



# STRATEGY BASECAMP

Sales & Marketing Consulting Services



## *Get Results*

**Strategy Basecamp** is a consulting firm focused exclusively in the financial services industry. We partner with executives and managers to facilitate effective business planning and to help you competitively leverage technology for profitable growth.



# STRATEGY BASECAMP SUMMARY

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## OUR MISSION

To help financial services firms **solve their most challenging strategic business issues** through **critical thinking**, **rigorous** project management, and/or the **savvy** use of practical technologies.

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**Strategy Basecamp** – Prior to taking on a big challenge, it is always wise to gather your team, assess your tools, and craft a plan to successfully achieve your goal. Our firm specializes in joining your team and getting you prepared for the ascent. Many times we are there with your firm throughout the journey and can do so throughout the process or drop-in as you need us. Our experience, research, network and knowledge will add value to your endeavor. Being a part of the team is our favorite part! Use us for tasks or strategy and allow us to join the ascent.

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## FIRM PRINCIPALS



Dodd McGough is a financial services industry executive with experience in business development, operations, sales, compliance, and technology. He has more than 24 years experience working for firms at the national level as an investment broker, regulator, consultant and senior manager. He has held Series 7, 24, 27 and 53 registrations and has been licensed in both life and health insurance.



Paul Osterberg is a financial services industry executive with experience in technology, operations, and marketing. Paul was previously the Chief Operating Officer and Chief Marketing Officer of AFAM | Innealta Capital. He also worked at National Financial Partners as SVP, Operations & Systems and Director of Technology. Paul consulted to numerous financial services companies while working at Deloitte Consulting. His clients included ING, Ameriprise, Northwestern Mutual Life, Nationwide and Wells Fargo.



Scott Spencer is a financial services industry executive with experience in sales, portfolio management, operations, compliance and practice management. Scott was previously a Principal in one of the top ranked producing independent advisory firms in the country, as well as, directing practice management & consulting services at a national level. Scott has served in compliance supervisory and operations roles and maintains Series 7, 24, 6, 63, 65 & 22 registrations, as well as, the Accredited Investment Fiduciary, AIF®, designation.

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At **Strategy Basecamp**, we appreciate the value of teaming with experts when completing a project. We have established a close knit team of preferred experts that assist us (and our clients) in handling some specialty needs. Our virtual team includes specialists in regulatory and compliance functions for BDs and RIAs including registration services; team coaching and speakers for financial services firms; graphic design and marketing. Call (800) 276-8423 to learn more about Strategy Basecamp.



# SALES & MARKETING PLAN SERVICES

Strategy Basecamp brings real-world sales & marketing experience to each project. We have practical expertise in the independent broker-dealer & investment advisory market to help our clients create sustainable, organic growth.

## COMPREHENSIVE SALES & MARKETING CONSULTING SERVICES OFFERED

Services can be delivered on an À la carte basis



SERVICES OFFERED

### LEVEL OF STRATEGY BASECAMP INVOLVEMENT

Select the Strategy Basecamp service level that matches the degree to which you want us involved in the creation and execution of your sales & marketing activities. The packages outlined above can be customized to fit the specific needs of your organization. We also offer services to follow-up periodically with your team to ensure that new strategies create results.

GET STARTED

Strategy Basecamp can add value to your efforts. Call us at (800) 276-8423 or email [info@strategybasecamp.com](mailto:info@strategybasecamp.com) to set up a no obligation introductory consultation.



# SALES & MARKETING PLAN SERVICES

*Strategy Basecamp works with your team to develop a sales & marketing plan customized to focus your firm's efforts in achieving your goals. We have practical expertise in the independent broker-dealer & investment advisory market to help our clients create sustainable, organic growth. Our principals & consultants bring relevant experience, depth of knowledge & industry insights to your sales and marketing projects. We leverage an outcome-based approach in obtaining and measuring project results.*

## Formulate a Sales & Marketing Plan for Your Company

**SALES & MARKETING PLAN FOR COMPANY XYZ**

**2014 SALES & MARKETING PLAN FOR FIRM XYZ**

**Sales & Marketing Plan – Sample Outline:**

- A. Sales & Marketing Focus Analysis (Target Audience Analysis)
- B. Product Profitability Analysis
- C. 2014 Pricing Strategy
- D. Quarterly Marketing Activities Calendar
- E. Marketing Collateral Checklist (Messaging, Marketing Pieces)
- F. 2014 Marketing Campaigns by Target Audiences
- G. Key Alliances (Centers of Influence Plan)
- H. Public Relations Plan
- I. 2014 Sales Goals & Incentive Plans

***We work with your organization to tailor a Sales & Marketing Plan to your highest priority organizational objectives. Ultimately, it must result in an actionable plan that delivers measurable results (most importantly, improved client satisfaction and increased profitability).***



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# SAMPLE DELIVERABLES

*Strategy Basecamp brings real-world sales & marketing experience to each project. We leverage repeatable processes & templates to structure your sales & marketing efforts. No client's objectives are the same so we customize an approach to fit with your goals. Strategy Basecamp has in depth knowledge of the independent broker dealer, registered investment advisor & independent producer group marketplace. This allows us to develop deep analysis of your target audiences. We also maintain a network of industry specialists that we can leverage or refer for specific project needs.*

