

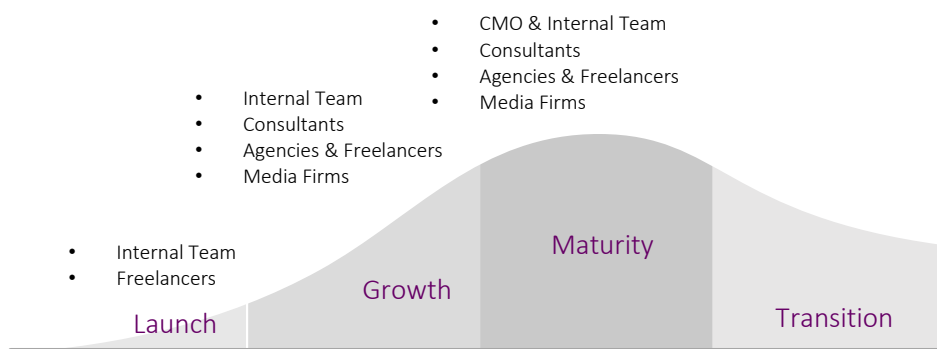
Choosing the Right Marketing Resource

When deciding which types of marketing resources to engage there are two primary considerations:

1. What life stage is your business in?
2. What type of work do you need to grow the business?

4 Primary Resource Types

1. Internal Team - Leader and implementers
2. Consultants - Strategy and/or implementation experts
3. Agencies & Freelancers – Full-service or specialists
4. Media Firms – Buy media directly



Exercise

What are the biggest priorities for your business?

What type of marketing activity do you think could drive your business goals?

Do you have resources with the skills to lead, manage and/or execute the activities?

What is your biggest concern with investing in marketing?

About CMO-OnLoan

With CMO-OnLoan you gain marketing experts who:

- Are trusted and valued members of your team
- Provide expertise to help grow your business
- Have an entrepreneurial and problem-solving spirit
- Provide leadership from planning through execution
- Can connect you to a network of trusted, expert resources

We're Here to Help!

Amy@CMO-OnLoan.com
513.315.1529