



## An Engagement with Equilibrium Consulting:

An expectation for marketing is always important to understand. You must be in it for a duration and it will take anywhere from 3-6 months to build momentum. You should not expect immediate returns as you build brand equity in the community that is being marketed.

Just like an MSP we start with a Sales and Marketing Assessment, this process takes typically 2-3 weeks and we look to uncover items such as:

- ▶ Company culture and vision
- ▶ Market
- ▶ Product & Services
- ▶ Current run rates and pipeline
- ▶ Distribution and partners
- ▶ Processes
- ▶ Tools and behavior
- ▶ Current collateral
- ▶ Profile of reps to determine strengths or opportunities for better practice
- ▶ Digital footprint
- ▶ Press
- ▶ Vendor relationships
- ▶ And many other areas necessary to gain a deep understanding of your specific market.

Once we process the data and develop the trends we can establish a goal for marketing and develop a 6-month plan of execution for review, discussion and approval.

Our next steps are to execute with the embedded team to deliver on the 6-month plan. The 6-month plan includes areas such as:

- ▶ Nurturing
- ▶ Net New
- ▶ Existing Accounts
- ▶ Social Media
- ▶ Referral Activity
- ▶ Public Relations & Community
- ▶ Infrastructure

Within each area we look to explore a multi-touch campaign that can span a single month or themed over a quarter.

We ensure that we are driving best practices during this time using ConnectWise campaign and sales modules to manage the process and measure ROI. We also provide our connectmyPSA tool as part of the engagement to help in the process of giving marketing or sales reps better data during web visits or SEO hits. Other tools may be supported such as Constant Contact, Mail Chimp, QuoteWerks or Quosal.

Pending on the requirement there may be some individualized training for sales reps in areas such as price resistance, negotiations and other best practices to develop better daily habits and use of PSA/CRM and quoting tools.



Feature	(SP-1) \$1,500/Month	(SP-2) \$2,000/Month	(SM) \$2,500/Month
<b>Coaching</b>			
Adhoc Meetings	■	■	■
Individualized Rep Coaching			■
Sales & Marketing Training	■	■	■
Best Practice Guidance	■	■	■
Stakeholder Interaction	■	■	■
<b>Marketing</b>			
SWOT	■	■	■
Collateral		■	■
Web Consulting and Content (1)			■
Graphics Support	■	■	■
Press Releases	■	■	■
Email Blasts (2)	■	■	■
Case Studies		■	■
Vendor Management		■	■
Webinar/Seminar (3)			■
List Management	■	■	■
connectmyPSA software	■	■	■
Campaign Management	■	■	■
Print advertising (4)		■	■
Social Media Management		■	■
Event Coordination			■
<b>Automation</b>			
ConnectWise Process Consulting	■	■	■
ConnectWise Process Implementation		■	■
Virtual ConnectWise Administration			■
QuoteWerks Consulting	■	■	■
QuoteWerks Implementation			■
QuoteWerks Administration		■	■
Training	■	■	■
<b>Other Services</b> (must be in conjunction with a monthly plan, no standalone services provided)			
Explainer Videos	Starting at \$125 for 30 seconds		
Organic SEO	Startup \$500, after startup \$150/month		
Newsletters	\$150/month		
Blog Content	\$.50/word		



**Equilibrium Consulting**

(1) Does not include hosting fees, blogs or newsletters  
(2) Does not include email blast programs such as Constant Contact  
(3) Does not include site fees or webinar software  
(4) Does not include printing or postage  
General - All agreements are a 6 month commitment

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