CIM
MARKETING PARTNERS

The Results-Driven Marketing Process™

Success Measured By Bottom-Line Results

1 THE INITIAL STRATEGIC MARKETING SUMMIT®

Your prosperous future begins with a 4- or 7-hour strategic planning session to create the most profitable marketing direction for the coming 12-month period.

2 THE MARKETING GAMEPLAN™

Our consultants create a recap and recommendations deliverable based on the decisions made and opportunities identified during the Strategic Marketing Summit.®

3 THE DIVERSIFIED MARKETING PORTFOLIO®

(DMP®) Our team researches and develops all aspects of your comprehensive marketing program and budget – creating a custom blueprint for the year's strategic marketing initiatives.

4 DMP® IMPLEMENTATION AND MANAGEMENT

Our team works with you to operationalize the year's marketing program, coordinating and adjusting, as appropriate, throughout the year.

5 THE CLIENT SERVICE MAXIMIZER™

Internal marketing isn't left to chance. With educational and training workshops, such as The Client Cultivator,® your team will learn and practice the art of attracting and cultivating existing and potential clients.

6 THE ANNUAL STRATEGIC MARKETING SUMMIT®

Once a year, we'll strategize for the next year – marketing results, new opportunities and the business climate will be analyzed to create a new DMP® for maximum results in subsequent years.

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