

A man with a beard and brown hair, wearing a red sweater, is laughing heartily with his eyes closed and mouth wide open. He has his fists clenched in a celebratory gesture. The background is a bright blue, textured wall. A large, semi-transparent watermark with the word 'DRAFT' in a stylized font is oriented diagonally across the entire image.

Blueprint for Success

The Workbook

Tell us about your business,
and we'll uncover strategies to strengthen
your brand and make the most of your
marketing dollars.

Your Strategy Starts Here

**Tell us about your business,
and we'll generate
your Blueprint for success.**

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ARE
YOU
AN
ISLAND?



PR

- ☐ We use PR.
- ☐ We don't use PR but we're interested.
- ☐ We rarely use PR because we don't see the value.
- ☐ We don't think many people care about our PR, stories, news and more.
- ☐ We don't have a PR strategy.
- ☐ We don't understand how our PR works beyond branding.
- ☐ We aren't measuring our PR.
- ☐ We hate our PR experience.
- ☒ **We could use guidance in this area.**

TV/Cable

- ☐ We use TV and/or Cable.
- ☐ We are interested in trying TV or cable.
- ☐ We rarely use TV or cable.
- ☐ We don't see the value in using TV or cable.
- ☐ We have used TV or cable, and we have records of our spend and ads.
- ☐ We don't measure our ROI on our TV or cable ads.
- ☐ We're not sure how TV or cable works beyond branding.
- ☐ We hate our TV or cable commercials.
- ☐ We don't think many people watch TV or cable anymore.
- ☐ **We could use guidance in this area.**

Specials

- ☐ We use specials.
- ☐ We want to try specials but we're not sure where to start.
- ☐ We rarely or never use specials, because we don't see the value.
- ☐ We have used specials in the past, and we have records of our spend and ads.
- ☐ We don't know how to measure our ROI on our specials.
- ☐ We don't understand how our specials work beyond branding.
- ☐ We hate our creative for specials.
- ☐ We're not sure specials fit within our marketing strategy.
- ☐ **We could use guidance in this area.**

Notes

[illegible]



Tell us about your

Competitors

Your Top Competitors

- ☐ I am entering a market and don't really know who my competitors are yet.
- ☐ I am entering a market and have identified my top 2-3 competitors. Who are they?

- ☐ I have new competitors in my market encroaching on my business. Who are they?

- ☐ I have a unique product or service or offering and don't know of competitors.

- ☐ I need help identifying this.

What You Have in Common

What do you and your best competitor have in common?

What products do you offer that are the same as your competitors' products?

What services do you offer that are like your competitors' services?

Notes

About your Blueprint

You've done the work—now it's our turn! In the coming weeks, we'll craft a blueprint for your company, containing **sure-fire strategies to strengthen your brand and make the most of your marketing dollars.**

Your blueprint will be based on a thorough understanding and analysis of your current, historical and prospective market position. It will include:

- **summaries of your assets and brand position**
- **a realistic analysis of your goals and objectives**
- **the best ROI practices to achieve your goals**
- **steps and strategies to achieve success**

You can take this blueprint and run with it. Hire out, hire internally or file it away for a rainy day. It's yours! If you want **zo agency** to help tackle the steps in your blueprint, we'll credit the cost of this blueprint against future services. And you can enjoy the ease of working with a full-service marketing partner. It's a double win for you and your company.

Discover what's inside →

WHAT'S IN YOUR BLUEPRINT?





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