Maverick Nation: Marketing Campaign & Roadmap

	Day 1	1st Month	2nd Month		3rd Month		4th Month		6th Month
Inbound Marketing / AAARRR Pirate Funnel / Client Journey	Teaser	1 month campaign	Turn PDF into Blog Post for SEO content	repurposing	Turn campaign into a webinar/s	repurposing	Turn virtual event into F2F event	updating	revisit content
		Tues, Weds & Thurs x 4 weeks	1 month campaign				conference		update blog post for SEO & content
Awareness: How many people do you reach?	Channel Post: **Organic**	Choose 1 entry from 7 Ways, rotate the rest and promote	W or Th x 4 weeks				ABM event		
SEO: Informational, Educational & Thought Leadership	LinkedIn	Use short form posts for each way							
Funnel: TOFU	Twitter		Use short form posts for each way		capture & document webinar		capture & document event		
Journey: Exploring & Understanding					Use feedback to add to content		Use feedback to add to content		
	Website	Email Newsletter			Use feedback to improve content		Use feedback to improve content		
	Landing Page								
Acquisition: How many people visit your website?									
SEO: Navigational (branded queries)	Email Newsletter	*Paid*	*Paid*		Video		Video		
Journey: Consideration (ways to solve problem)		LinkedIn (InMail, Retargeting, etc.)	LinkedIn (InMail, Retargeting, etc.)		YouTube		YouTube		
		Google Ads	Google Ads		LinkedIn		LinkedIn		
	KPIs								
Activation – How many people take the important step?	Click-Through Rate								
SEO: Commercial (comparisons)	Post Views, Impressions & Reach								
Funnel: MOFU	Engagements & Comments								
Journey: Comparing, Engaging & Decision-making	Likes & Reactions								
	Shares & Mentions								
Revenue – How many people start paying? How much?									
SEO: Transactional	Visual Assets		**Landing Page**		CTA 01: Download PDF, Email required > MQL nurturing				
Funnel: BOFU									
Journey: Onboarding, Usage & Experiencing					CTA 02: Consult with us. Fill up Form. > SQL				
Retention: How many people come back for a the nth time?					CTA 03: Email Newsletter > MQL nurturing				
Journey: Reviewing			Landing Page KPIs						
			Conversion Rate						
			Conversion Rate: Filled Forms						
Referral: How many people refer friends to your business?			Conversion Rate: Newsletter Sign-Ups						
Journey: Advocacy & Loyalty			File Downloads						
			Post Views, Impressions & Reach						
			Average Time on Page						
			Traffic Source						
			Goal Completions/Conversions						
			Visitors-to-Contact Ratio						
			Pages Per Session						
			Average Time on Site						
			Bounce Rate						
			Form Abandonment						
			Cost per Lead						
			Exit to Internal Page						

Marketing Campaign

7 Crucial Ways to Increase Startup Success on an New Market

1) Complementary Product and Service Analysis
2) Consumer Segmentation Analysis
3) Competitive Analysis (Direct & Indirect)
4) Diversification Analysis
5) Environmental Analysis
6) Foreign Market Analysis
7) Purchase Situation Analysis

Target Regions & Countries
USA
Canada

Target Audience
Our sights are aimed at medium to large-sized corporations in North America who are looking and planning to strategically invest in a startup and enter a new market in the CEE region.

Search Intent
Informational intent
Navigational intent
Keyword intent

Buyer Personas / Client Profiles
Directors & C-Level
Upper Mgt & VPs

Corporate Development
Business Development
Acquisitions
Marketing
Corporate Strategy
Finance
Product Development

Lead Magnet

Downloadable PDF





Landing Page

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