



# MARKETING OUTPOST

*Achieve Your Ambition*

**Marketing Outpost focuses on  
developing long term strategy plans  
for independent businesses.**

We take a tactical, results oriented  
approach to helping you achieve  
your business goals.

We help you build your dream  
business by helping you develop  
the right plan.

## EXECUTIVE SUMMARY

Marketing Outpost is owned and operated by Mari Peterson, a marketing strategist with 15+ years experience, adept at identifying and synthesizing the issues, problems and obstacles to growth for small business owners.

She focuses on developing strategies and plans to overcome weaknesses and threats to move businesses forward toward growth, working with their inherent talents, available resources and capabilities.

The team at Marketing Outpost provides full service marketing from ad design and management to digital, local, social strategies and content creation and management.

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**Our #1 purpose  
is to help you  
Achieve Your Ambition.**

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# OUR PURPOSE

## ACHIEVE YOUR AMBITION

Building the business of your dreams takes time, proper planning and research. Marketing Outpost provides growth oriented independent business owners access to high quality and professional strategic marketing services and administration. We combine your knowledge and expertise of the business with our industry research, experience and marketing strategies to create custom marketing plans.

We then work with clients to implement winning strategies, assisting where needed or vetting the proper vendors and coordinating all aspects of implementation. We incorporate both traditional and non-traditional marketing tools. We work hard to stay abreast of current marketing technologies and platforms to ensure we're offering our clients the best options.



## MARKETING FOCUS

- M Assessment & Analysis
- M Strategies and Plans
- M Market & Competition Research
- M Administration and Coordination

- M 3-5 Year Strategic Marketing Plan Development
- M Micro Marketing Plans – Laser focus, laser strategy
- M Full Service Marketing
- M Social Media Marketing & Management
- M Website Design & Management
- M Content Marketing Strategy

**We help you look to the future and develop a road map for success for the long haul by developing 3–5 year marketing plans and then helping you implement them.**

## HOW?



### DEEP DIVE ANALYSIS

You've worked hard and grown your business. When was the last time you analyzed what was working, what was not, fixed the broken pieces and implemented new systems?

- M<sub>o</sub> We get to know your USP.** We interview your team and get to know your business - what makes it special beyond the products you sell or the services you provide?
- M<sub>o</sub> We analyze your sales and operations.** We review your sales process from front end to back end, online and offline to determine gaps and obstacles.
- M<sub>o</sub> We examine your entire digital presence from the customer perspective.** We look at your front facing content to your analytics and insights on your social media channels to your website and blog content (or lack thereof) to your email newsletters, responses to Inbox questions and reviews.
- M<sub>o</sub> Lastly, we assess your brand.** We're willing to tell you your baby is ugly or perhaps just not dressed up well.



### TRIAGE

You can't wait around for perfect. We immediately help you identify the problems and immediately work to fix them.

- M<sub>o</sub> Brand need a refresh?**
- M<sub>o</sub> Website needs updating?**
- M<sub>o</sub> Never finished setting up that email campaign?**
- M<sub>o</sub> Social Media managing you instead of you managing it?**
- M<sub>o</sub> Collateral materials need to be updated?**
- M<sub>o</sub> Can't decide what kind of ad campaigns you need?**
- M<sub>o</sub> Need photography of your products, people, place?**

We can handle that and more. We have the resources to plan, coordinate and deliver.



## **VISIONING:**

### **A MARKETING PLAN**

You're busy with the day to day operations. It's important to look ahead and anticipate so you can make forecasted changes.

## GUIDING PRINCIPLES

### **HIGH VALUE COMPANY**

We are a high value vs. high volume company. This means we work with a limited number of clients to ensure proper focus on the client and to allow ourselves the creative space we need to bring creative ideas to the table.

### **IMMEDIACY**

We understand the rapidity of change in our businesses, seasons and cycles and work to achieve results quickly. We will clearly identify timelines and benchmarks to ensure expectations are clear.

### **INHERENT TALENTS**

As an entrepreneur and small business owner, we believe each of us has natural leadership styles, talents and capabilities. We believe in identifying and leveraging those unique capabilities.

### **RESPONSIVENESS**

We are accessible to clients via phone, email or video during normal business hours, 5 days a week and work hard to respond to emails within 24 to 48 hours.

### **COMMUNICATION**

We communicate in a well-organized, professional manner before and after planned meetings and during project development and during interim benchmark. We communicate in the style that suits you - email, text, video, chat, in person or by phone.

### **DOCUMENTATION & TRANSPARENCY**

We follow the 3 F's Principles – Follow-up after each meeting or major task achievement, follow through on the assigned responsibilities and then follow-up back to the client.



## **GET YOUR MARKETING PLAYBOOK**

Engage with Marketing Outpost and we'll design a cleaned up, ready to go Marketing Playbook, crafted and tailored to your unique business and growth goals.

You'll know what your marketing needs are and have a daily, weekly and yearly plan to act as your guide.

**GET YOURS TODAY.**

**Contact [365@marketingoutpost.com](mailto:365@marketingoutpost.com)  
for a free initial consultation.**

### **MARKETING OUTPOST**

633 Merrimon Avenue, Suite B,  
Asheville NC 28804  
828-419-6961 office  
[@marketingoutpost](https://www.instagram.com/marketingoutpost)

