



---

Where Can  
***Elevated Marketing***  
**Take Your Business?**  
...Ask **PMA.**



## TABLE OF CONTENTS

Who We Are.....	03
Where We Can Help.....	04
Consulting Services.....	05
Strategic Advising.....	06
Marketing Transformation.....	07
Building Marketing Ecosystems.....	08
Our Approach.....	09
Timeline.....	10
Delivering Measurable Results.....	11
Get Started.....	12

# Who We Are | An Overview



## About Us

## Performance Marketing Experts Digitally Born & Unmatched Expertise

- We were born digital and have helped countless brands elevate their performance marketing to generate maximum ROI.
- We come from cutting-edge brands, top advertising & marketing agencies, and industry leading MarTech & AdTech solution providers.

## Who We've Helped



# How We Can Help

*We Eliminate Waste & Create Efficiencies*



Marketing is one of the most important investments that businesses can make;  
*it can also be your most significant source of waste.*

## Common Symptoms Of *Misaligned Marketing Strategies*



Your marketing investments *are not driving results*. No matter what you do, you're not seeing meaningful business growth.



Your business *growth is dependent on paid marketing*. You don't seem to be generating any new business organically.



Your marketing *performance numbers & ROI are disappointing*. The return from your marketing investments is not sustainable.



You've got a great product or service but *are struggling to get noticed*. Your prospects don't understand your key differentiators.



Your marketing efforts *lack a cohesive end-to-end strategy*. All your activations feel like random acts of marketing.



You know you're *not leveraging your data effectively*. You don't have clear sight into your customers or ideal prospects.

# Specialized Consulting Services

## *Optimizing Your Entire Marketing Ecosystem*



**Our experts can be deployed across a variety of disciplines**, working collaboratively with your teams, agencies, and partners to **ensure your next big move delivers results.**

## Consulting Expertise

- **Organizational Marketing Transformation**
- **Fractional CMO Consulting Engagements**
- **Performance Media Auditing & Optimization**
- **HubSpot Solutions Implementation**
- **Marketing Automations**
- **Marketing Agency Audits & Proposal Evaluation**
- **Brand Transformation**
- **CRM Data Systems Consulting**





# Expert Advising Where It Matters Most

## *Unmatched Performance Marketing Expertise*



Our strategic advisors **leverage robust industry expertise, data-driven insights, and validated learnings** *to solve your business challenges.*

## Strategic Advising

✓ Performance Media Optimization

✓ Paid Search Optimization

✓ Organic Growth Strategies

✓ Marketing Funnel Optimization

✓ Web Development & Optimization

✓ CRM Data Utilization



# Organizational Marketing Transformation

## *Creating A Growth Engine For Your Business*



### What Is It?

Building a robust marketing engine that delivers results for your business requires cohesion across every dollar, message, campaign, and channel. Our proven process elevates the sophistication of your entire marketing ecosystem, eliminates the waste from random acts of marketing, and ensures you have an optimized end-to-end strategy.

## **We Build** *Efficient Marketing Growth Engines*

### *Cohesive* **Marketing Funnel**

A funnel-full strategy is core to any organization's marketing success. We go beyond simply ensuring audience touchpoints are working cohesively; we'll show you how to allocate your investment across funnel stages to efficiently generate, foster, and capture demand.

### *Optimized* **Performance Media**

Every marketing channel has multiple levels of complexity requiring specific tactics to achieve maximum performance. Our team has the depth of expertise needed to create data-driven strategies, maximize ROI, and reduce your customer acquisition costs.

### *Fully-Utilized* **Data Assets**

Data is the greatest and most underutilized asset businesses have. CRM and business performance data can help isolate new opportunities and help generate more profitable growth. We'll show you how to leverage your data to power a robust marketing engine.

