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BRIEF **DIGITAL MARKETING**

Doc Date: September 3, 2021
Client: The Consultancy Inc, NA
Job: Digital Marketing (Lead Generation)
Timeline: Submission of proposals / quotations no later than September 17, 2021

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Preamble

The Consultancy, NA (North America) seeks the services of a professional person / entity to create a digital marketing campaign with highlights as per below

Action Required

Please provide quote for

1. Creation of lead generation campaign
2. Maintenance / managing of campaign

Background

As companies continue to expand markets and product offerings, challenges in various arenas continuously rear its head. As individuals lose their jobs, SMEs and companies in general will continue to grow and rise. Without full / proper appreciation for business and the ultimate challenges to be faced, the need for professional assistance will continue to rise. The impact of lack of formal business knowledge may result in the need for companies needed to restructure, needing additional investment, professional project management, training and coaching needs.

These challenges are augmented by the current global pandemic.
Content & messaging to best to attract best prospects

Objective create a steady flow of 'qualified' leads monthly

Target Audience

SME sector in the NA market where reputation and quality are major points of consideration for use of Consulting services.

Qualification process

- **Needs** – businesses in need of professional services (initial focus business plans, business coaching, restructuring, executive coaching)
- **Decision-making power** - influencers, decision-makers (C-suite being CEO, company owners, COO)
- **Urgency** - persons with a current / immediate need (*rationale: high urgency = low cost per acquisition*)
- **Budget** - companies with the ability to pay, adequate cash-flow
- **Company size** – not a criteria at this time
- **Location** - Florida (Miami, Fort Lauderdale & surrounds)
- **Markets** - should not include medical, construction or engineering fields
- **Demographics** -
 - o Language - English

- Position - Owner, CEO, etc
- Age – n/a

Company Background please visit website @ www.theconsultancyinc.com

References:

- **LinkedIn** <https://www.linkedin.com/company/theconsultancyinc/>
- **Handles (Twitter / IG/ FB)** @consultancyinc