



MATHLETE
MARKETING

Growth Package

Comprehensive Marketing Support for Accelerated Growth

What's Included

Designed for businesses ready to grow faster and smarter, the GROWTH package provides full-spectrum marketing support—from strategy to execution.

This package includes:

- ✓ Full marketing strategy development
- ✓ Comprehensive brand management
- ✓ Content creation & distribution
- ✓ Lead generation campaigns
- ✓ 12 hours of consultation per month

Onboarding Workflow

Step 1: Welcome & Onboarding

Welcome Email

- Personalized message from Mathlete
- Summary of deliverables
- Intake form link
- Kickoff call scheduling.

Client Intake Form

- Business background
- Growth goals
- Sales cycle overview
- Audience insights
- Brand positioning preferences

Kickoff Strategy Call (Week 1)

90-minute Zoom session to review intake, align on brand tone and growth goals, and establish shared workspace

Onboarding Workflow

Step 2: Strategy & Brand Foundations (Weeks 1–3)

Full Marketing Strategy:

- Customized roadmap built around goals, budget, and growth stage
- Includes KPIs, channel mix, messaging themes, and tactical calendar

Brand Management:

- Basic brand audit + refinement
- Updated voice and messaging framework
- Internal reference sheet for brand consistency

Strategy Review Call:

- 60-minute walkthrough to confirm priorities and approve execution roadmap.

Step 3: Content & Campaign Execution (Weeks 4+)

Content Creation & Distribution:

- 4–8 monthly assets: blogs, social posts, newsletters, etc.
- Aligned to funnel stages + mapped to monthly goals
- Content calendar with topic ideas, cadence, and CTAs
- Distribution via email, blog, or social channels

Lead Generation Campaigns:

- Planning and launching lead gen campaigns (email, landing pages, light paid/organic)
- A/B testing recs + optional lead magnet development
- Light funnel tracking + optimization suggestions

Step 4: Reporting & Ongoing Support

Monthly Performance Report:

- Summary of content and campaigns
- Website, email, and social analytics (if available)
- Funnel insights + optimization ideas

12 Hours of Monthly Consulting: *Use flexibly for:*

- Strategic sessions
- Campaign planning or reviews
- Martech setup and support
- Messaging and content feedback

Onboarding Workflow

Step 5: Quarterly Planning & Growth Check-Ins (*Optional*)

Quarterly Planning Call (Every 3 Months):

- 60-minute review of results and growth progress
- Discuss what's working, what to scale, and what to change
- Reset goals + channel focus
- Explore new services or expand execution support

Optional Add-Ons (Available Anytime)

- Sales & marketing alignment sessions
- Competitive positioning research and battlecards
- Hiring support for internal marketing roles
- Custom-designed brand assets
- PR or awards program coordination

Need a marketing partner who helps you grow without the guesswork?
Let's build the strategy and momentum your business needs

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