



# The 100 Day Plan

10 Steps To Change  
Your Marketing. Forever.

# Build a Great 100-day Venture Marketing Plan in 10 steps



01\

## Project Overview

This is the kick-off meeting with the client. The purpose of the kick-off meeting is to get to know one another, uncover some hidden truths, discover any elephants in the room, and agree exactly what "good" looks like.

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## The Business Plan

We start with a blank canvas and - online or in person - agree exactly what success looks like. What's more important? Profitability or valuation? Retention or lifetime value? What territories, product innovations, partner outcomes?

We run the exercise twice. Once for the business, and once again for marketing, to make certain we know exactly where we are going.

No vanity metrics allowed.

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## Ideal Client

We get under the skin of your ideal customers... the choices they make, and what happened to the ones that got away.

For our B2B clients, we start by talking to your salespeople, and then to your clients. Using tried and tested facilitation techniques, and our own formula, we get clients to reveal their secrets. We ask all the difficult questions, leaving no stone unturned.

For eCommerce and consumer brands, we use a bunch of qualitative and quantitative tools that, combined with desk research and web analytics, build a clear picture of your ideal client or clients, which will inform the messaging matrix and brand key.

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## Platform Audit

Let's understand the tools at our disposal. What assets do we have? What's the state of the data? What level of brand recognition is there in the target market?

What's your search engine visibility? Website health? Do you have ads? SEO? Digital PR?

Are nurture flows, forms, landing enablement tools, case studies in place?

Are they current? Compelling? Professional? Original?

What is the base level we are starting from?

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## Brand Key

The brand key shapes what you will stand for. We start with divergent stages - long lists of features, benefits, market challenges.

Then we start to refine, bringing in the ideal client insights, honing in to reach the discriminator.

And finally summarising everything you stand for - ideally in just two words.

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## Go-to-Market

The go-to-market plan is your roadmap for success.

Too many agencies have a tried-and-tested formula that they apply to every client, with a thin sprinkling of brand to make it unique.

BH&P is a venture marketing agency. We aspire to always be paid on results.

So if you can manage email yourself - you do it.

If you need a podcast, we'll invent one.

And if you need thought-leadership, ABM, a humungous outdoor campaign, an app, or a full sales enablement program, that's what we will do.

We take testing into the plan too, so we can fail fast, learn loads, and be on a path to double and triple digit growth in no time.

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## Brand

At BH&P, we get bored talking about the power of brands.

We work with people that do complex and hard-to-articulate things, in cluttered markets and weird niches. Places where you need to stand out.

Whether you need a complete back-to-scratch new brand, a shiny new logo, a brand refresh, or an audit and strategy to bring your existing brand to life, we focus on the vital elements needed to develop something absolutely compelling, to help you cut through the noise.

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## UX and Conversion Paths

Starting with buyer personas, we complete an overhaul review of your UX and conversion paths.

The outcomes will be different, depending on your objectives, and your brand.

For example, this is whether you are an eCommerce brand, a charity, a fin-tech, or even enterprise sales focused. We will provide a technical overview, a content and SEO audit, find the content gap, and agree an optimization plan.

Whether you need a brand new site, a restructuring, a shed load of conversion content, or a purely technical update, we'll make sure your site is ready to help drive your plans for growth.

Example: TradeBridge Website

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## Content Creation

From videos to downloadables, podcasts to brand ads, case studies, forms, nurture flows, pillar pages, blogs, sales enablement and pivot decks, we build out the content needed to bring your proposition to life.

On day 101, we need to know that you are set up to start testing, failing and learning. So we can make your marketing work harder than ever before, in the shortest possible time.

And that means having the minimum viable product - the core, compelling materials - ready to go.

Example: IDS Mission Video

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## Hold us to Account

With all the core elements in place, we're ready to go, go, go.

We make sure that the RACI, dashboards, roadmaps, testing plans and 30, 60 and 100 day reviews are all booked, so you can hold us to account.

We expect to see quick wins in the first 30 days.

We may also see epic fails.

But because we have our finger, quite literally, on the pulse every day, every fail makes us - makes you - stronger, more informed, and drives competitive advantage.

£100 million valuation in mind? Here we come....