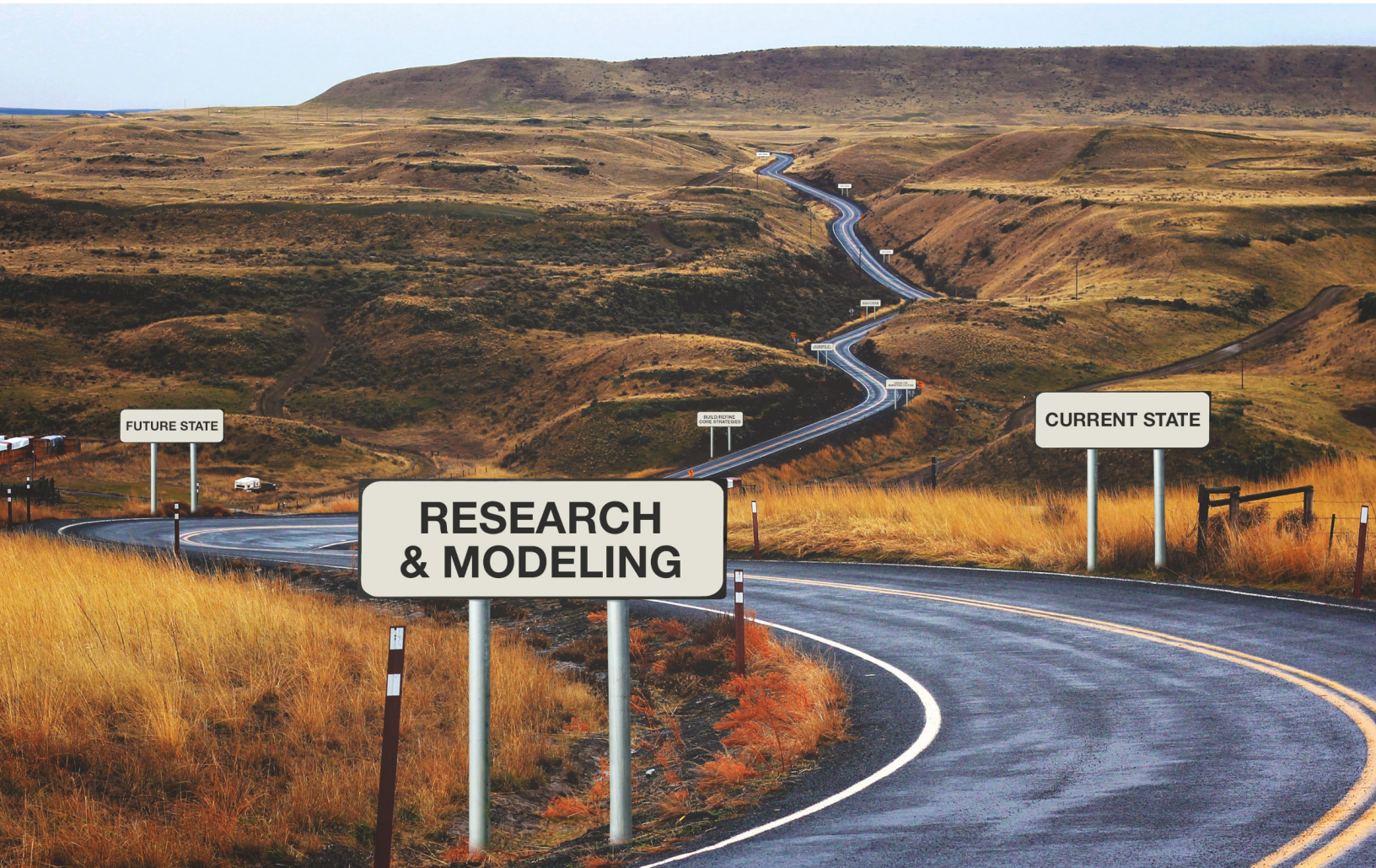


# Marketing Department Roadmap



**STR****ATEGYFIRST**

TURN THE EVER CHANGING FLOW OF MARKETING TACTICS  
INTO CLEAR AND ACTIONABLE STRATEGIC INSIGHTS

## Marketing Department Roadmap

***It Could Not Be Easier.*** We place a 25+ year marketing executive inside your company as a part-time CMO. They lead the restructuring of your company's marketing department and build a dynamic marketing strategy that is perfectly aligned to your business strategy.

