

A Year in the Life of an



Client



1) DISCOVERY: Think of it as a free marketing consultation. Together, we dive deep into your business goals, uncover your marketing needs, and answer any and all of your questions. (Because marketing is confusing!)



2) MEETING OF THE MINDS: The Arco team brings our most brilliant thinkers to the table and comes up with a plan to support your goals. Think Post-its, whiteboards, and intense brainstorming.



3) THE PROPOSAL: We create multiple custom strategies that we know will move the needle for your business. Then, depending on your budget and how fast you want to achieve your goals, you choose the option you want.



4) COME TOGETHER: Over lunch, java, or a video call, we come together to walk you through our proposal, answer your questions, and help you determine the best strategy for your unique situation.



5) JOHN HANCOCK: Time to make it official and get a 12-month contract in place.



6) GAME TIME: In our initial kickoff meeting, we get specifics that we need from you to execute, set expectations, and collaborate on a cadence calendar for your deliverables.



7) PENCIL US IN: Monthly marketing calls keep us all informed, on the same page, and ensure we're moving forward and producing results. We track everything—and share those metrics with you.



8) FLEXIBLE SYNERGY: Successful marketing is adaptable and fluid to maximize impact. Our primary goal is to collaboratively remain proactive and strategic, while quickly responding to any opportunities and challenges that arise.



CHEERS TO ANOTHER YEAR:

It's time to get together, analyze results of our efforts, and discover your new goals for the next 12 months (aka Discovery 2.0). Warning: we've been known to bring bubbly because there is usually much to celebrate.