## Perform a Target Audience Analysis to Understand Impact & Profitability

Strategy Basecamp: Get Sales & Marketing Results - An Outcome Based Approach

Marketing & Sales Focus Analysis Grid

Channels	Sales Channel 1 (Independent RIAs)	Sales Channel 2 (Hybrid Advisors)	Sales Channel 3 (Bank-Based Reps)
Leader			
Key Strategies			
Target Audience Needs			
Key Products / Services to Promote			
Marketing Methods / Tools / Materials to Leverage			
'14 Impact Goal (AUM)			
'14 Impact Goal (Rev)			
ROI (H / M / L)			

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***The needs of your customers differ. The profitability of your customer segments differ. Our projects focus your sales & marketing activities on those channels that deliver the highest impact to your organization. We create measurable plans that create measurable, outcome-based results.***



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# SAMPLE DELIVERABLES

*The savvy use of technology is a critical component of developing an effective sales & marketing plan for your financial services firm. Technology can be utilized as an effective tool to differentiate your organization in terms of your ability to better attract prospective advisors or customers & then deliver results more efficiently & profitably.*

## Create an Internet Marketing Plan

## Leverage Sales & Marketing Tools

Strategy Basecamp: Get Sales & Marketing Results - An Outcome Based Approach

**Company XYZ Digital Marketing Plan**

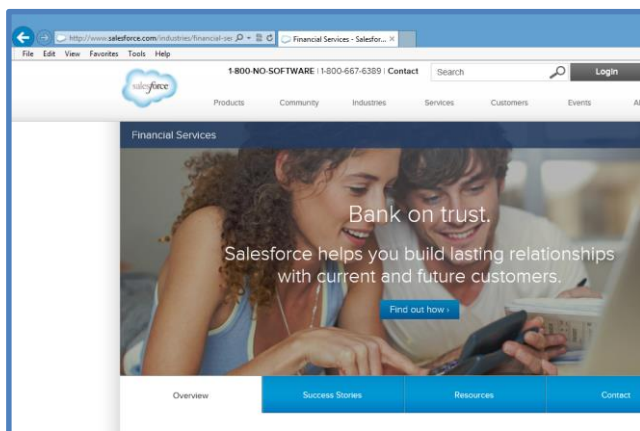
**Purpose of Plan:** This plan articulates internet marketing related results for the previous period and plans for the next year.

**Executive Summary of Key Internet Marketing (e.g. SEM / SEO) Activities:**

- PPC Management & Optimization:
- Website / Content Activities:
- Organic Search:
- Social Media:
  - Facebook:
  - LinkedIn
  - Twitter
- Digital Advertising / Content / Ad Networks

**Paid Search Analysis**

Metric	Goal	Result
Internet Marketing Budget / Spend		
#1 Visitors		
#1 Clicks (Leads)		
#1 Impressions		
#1 Conversions (Closed Sales)		
<b>Paid Search Analysis for Campaign xyz</b>		
Paid Visits from Google		
Google Expense		
Cost per Click		



## Benchmark Your Sales & Marketing Technology vs. the Competition

Leading Custodians & IBDs*	Very Satisfied	Somewhat Satisfied	Somewhat Unsatisfied or Very Unsatisfied	Notes
1 Schwab	46	40	14	LEADING CUSTODIAN
2 TD Ameritrade	38	43	19	Strong adoption of the Veo Mobile tool set
3 Fidelity	26	52	22	Announced major additions to platform in early '12
4 Pershing	24	51	25	Strong adoption of NextX360
1 Commonwealth	51	32	17	LEADING IBD
2 Cambridge	47	32	21	#2 vs. Commonwealth
3 LPL	35	43	22	Significant technology investments made
4 Woodbury	34	43	23	New to survey, but did well
	Very Satisfied	Somewhat Satisfied	Somewhat Unsatisfied or Very Unsatisfied	Notes
with Integration	18	61	21	Your advisors report being 'content' (i.e. somewhat satisfied).
with Ability / Expertise	24	66	10	Neither overwhelmingly positive or negative.

***Technology plays a critical role in determining which financial services firms are winning and which are losing. On a scale of 1-100, how do you stack up against the competition?***



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# STRATEGY BASECAMP

## Sales & Marketing Consulting Services

### Get Results - An Outcome Based Planning Approach

#### *Selected Projects – Examples of Ways in Which We Can Help:*

1. Provide leadership for corporate marketing activities, including strategic planning, development, communication, implementation & monitoring.
2. Development & implementation of branding strategy.
3. Development & execution of strategic marketing plans.
4. Oversight of development, production & execution of customer oriented communications, including media advertising, collateral materials, internet, email & direct mail campaigns.
5. Assessment & analysis of organization's web site, social media channels relative to strategic use, design, functionality, content and potential enhancements.
6. Analysis, measurement & management of your PR efforts.
7. Evaluation, analysis & management of search engine optimization (SOE) and content creation.

#### Improved Strategic Planning, Tactical Execution, and Savvy Use of Technology

##### Benefits of the Strategy Basecamp Approach

- Consistency of Sales & Marketing Messaging
- Greater Understanding of Your Customer's Needs
- Improved Qualification of Sales Leads
- Increased Sales Force Effectiveness
- Better Use of Proven Technology Tools and Tactics
- Larger Profit Margins for Your B-D or RIA
- Consistent, Attentive Execution Follow Up



Strategy Basecamp brings real-world sales & marketing experience to each project. **For more information** about how **Strategy Basecamp** can help your sales & marketing activities, call us (800) 276-8423 to set up a no obligation introductory consultation.



# STRATEGY BASECAMP

**BUSINESS PLANNING | PROJECT MANAGEMENT | TECHNOLOGY CONSULTING**

**[www.strategybasecamp.com](http://www.strategybasecamp.com)**

**(800) 276-8423**