

## OUR SERVICES AND APPROACH THAT GET THE JOB DONE

To take your business farther, faster, you need extra hands on deck to help plan, manage and implement your marketing projects.

Utilize our virtual team's expertise for a full range of marketing services that will execute the plans put in place to build the revenue engine for your business.

### MARKETING STRATEGY AND PLANNING

Accelerating your growth starts with preparations, planning, creating a solid foundation and a detailed roadmap of how to get there.

Research • Analysis • Brand Strategy • Positioning and Messaging • Marketing Budget • Digital and Website Audits

### LEAD GENERATION AND ALIGNMENT

With your marketing strategy in place, you can achieve greater results by aligning with sales, as well as creating the strategies and tactics needed to generate new revenue.

Demand Generation • Sales and Marketing Funnel • Sales Tools • Thought Leadership • PR • Customer Care and Feeding • Tradeshow and Events

### MARKETING TOOLS AND RESOURCES

Developing the right marketing technology stack will support marketing and sales by creating efficiencies and tracking activities to convert customers. Not only will you hit your goals sooner, you can use the same technologies to provide ongoing customer support and communications.

Website Platform • Marketing Automation • CRM • Email and Landing Page Tools • List Management • Data and Reporting Tools



### CONTENT STRATEGY

Developing sales and long-term relationships with your customer is dependent on creating a strong content strategy that defines what to say, what media communicates it best and when to deliver it within a channel that your customer will engage with.

Content Strategy • Case Studies • Blogs • Whitepapers • eBooks • Videos • Testimonials

### DIGITAL STRATEGY

Digital is an ever-changing environment that gives you the tools to maximize your reach to targeted customers in the right online channel.

Content Marketing • Social Media Marketing • Search Engine Optimization • Search Engine Marketing • Webinars • Email Campaigns • Pay-per-click Advertising • Retargeting Campaigns

### COMPLIMENTARY STRATEGY SESSION

Our free marketing session gives you specific strategies that can be executed today. It includes up to 1 hour of one-on-one consultation, an agenda that is all yours, and 2 - 4 actionable steps. What marketing problem are you solving for?

[LET'S BOOK A SESSION TODAY](#)



We offer fractional CMO and marketing management services, backed by a virtual team of experts. This means you get immediate access to the senior-level leadership, insight and know-how you need to drive revenue, at a scale that's right for your business.

We help businesses like yours **GO FARTHER. FASTER.®**  
**SAN DIEGO | SEATTLE | YOUR OFFICE**  
[info@upstartgroup.com](mailto:info@upstartgroup.com) | [855.779.2700](tel:855.779.2700)



Email

How Can We Help?

**SEND**

Our President, Lynn Fulks, and her husband @ToddFulks attended @FatherJoes 35th Annual Children's Charity Gala this past Saturday, <https://t.co/KC2Qxq7QEn>

**Upstart Group** @UpstartGroup · May 7, 2019  
 Upstart Group President, Lynn Fulks, spent the last two days in #LA for the #ProVisors 2019 Group Leader Summit, experiencing the power of Provisors that helps foster personal relationships that support #business referrals.

**Upstart Group** @UpstartGroup · May 6, 2019  
 Our President, Lynn Fulks is enjoying her time up in #LA at the #ProVisors 2019 Group Leader Summit.

