



Impact Branding Service Menu

Samplers

➤ Brand Boosting Webinar

Learn the key principles to unlocking the power of your brand and mobilizing your brand using a few techniques. Hosted at 8:00pm est. View www.ImpactBrandingConsulting.com for upcoming webinar link and registration:

➤ "Pick My Brain" Session:

If you're having a **specific challenge** or problem that needs undivided attention and **immediate resolution**, it's time for a Pick My Brain session with a branding strategist. Present the specific problem, challenge or concept. Your strategist will evaluate the situation offer you **viable solutions** and **recommendations**. This is an hourly session.

Starters

➤ Social Media Campaign:

Have the content strategy developed that will **attract new eyes** to see what you're all about. Strategic advertisements and messages will be distributed on your social media platforms on a consistent basis. **Increase social engagement** and **brand awareness** of your company. We manage the whole process and then provide your analytic reports. This is a quarterly service.

➤ Brand O.N.E Discovery Assessment:

In this 2 hr assessment you're provided a **Confidential Mastermind Session** to Explore your **Top Areas of Focus**. We explore the current **Market Opportunities** and Needs to guide your next **Strategic Step**. We'll examine your current **Brand Equity**, Performance **GAPS** and **Core Business Processes** for areas to Improved **Efficiency**. You'll be provided with a report outlining recommendations.

➤ Personal Branding Strategist:

For the professional entrepreneur who **Needs a Marketing team** or **PR team** to **Boost their Brand**, Get Recognized and **Attract** more Clients but can't hire the team, this is the answer. Ideal for professional entrepreneurs, executives and authors. This is a quarterly service.

➤ Publicity Campaign:

Looking to **Gain** more **Brand Awareness** and **Media Recognition** for your company, an event, a product or a service? Get a PR Campaign! **Press Releases** are developed and distributed to all types of media. **Advertorial articles** are submitted to platforms and publications. **Media interviews** are arranged and interview support is provided. This is a quarterly service.

➤ Profit Enhancer Analysis:

Is your company behaving the way you want it to? Have an a **Comprehensive Analysis** done to **Identify Underperformance** and receive guidance to strategically **Correct and Turn Around** that underperformance. Our proprietary software is a applies a **Strategic Algorithm** to deliver solutions...**Faster and more Accurately**.

"Ensuring Your Brand Has a Lasting Impact"

W: www.ImpactBrandingConsulting.org O: 678-390-2681



Specials

➤ "BeUnleashed" Executive Coaching Program:

*This is a 12 week program focused on **Successfully Moving** Executives from Goal to Goal and Project to Project. You'll take the **Path of Least Resistance**, set and accomplish goals, minimize distractions, make profitable decisions and move your company forward. Get **Realigned** with your **Initial WHY!***

➤ Introductory Impact Branding:

*In need of a dedicated **Marketing Team**? This package gives you everything you need to start **Strengthening** your **Brand Awareness** and **Capture** more **Market Share**. Ideal for Medical Offices /Small Businesses and Professional Organizations. This is a 6 month service*

➤ Brand Development Bootcamp:

*This is a 2 Day training program providing contemporary techniques for enhancing the company. You'll learn how to **Sharpen** your **Competitive Edge**, launch effective **Client Acquisition** campaigns, pitch to the **Media** and **Supply the Demand** for your products and services.*

Main Course

➤ Corporate Training & Development Programs:

*Need to break down **Silos**, create **More Leaders**, increase organization **Productivity**? The CTD program provides a comprehensive full scope training program **Customized** to meet the needs of **Your Organization**. Group Mastermind trainings, Success Leadership Coaching, E-Learning tools, Team building plus more. This is a 6 month program.*

➤ Introductory Impact Branding:

*Ready to Boost the Impact of your Brand? Need a **PR Team**? This package gives your Hospital or Corporation everything you need to experience strategic enhancement of your entire **Brand** to **Capture** more **Market Share**. Ideal for Hospitals/Med to Large Businesses and Corporations. This is a 6 month service.*

➤ Standard Impact Branding:

*This package includes everything the Basic has plus **Pre & Post Audit Readiness** assessment and recommendations. Gain **Profit Enhancement** strategies and receive dedicated Train the trainer **Mock Audit sessions** plus quarterly **LeadNext** train the trainer sessions plus **Cyber-Security** assessments & recommendations. This is a 1 year service.*

➤ Day Workshops & Seminars:

*Need to improve the **Human & Knowledge Capital** among your group? This a great way to offer your group trainings that will motivate behavioral **Transformation**, **Strengthen Engagement** and create **Action**. Once completed participants will shift into **Unlimited Progress!** Signature workshops offered. One and Two day trainings available.*

➤ Basic Impact Branding:

*Need to create a **Stronger** presence in the **Community** and **Market**? Ready to improve the **Brand Equity** internally and externally? This package gives allows a trial service of what a robust approach to **Repositioning** of your **Brand** feels like. This is a month to month service option.*

➤ Premium Impact Branding:

*This package includes everything the Basic and Standard has plus robust **Audit Readiness Strategies** and preparation for all employees. You'll remain **Audit Proactive** and not reactive. **Monthly LeadNext** train the trainer sessions w/ tools and additional **Pay for Performance Incentive** opportunities. This is a 2 year service.*

"Ensuring Your Brand Has a Lasting Impact"

W: www.ImpactBrandingConsulting.org O: 678-390-2681