ONBOARDING WITH **FOXTAIL MARKETING**

TABLE OF CONTENTS

WELCOME!

WE ARE SO EXCITED
TO PARTNER WITH YOU TO CREATE AND DEPLOY YOUR **PERSONALIZED MARKETING** INITIATIVES AND STRATEGIES! OUR GOAL IS TO MAKE ONBOARDING WITH US AS BREEZY AS POSSIBLE, SO WE CAN BOTH FOCUS ON GETTING YOU THE ROI AND

RESULTS YOU DESERVE.

WHAT WE NEED FROM YOU

In order for us to get started, **we need access to your marketing platforms.** Without access to these tools our teams become **gridlocked,** and timelines get delayed which nobody benefits from. We kindly request that you send us access as quickly as you can. You will find directions to giving us access in a separate PDF that our team will be sending you as well.

We really hate begging, but we're compelled to beg in this instance to avoid tying our own hands. If you can please get us access within **one week** of your kick off call we promise to love you even more than we already do, and not nag you incessantly about these items in the future.

FOXTAIL
MARKETING

WHAT TO EXPECT DURING YOUR CAMPAIGN

FIRST MONTH
CAMPAIGN
SETUP

In your first month, **we do all the heavy lifting,** and get all your systems up and running. Whether we're doing SEO, content, PPC, lead generation, or any other type of campaign, **this is where we get down and dirty.** We setup all systems, apps, and tools, and begin optimizing your current platforms. Contemporaneously, we develop targeted buyer personas, do in-depth research into your company and your customers, and plan out our next moves.

FOXTAIL
MARKETING

AUDITS:

Part of our onboarding process involves us getting into the **nitty gritty** to compile a number of audits to see how your current initiatives are performing. These audits are the first action your team will take to analyze your current marketing efforts and strategize.

This typically includes the following deliverables:

- CONVERSION AUDIT
- SEO AUDIT (ON-SITE & OFF-SITE)
- ANALYTICS AUDIT
- KEYWORD ANALYSIS & AUDIT

These audits allow us to do a gap analysis to see what you're doing that's working, and where **we can improve upon your efforts.** You will be presented with these audits to see our findings, as well as to give feedback on what we've found.

FOXTAIL
MARKETING

CREATIVE STRATEGY:

Our creative strategy will be in **full-swing in month one.** First, we will establish buyer persona's and customer journey mapping internally, and then our team will put together a content calendar with content topics and ideas for the duration of your campaign. You will be presented with a **full creative outline** for the next 3 months for you to review and approve so that we can stream-line the creative and approval process.

SYSTEM SETUP:

Month one involves a lot of set up on our end. We will be setting up everything from workflows in your marketing automation platform, to optimizing your social media accounts for SEO practices. As we set up these systems, **your team will keep you up to speed on the status.** Once we have all systems setup properly, we can create and deploy campaigns much more efficiently.

Examples of Items Setup:
- SOCIAL MEDIA ACCOUNTS & SOCIAL MEDIA AD ACCOUNTS
- MARKETING AUTOMATION
- GOOGLE ANALYTICS & TRACKING PIXELS
- CALL TRACKING IF NEEDED
- CNAME & LANDING PAGE INTEGRATIONS
- UTM PARAMETERS
- GOOGLE SEARCH CONSOLE
- GOOGLE MY BUSINESS
- LEAD SCORING
- GOOGLE ADWORDS
- AND MORE!

COLLABORATION:

Your team will be in constant touch with you during the full course of your campaigns, and you can always pick up the phone and give them a call directly for immediate questions. In the first month, you will hear from them on a wide variety of items to make sure that we are on track.

MONTH TWO
DEPLOYMENT

During your second month, **we start deploying content.** You will start receiving blogs, minigraphics, and other deliverables in month two. These deliverables are created for all stages of the funnel, depending on our gap analysis from month one. Whether it's top of funnel, mid-funnel, or bottom of funnel content that your team needs, **our content will be ready to begin deploying in month two.**

PAID CAMPAIGNS:

Any PPC or Social Campaigns will be setup and ready to deploy in month two. After our research in the first 30 days, we will have **identified opportunities, aggregated our targeting, and written and designed ads.** In month 2 we will be ready to launch! This involves all ad copy creation and design, landing page development and integration, and advanced targeting to your buyer personas.