***Time After Time... The Results Are Impressive!***

WEEKS	ACTIVITY	RESOURCES/ANALYSIS	PERSONNEL
1-8	<b>RESEARCH &amp; MODELING</b>  Define Market Driven or Market Driving Model  Build and/or Refine Core Brand Strategies	<ul style="list-style-type: none"> <li>• Marketplace Research</li> <li>• Competitive Analysis</li> <li>• Industry Trends Analysis</li> <li>• SWOT</li> <li>• End-User and Marketplace Interviews</li> <li>• Build Segmentation Matrix</li> <li>• Align Business and Marketing Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Management Team</li> <li>• Marketing Team</li> <li>• Sales Team</li> <li>• Customer Service</li> <li>• Linx Team</li> </ul>
9-15	<b>RESEARCH &amp; INTERVIEWS</b>  Defining the Marketing Culture of the Company  Current State of the Marketing Department	<ul style="list-style-type: none"> <li>• Clarify Business Goals</li> <li>• Meet with Department Leaders</li> <li>• Department Structure and Job Descriptions</li> <li>• How Does Marketing Play a Role in Each Department?</li> <li>• Ability to Deliver on Strategy               <ul style="list-style-type: none"> <li>–USPs and Value Propositions</li> <li>–Five P's</li> <li>–New Opportunities</li> </ul> </li> <li>• Planning Process</li> <li>• Budget Review</li> <li>• Vendor Analysis</li> <li>• Reporting Structure</li> <li>• Segmentation Utilization</li> </ul>	<ul style="list-style-type: none"> <li>• Management Team</li> <li>• Divisional Leaders</li> <li>• Marketing Team</li> <li>• IT Team</li> <li>• Sales Team</li> <li>• Customer Service</li> </ul>
16-20	<b>BENCHMARKING &amp; STRATEGY DEVELOPMENT</b>  Alignment of Business Goals & Department  Future State of the Marketing Department	<ul style="list-style-type: none"> <li>• Effectiveness Against Plan</li> <li>• Program Elements</li> <li>• Brand Standards Audit and Compliance Best Practices</li> <li>• Sales Channel Alignment</li> <li>• Partnerships and Alliances</li> <li>• Internal and External Resource Needs</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Team</li> <li>• Management Team</li> <li>• Linx Internal</li> </ul>
21-25	<b>DOCUMENTING &amp; REPORT WRITING</b>	<ul style="list-style-type: none"> <li>• Analysis</li> <li>• Recommendations</li> <li>• Budgeting</li> </ul>	<ul style="list-style-type: none"> <li>• Linx Team</li> </ul>
26	<b>COLLABORATION &amp; REVIEW</b>	<ul style="list-style-type: none"> <li>• Fine Tune Report Based Upon Review and Feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Management Team</li> <li>• Marketing Team</li> <li>• IT Team</li> </ul>



*"I have had the pleasure of working with Michael Smith for many years and feel very fortunate to have met him early in my career. Michael is the definition of 'brainstorm' and brings great perspective, insight, and creativity to any discussion that I have encountered with him.*

*Our company outsourced Michael as CMO for an 18 month period where he skillfully conducted a strategic assessment of our brand, market, communications, website, and go to market strategies. Michael's extensive experience with various companies and industries allowed him to quickly understand our business model and align our marketing plan to our business goals. He was hands on with many of the developments and business initiatives that supported our growth plan. During this period, Michael also did a complete assessment of our Marketing department. This included team, skillsets, and tools valuation and providing recommendations to fill those gaps including hiring assistance for key personnel.*

*Michael has contributed greatly to our organization in many facets and I highly recommend him."*

Sincerely,  
**Anthony Arena, President**



*"We engaged Linx during a critical transition in OMSG's marketing leadership, brand platform, and strategic goals. Through a collaborative assessment, planning, and creative approach with our team, Michael and his team successfully designed a "roadmap" — specifically aligned to our corporate mission and vision — to help redefine our business, marketing and go to market strategies and deliver exceptional customer experiences and maximize our results."*

Sincerely,  
**David J. Goldring, Chairman & CEO**



Overseas Military Sales Group

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155 East Main Street, Smithtown, NY 11787 • 631.361.4400