



Starter Package

Essential Marketing Foundations for Growing Businesses

What's Included

Perfect for businesses just getting serious about marketing, the STARTER package gives you expert guidance and practical tools to help you grow with confidence.

This package includes:

- ✓ Marketing strategy assessment
- ✓ Basic brand positioning
- ✓ Content calendar development
- ✓ Monthly performance report
- ✓ 4 hours of consultation per month

Onboarding Workflow

Step 1: Welcome & Kickoff

Welcome Email

- Friendly intro from Mathlete
- Summary of what's included
- Link to the Client Intake Form
- Scheduling link for kickoff call

Client Intake Form

- Gathers business overview, audience, competitors, tone, and goals
- Helps tailor everything that follows to your unique needs

Kickoff Strategy Call (Week 1)

60-minute Zoom call

- Deep dive into your goals, brand, and challenges
- Review of intake form
- Align on focus areas and roadmap

Step 2: Discovery & Audit

- Website, email, and social content review
- Light competitive scan (2–3 peers)
- Identify quick wins, missed opportunities, and key gaps

Onboarding Workflow

Step 3: Strategy Assessment & Brand Positioning

Strategy Snapshot PDF

- Your personalized strategy summary
- Includes:
 - What's working / not working
 - Basic brand positioning statement
 - Recommended channels and quick wins
 - Lightweight persona sketch (if needed)

Review Call (Week 3)

- 45-minute walkthrough
- Align on recommendations and direction
- Prioritize actions

Step 4: Content Calendar Development

30-Day Content Calendar

- 4–6 content ideas tailored to your business
- Suggested formats (blog, email, social)
- Headline or title starters
- CTA notes and cadence suggestions

Planning Call

- 30–45 minutes
- Review and refine content priorities
- Discuss rollout and delegation options

Step 5: Ongoing Support & Wrap-Up

Monthly Performance Report

- Overview of key metrics (based on what's available)
- Notes on what's working and where to improve
- Suggestions for the next month

4 Hours of Consultation

- Strategy sessions
- Content or campaign reviews
- Tool or platform guidance
- General marketing advice

Wrap-Up Email

- Final deliverables recap
- Link to feedback form
- Option to book follow-up or discuss extended support