### *Scalable* **Organic Growth**

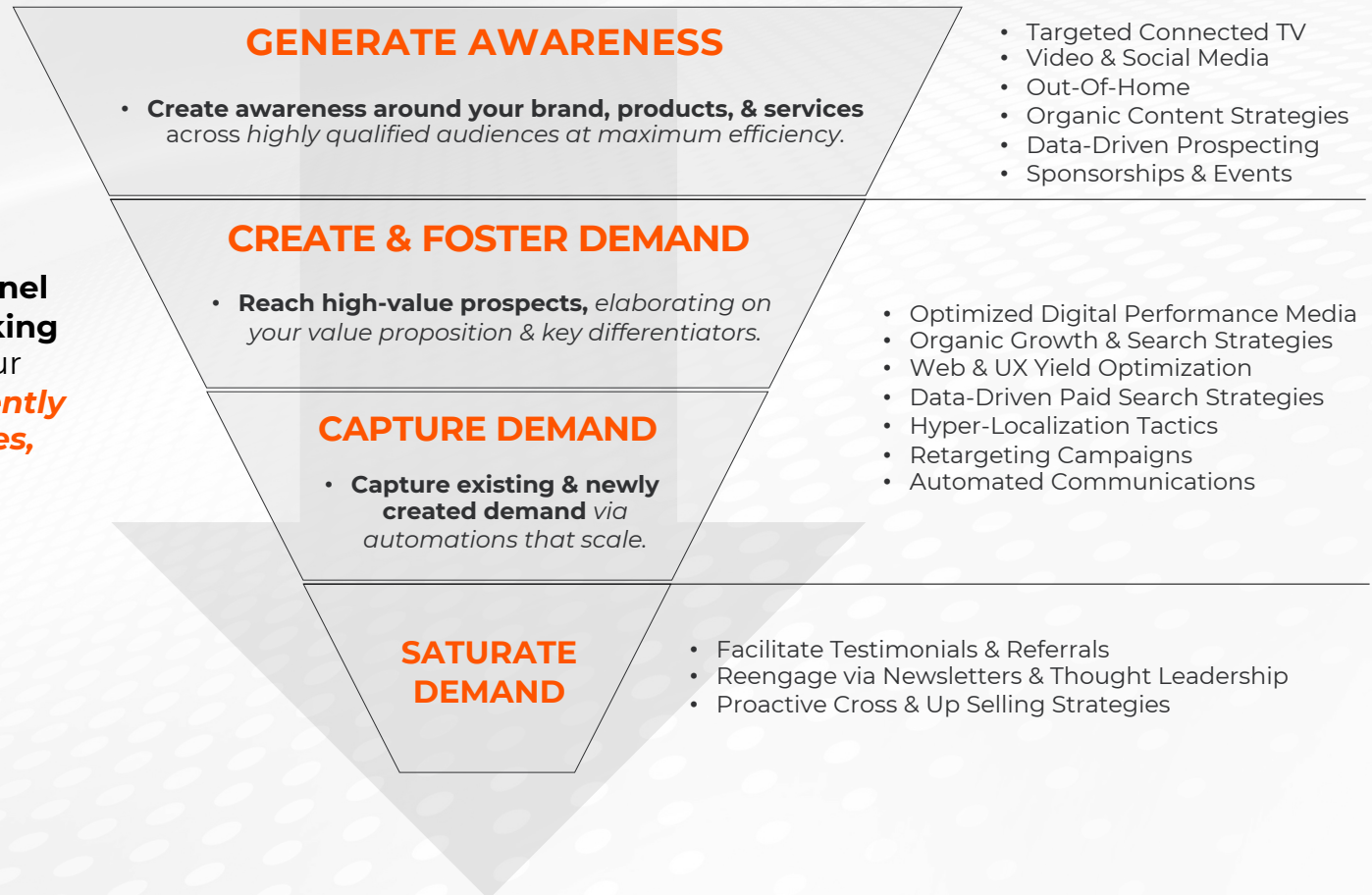
Building a flourishing business in today's highly competitive market requires expertise across a variety of disciplines to create a holistic organic growth strategy. Our team has the expertise needed to accelerate your organic growth and reduce your reliance on paid channels.

# A Well-Orchestrated & Full-Funnel Strategy

*Is The Heart Of An Efficient & Effective Marketing Growth Engine.*



We **ensure every channel and touchpoint is working in concert** so that your marketing funnel **efficiently & effectively generates, fosters, & captures demand.**





# Our Approach

## Leveraging Unmatched Tactical Expertise



### What We Do

We take a comprehensive and data-driven approach to evaluating your current marketing efforts. We then build a robust blueprint & project plan designed to elevate the sophistication of your entire marketing ecosystem. When deployed, your newly honed marketing engine will accelerate your business growth at maximum efficiency.

## End-To-End Optimization Of *Your Marketing Ecosystem.*

### 1 Business Research

The first step in your marketing transformation is achieved by our team gathering a thorough understanding of your business. We'll work with you to establish objectives, understand your current challenges, & determine methodologies for measuring success.

### 2 Marketing Evaluation

We then dive deep into your current marketing efforts, evaluating every campaign, channel, and audience touchpoint to assess performance, isolate gaps, & eliminate waste.

### 3 Data Appraisal

Next, we work to understand your level of data mastery, isolating opportunities where you can take greater advantage of your customer data and business insights to accelerate your growth.

### 4 Strategy Development

We then consolidate our findings into a robust and holistic playbook that when deployed will elevate your organization's entire marketing ecosystem.

### 5 Strategy Deployment

We collaborate with your teams, agencies, and partners to deploy our playbook, making vital optimizations across all our findings.

# Marketing Transformation

## Typical Project Timeline



Every business is unique, requiring advising that is tailored to their current level of marketing sophistication. Below you'll find the typical timeline to **deploy a successful end-to-end organizational marketing transformation**.

Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8
Identify & Resolve Low-Hanging Fruit							
Business Research							
Marketing Evaluation							
	Data Appraisal						
	Strategy Development			Deployment			
						Advising	

# We Deliver Measurable Results For Brands, *Eliminating Waste & Maximizing ROI.*



**We eliminate waste and create efficiencies for our clients**, delivering real results that make the most of marketing investments. We go beyond optimizing your marketing funnel and performance campaigns, ***honing your entire marketing ecosystem.***

## What We Have ***Achieved For Our Clients***

***Reduced a business's customer acquisition cost by 85% in under 6 months.***

***Improved a business's digital conversion rate by more than 240% within 1 year.***

***Reduced a brand's technology fees by over 80% in 2 months.***

***Reduced a brand's agency fees by over \$1 Million within 1 year.***

***Optimized a brand's marketing strategy for a 30% improvement in incremental revenue within 1 year.***

***Streamlined a brand's Marketing Tech stack for enhanced capabilities & over \$800k in annual savings.***

***Reduced a business's customer acquisition cost by 93% within 1 year.***

***Improved a business's digital yield by 66% in less 6 months.***



# Take The First Step Towards Elevating Your Marketing Sophistication & Maximizing ROI.

**Let's Get To Work!**

**Email** | [Info@AskPMA.com](mailto:Info@AskPMA.com)

**Phone** | (231) 714-6284

**Support Hours** | Mon-Fri 9:00am-5:30pm (EST)