



CAPABILITIES
PRESENTATION

UNITING EXPECTATIONS

GroPartners Consulting creates strategic content programs that unite expectations across the end-to-end customer journey

VERSION 1.0
August 15, 2017



WHAT WE'RE ALL ABOUT



GroPartners Consulting creates strategic content programs that unite expectations among employees, distributors, customers, and networks.



- Connect the dots along your united customer journey
- Break through silos, inside and out
- Make all your programs work better with strategic content programs

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We're a virtual agency that's hard-wired at our core. So you get senior-level strategy, creative direction, account & project management... plus a vast network of expertise—on demand—for the best fit on every assignment.



- On-demand expertise
- You always get the “A-Team”
- You don't pay for overhead or services you don't use



True thought leadership from career experts empowers you with knowledge, perspective, and insights to achieve your goals faster.



- *Getting There From Here: Bridging Strategy and Execution*, by Greg French available on Amazon
- White papers on strategy, customer journey, and content marketing
- Regular blogposts providing perspective on timely topics

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We're both. More than arms length "draft and drop" consultants or a creative agency alone, GroPartners provides a true strategic partnership with follow through all the way to creative execution and measurement.



Achieve your goals with:

- The RAPPORT Process[®] for end-to-end continuity
- Research and analysis tools that enhance insights
- Sharable content strategies that transform selling into buying, such as "Edutainment"
- Creative range from digital to graphics to video

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Our holistic outlook blends internal, external, and social network marketing to unite everyone's expectation around the brand experience. We create content that's sharable among 360° of your stakeholders and networks.



We help you:

- Create “connective tissue” among internal departments to activate leadership strategy
- Bridge strategy and execution for fast traction
- Translate the “united customer journey” into measurable deliverables

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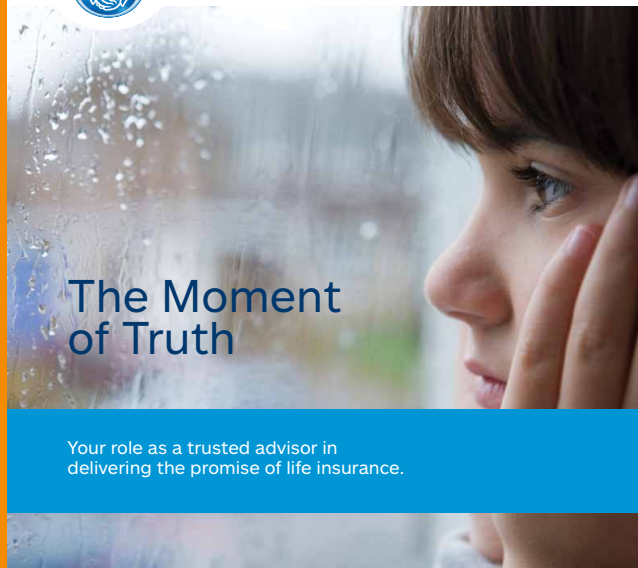
OUR DELIVERABLES



We deliver strategic content programs that share across 360° of audiences—internal, channel, external, and social networks spanning all media.



LIFE INSURANCE



The Moment of Truth

Your role as a trusted advisor in delivering the promise of life insurance.

The Moment of Truth: CONVERSATION GUIDE

Greeting

Hello, [Agency Name], this is [Your Name]. How may I help?

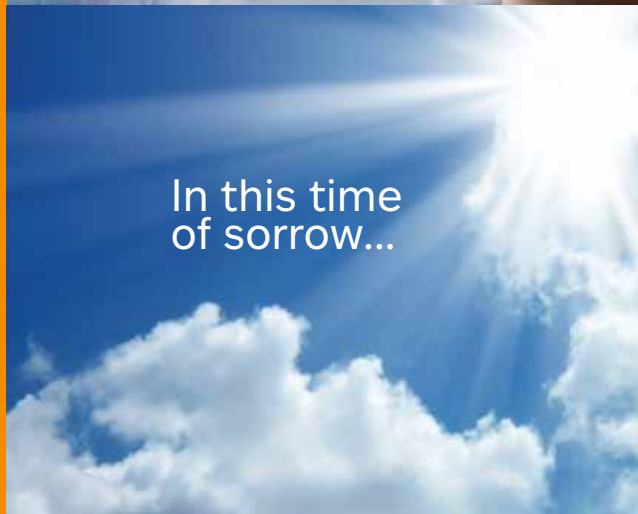
Beneficiary states that a loved one has died.

Expression of Sympathy

Oh [Beneficiary Name], I am so sorry to hear about [Deceased's Name], and I am so sorry for the loss you've experienced.

Getting to the Data

I want you to know we're here to help you through every step of the way. Let me pull up the policy information so we can get the claims process started right away.



In this time of sorrow...



The Allstate "Moment of Truth" campaign features tools that both educate and outfit financial specialists to deliver death benefit checks; in essence delivering on the brand.



Today—especially in highly regulated industries—education is becoming synonymous with marketing. Making education exciting and entertaining is the difference between bounces and engagement.



- Edutainment experts (animation, video, games, live)
- Engaging storylines, episodic series
- “Branded narrative” content in dramedy, sit-com, or documentary styles
- Cinematic production and scripting v “commercials”
- Screen actors v commercial (Second City, prime time, etc.)



