

# Marketing Growth Initiative

Drive BP Growth with five sprints over a six week period that will deliver a custom marketing strategy, high impact BP solutions value prop, messaging and an integrated digital campaign plan that will be executed to deliver qualified leads for a selected solution.

## Deliverables

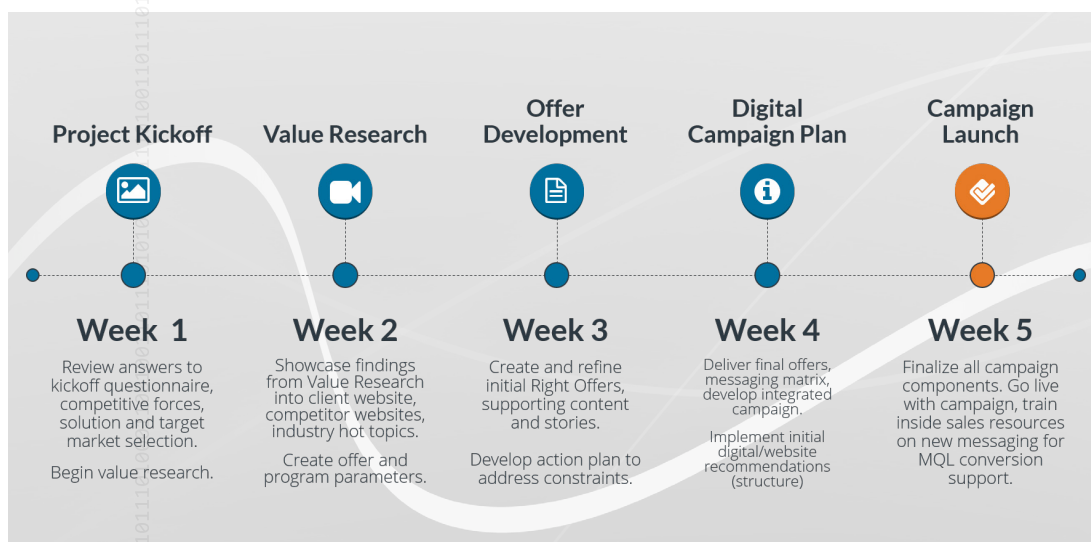
Our sprint based, workshop approach delivers 7 ready-to-action components to drive revenue success.

1. **Right Offers** that clarify your value in micro-verticals to economic buyers.
2. **Value Research**
3. **Messaging Matrix**
4. **Constraint Resolution**
5. **Digital Action Plan**
6. **Campaign Plan**
7. **Campaign Execution Management & Coaching**

*Stand out in the Sea of Sameness*



**frantzgroup**  
FOCUS ON **GROWTH**



**Frantz Group** is a business growth and marketing strategy company. We are focused on helping technology developers and their channel partners drive more revenue to their bottom line.

We bring a modern approach and strategic excellence to messaging, strategic consulting, marketing operations and campaign execution.

Schedule your MGI today:

[www.thefrantzgroup.com](http://www.thefrantzgroup.com)

800-707-0064

Celebrating 25 Years in 2018

This program may be eligible for co-marketing funding in 2018.