By this time you will have already seen designed ads, and landing pages, and **we will be ready to push these live.**

FOXTAIL
MARKETING

SEO:

SEO initiatives will run steady **all throughout your campaign.** While month one consists of auditing, setup, and strategy, month two is getting into the nitty gritty. Here is where we will continue to identify keyword opportunities, competitor tactics, and link building opportunities - we implement these strategies in the interim. **SEO never misses a beat!**

MARKETING AUTOMATION:

Any marketing automation campaigns will be ready to be deployed in month 2 as well. With the system setup and ready to go, we will launch any drip or nurture campaigns outlined in your SOW if applicable.

This involves all landing page creation, email list segmentation, workflow setup, integrations and tracking, and more!

SOCIAL:

If we are posting to your social platforms, **this will be in full swing by month two.** We use social to engage with your audience, build awareness, and bring people into the top of the sales funnel. We will be positioning you as a **thought leader** in your industry through social.

MONTH THREE
CAMPAIGN ADJUSTMENTS & OPTIMIZATIONS

In your third month of the campaign, this is where the data begins to flow and we **start seeing results** as well as optimizing for higher conversion rates and lead flow.

Our campaigns will be up and running and beginning to drive data. Based on the different types of campaigns that are running, we analyze the demographics that are responding to our messages, and which campaigns are performing the best.

Our analysts get to dive into the metrics, and focus heavy on conversions. Based on these metrics, Month's 3-6 are filled with heavy A/B testing, and campaign optimizations.

SEO, PPC & Social, Content, & Marketing Automation campaigns continue to run and use our aggregated data in their campaigns as well.

At the end of month three, **your team will have all the data they need** to create a new strategy for the next three months utilizing all assets created, as well as ideas on new assets to be created. Your team will present you with a new strategy at the end of month three.

FOXTAIL
MARKETING

MONTH FOUR TO SIX
ITERATE, STATEGIZE, DEPLOY

As your campaigns progress, **we get giddy with iteration.** Our teams work to continuously A/B test to improve results based off of real-time data.

We tweak **everything** from ads, landing pages, emails, design elements, targeting, copy, and more. This is where we hone-in on who your audience really is, and then provide them with the **everything they need to convert.**

At this point, with everything set up and running, we can strategize and deploy campaigns **even faster!** And at the end of month 6, we'll have another results driven strategy worked up for you to review for us to deploy moving forward.

Our team focuses on **three month sprints to efficiently** create and deploy campaigns in an agile manner. Every three months from here on out, we will follow the same process and craft a personalized strategy to fit your needs.

PROJECT
MANAGEMENT

TRANSPARENCY & PROJECT TRACKING:

We see ourselves as an extension of your team, and not simply your third party marketing agency. And as a part of that, **we want to be completely transparent with you.**

The project management system that we use internally is called **Teamwork**. You will receive access to our platform to see the ongoing status' of your campaigns. You don't have to use our system if you choose not to, but we offer it as an option because we believe it is **valuable for collaboration,** insights, and reporting for your campaigns.

You will receive a login to teamwork, as well as a teamwork specific email address to email your whole team through our platform. **This ensures that all members working on your account are aware of any communication.** You will receive access to the platform within 3 days after your kick-off call.

FOXTAIL
MARKETING

SOME REQUESTS

HELP US HIT THE MARK

With all content we create, **we want to ensure your messaging and branding is up to your expectations.** Our due-diligence process analyzes everything from your previous marketing materials, your website, copious phone call notes, and our own research before developing buyer personas and creative briefs to use for your content.

That being said, **we want YOU to be happy with it.** So keep in mind, the first few pieces of content are rough drafts. If you find any faux pas, don't be afraid to tear apart the drafts. **We need your feedback** to be able to hit the mark on the head for the duration of your campaigns. So bear with us if the first draft didn't quite hit the nail on the head, with your input, **we will make sure we get it there.**

CONTENT APPROVALS

Our number one goal is to get you results. We want to launch content and campaigns as quickly as possible. With that in mind, we don't want our content to get stuck in "approval processes" for weeks or months at a time because we want to see results just as quickly as you do!

With all of our content, blogs, eBooks, ads, landing pages, etc., we ask that you get us any revision requests **within 3 days.** After 3 days, our teams hit roadblocks, and **campaigns get stalled.** We request this just to make sure that we hit our deadlines are hit, and so that our campaigns can be launched on schedule, ensuring happiness all around.

LAST MINUTE PROJECTS

Because this is marketing, **we know that last minute projects are inevitable.** We love to be flexible, and work on the projects that you need, **when you need them**. And we are happy to move around SOW's to fit in any last minute requests. All we ask, is for **at least 72 hour notice** for these projects.

LETS GO!

We are so excited to begin working with you to create your personalized marketing strategies! If you have any questions about the onboarding proccess please let us know. We are here to get you the results you deserve!