



SYNERGY5280

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SYNERGY5280 CONSULTING SERVICE OFFERINGS

Updated October 2017

Colleen Kazemi has an extensive Cross-Channel and Digital marketing background and has been advising B to B, Non-profit, and Fortune 500 companies for 2 decades. Colleen has a unique ability to assess your marketing goals and quickly identify where to focus your resources.

Colleen is typically called upon when organizations are in-flux and need immediate support and traction. Her experience in marketing, sales enablement, vendor selection, operational performance enhancements, customer engagement models, strategic partnerships, go-to-market product strategy and staffing best-practices allow her to step in and quickly show results. Colleen is experienced in developing and executing content strategies to include PR, social media, email, events and web or mobile strategy.

Below is a sample of services she offers. Many services can be managed directly but Colleen also has a group of vetted experts she can pull in as needed.

Email Services

Synergy5280 is a Subject Matter Expert in Email Marketing. We can work with you in many areas in this category. Some sample areas are listed below.

- Strategy
 - a. Digital Marketing Audit
 - b. Objective setting and Design of email programs
 - c. Creation of campaign plan
 - d. Segmentation planning – what content to send to each segment
- Data and Analysis
 - a. Data analysis / creation of single customer view
 - b. Segment Customer Base
 - c. Detailed analysis of email performance - comparing revenue to creative templates, measurement of ROI, end to end performance analysis
- Creative Services and Email Production
 - a. Creative design concepts to your brand specifications
 - b. Ongoing design and execution for template-based campaigns
 - c. Guidance / layout and optimization for global devices



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- d. Copywriting
- e. Creative Coding (Email, Landing Pages, Surveys, etc.)
- f. Multi-variant and A/B testing
- g. Campaign execution and optimization
- h. Reporting and Analysis
- Deliverability Services
 - a. Deliverability Audit
 - b. Deliverability Monitoring and Optimization
 - c. White listing and Certification
 - d. ISP Mediation

Marketing Services

Synergy5280 can help you analyze, benchmark, build and measure a results-oriented, strategic plan that will leverage marketing best-practices and industry thought leadership to increase the value of your digital marketing program. We can determine areas where you are strong and where you need improvement. We can then assist with:

- Content Audits & Strategy
- Content Creation & Development
- Landing Page & Conversion Optimization
- Community/Social Strategy
- Mobile Strategy

Sales Enablement

It is imperative that your sales organization has the processes, content, and tools to make them effective. Examples of supporting, enhancing or developing a high-performance sales team include:

- Define and elevate the role of sales enablement, with an emphasis on cross-functional collaboration.
- Create high-impact sales assets.
- Develop new processes or process improvements that lead to sales and account management effectiveness.
- Deliver visibility into whether or not prospects and customers find content engaging.
- Develop and execute webinars and in-person events to enhance segment-specific thought leadership.



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Content Strategy

Often you will need to be positioned as a subject matter expert in your line of business. Synergy5280 can work with you to determine your overall content needs. We can then:

- Develop an overall content strategy.
- Write or facilitate writers to create industry-specific content to publish to your website, email or blog.
- Develop a blogging strategy and editorial calendar.
- Monitor and develop success metrics associated with your content strategy.

Company Strategy and Roadmap Creation

Companies of all stages need a seasoned “2nd set of eyes” surrounding their progress and strategic direction. Many founders are so immersed in the successful day-to-day operations of their company that they haven’t taken time to outline **where they’ve been, and where they want to go.**

Starting with your foundation, Synergy5280 will work to understand what you’ve accomplished to date and help you identify what to prioritize for the future.

Outlining past accomplishments are important because we can use this information to identify what is working (making \$\$) and what needs to be optimized or eliminated. A “**past accomplishments**” project might include:

- Creating an outline of each component of your business. This outline could include which areas of the business are using the most resources, or need more.
- Determining if there are areas of the business that could be optimized with a 3rd party technology solution, or a more efficient operations model.

Next, having a **product or company roadmap** is vital. You need this to identify what staffing, technology or financial resources you’ll need in the future. Investors like to use your roadmap to believe that you have thought through the next phases. A roadmap project might include:

- Review of existing materials surrounding product and company direction.
- Assessment of optimizations, enhancements, or growth opportunities exist in the future.
- Creation of a phased roadmap with projections and goals.



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Vendor Selection and Management

Synergy5280 can help you determine if there are technology solutions **to accelerate your success and automate or support your service offerings**. This can include Email Service Provider (ESP), CRM, Social Media, SMS, etc. product and tool selection.

As part of this service, we will work with you to outline your business objectives and align these with potential 3rd party technology solutions to make a custom recommendation.

- For example, a **Customer Relationship Management (CRM)** system is a critical component to your overall lead management and conversion strategy. Tasks associated with this item could include:
 - a. Interview key company personnel to determine key requirements for CRM.
 - b. Create outline of CRM requirements for presentation.
 - c. Determine ranked priorities to enable CRM selection.
 - d. Research and outline top 2-3 ESP vendors to include pricing and pluses and minuses based on key requirements.
 - e. Negotiate CRM contract (if necessary), and select final CRM.
 - f. Determine set up and other software (such as Salesforce) integration requirements.
 - g. Outline next set of needs and potential resources for implementing and using CRM.

- A sample **SalesForce (SFDC)** project could include:
 - a. SalesForce (SFDC) Readiness:
 - i. Determine best way to capture and manage leads in SFDC
 - ii. Project Manage and / or set up tracking system in SFDC
 - iii. Determine email product integration and / or phased approach regarding CRM integration to enable the deployment of triggered messages.
 - b. Map out entire program flow from Website / Email > Salesforce > Customer Communication Points > Conversion. This will allow us to determine work and resource requirements for each step.
 - c. Project manage key steps associated with program launch

Once your vendor has been selected, we can work with you to outline next steps to include implementation, configuration and management.



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Staffing and Recruitment

You will likely need additional resources to implement your product roadmap. Examples include marketing resources, web / graphic designer, email campaign manager, or copyeditor. Synergy5280 can help identify resource needs, to determine contract vs. full-time staffing needs. We can create job descriptions, identify target candidates, and interview candidates as needed.

For more information on any of these services, please contact Colleen Kazemi at findcolleen@gmail.com or 303.722.5117
