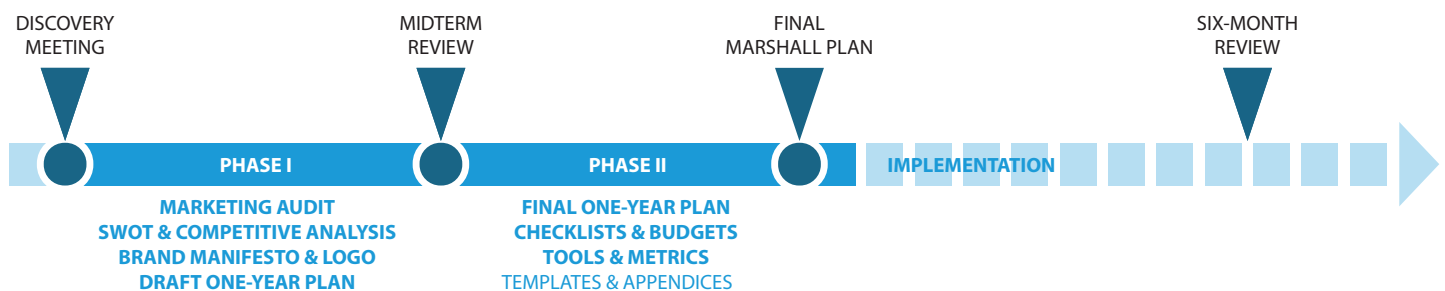


# The Marshall Plan®

*It all starts with a sound strategy.*

- The foundation upon which our most successful client relationships are built
- Tailored to your specific goals and vision
- Developed through extensive research and collaboration with your team
- Provides measurable outcomes and tools for implementation
- Helps to ensure you see a ROI for every marketing dollar you spend



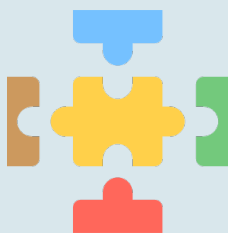
## THE PROCESS

The process begins with an in-depth brainstorming session in which we learn all about your business, your growth goals, past marketing endeavors, and industry developments that will impact the focus of The Marshall Plan.



## OUR STEPS

Development of the plan involves a series of proprietary steps, resulting in an in-depth marketing and PR playbook that speaks to the unique nature of your organization and is the result of full engagement from your team, from upper management to frontline employees.



## TAILORED

Each plan is developed from scratch based on the needs and resources of each client.



**The Marshall Plan®**  
Research. Strategy. Measurement. Results.

## Typical components include but are not limited to:

- A complete brand platform
- A quantifiable goal and supporting objectives
- A competitive analysis
- A SWOT (strengths, weaknesses, opportunities, threats) analysis

### Tactics encompassing a full range of marketing tools:

- Digital marketing and web
- Traditional marketing
- Media relations
- Outreach

### Tools and templates that will enable you to implement the plan:

- Press release templates
- Sample media pitch letters
- E-newsletter templates
- A most wanted media list
- Contact lists
- Social media content catalogs
- Social media campaigns
- Marketing funnel content
- Measurement dashboards
- A timeline for implementation
- A budget
- Measurement outcomes tied to each tactic



I was really impressed by the robustness of the plan. It went from brand-centric positioning all the way to the most-wanted media we should be reaching out to, and different tactics to employ across the PR and marketing spectrum. The plan was something that, had I wanted to, I could have taken and employed by myself, but there is no way I actually could have because there was so much there — it was just that thorough.

**Liz Jarrell**

Former Communications Director, The Clay Center for Young Healthy Minds at  
Massachusetts General Hospital



Marshall Communications has a very strategic approach and an engaged team that adds value to every single project. You can feel the whole agency behind every project. It's not just account staff on an island. The Marshall team blends creativity with execution and a focus on results. The Marshall Plan® contained meaningful, integrated perspective on achieving our goals. We trust them with our brand.

**Glenn L. Laudenslager IV**

Outreach Coordinator, Lunder-Dineen Health Education Alliance of Maine

## Ready to learn more?

*We'd love to show you how this process can help grow your business, grow your profits and strengthen teamwork within your organization.*

To schedule a meeting, please call us at (207) 623-4177 or email [services@marshallpr.com](mailto:services@marshallpr.com).