HOW WE'RE DIFFERENT



We create sharable content for everyone in your commercial ecosystem for richer business results.



- Get everyone on the same page
- Drive sales and profitability
- “Show up differently”
- Share content across audiences: internal, distribution, external, social & business networks



WHO WE'VE WORKED WITH



GroPartners Consulting brings in-depth experience from industries as diverse as financial, insurance, retirement, healthcare, education, and biotech.





HOW WE WORK WITH YOU



GroPartners' RAPPOR Process brings a well-defined approach to every initiative, strategy, and task. It assures 360-degree alignment while cultivating solid ground for rich creativity and effective innovation.



Research

No one tells a story better than the people in the story. Interviews, surveys, industry data, messaging, and creative validation all help define the united customer journey in its true dimensions and dynamics.



Analysis

TOUCHPATH™360 is GroPartners' proprietary customer journey analysis process.

- Link complex customer journey/experience data to tactical execution
- Include input from the company ecosystem
- Look beyond individual touchpoints, connecting the dots along the entire journey



Positioning

GroPartners brings deep experience in positioning.

- Value proposition development
- Competitive positioning
- Exclusive S.W.O.T. Bridge analysis
- Message mapping
- Naming



Planning

GroPartners can provide the level of go-to-marketing planning support you need. Just think of us as an extension of your in-house staff.



Operation

High-powered, on-trend creative measures up to your goals.

- Content development
- Creative direction
- Design
- Production
- Media management
- Measurement
- Project management
- Subject matter expertise



Results

GroPartners embeds metrics strategies into all content so you can more clearly evaluate marketing investments.



Translation

With results from each RAPPORT cycle, you can improve the next cycle, creating a marketing machine that responds to changing influences.



OUR BUSINESS ARRANGEMENT



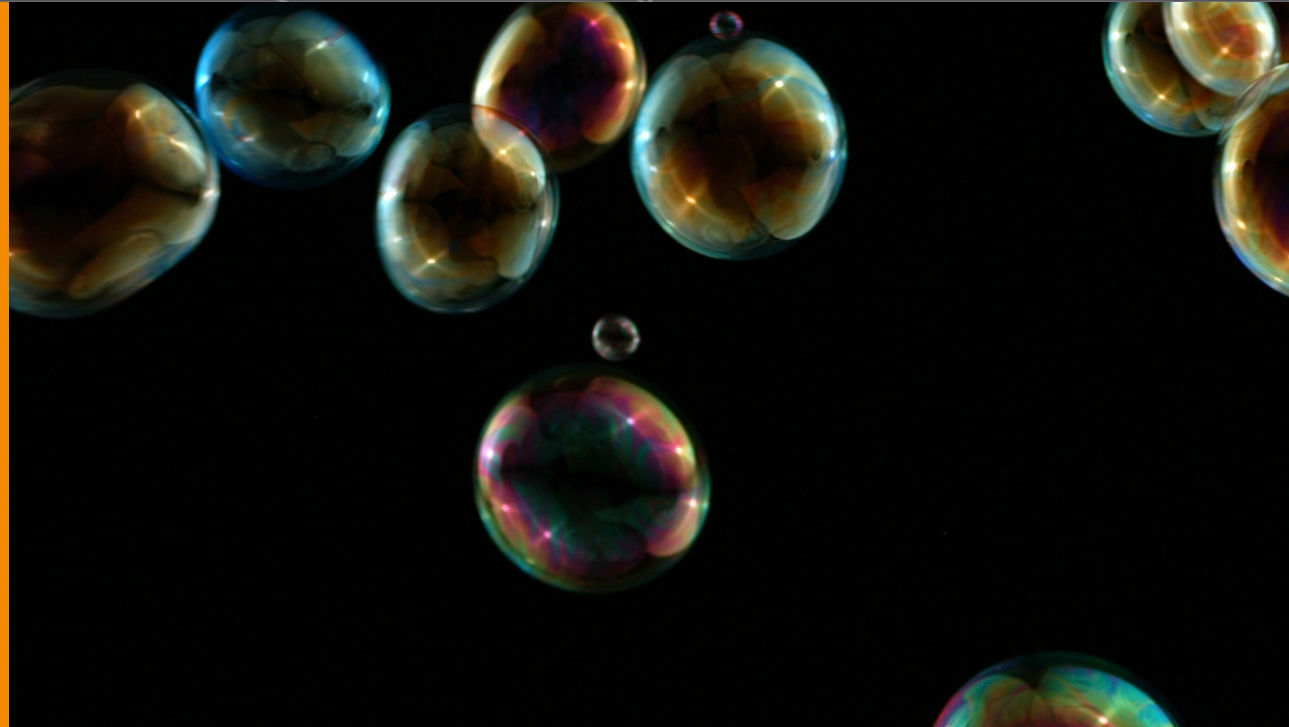
You have to get stuff done. So we work with you on *your* terms, without limits or limitations. We like to think we earn a deeper relationship with each assignment.



- No retainer necessary
- No master contract required
- No exclusives
- You own the work



We provide the level of service you need—when you need it—from comprehensive to initiative and project-based services.



- Extension of your in-house marketing team
- Project- or initiative-based
- Comprehensive responsibilities, if desired
- Designated team for focused relationship and ease of access



Gotta Start Somewhere



Let's get you moving!

THANK YOU!



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