



Marketing Strategist Class

Presented by the CMB Community



What is holding your agency back?

Every professional marketing organization does two things to help clients achieve their goals:

- Planning (strategy) and;
- Doing (services).

Increased competition, complexity, standardization, millennials, at-will employment, globalization, Google, retainer-resistance, the freelance “Gig” network: these market forces have made it harder for agencies and consultants to grow a profitable business around the “doing of services”. If your agency focus is on doing services, you’re swimming against the current and you and your agency are not achieving peak performance.

Top performing agency owners recognize market dynamics and use them to help their agencies and themselves stand out. How? With a fundamental mindset and value proposition shift away from doing services to delivering strategy. The same market forces that are killing your agency’s profitability have made it easier for organizations that focus on strategy to win deals, increase profits and reduce churn.

The stakes have never been higher and marketing leadership is in high demand. Professional marketing agencies that lead with strategy and are equipped with the tools and training that enable the leadership role are vastly outperforming those that are not.

Why the CMB Community?

At the CMB Institute, we have spent the last six years developing proprietary intellectual property to enable marketing entrepreneurs, agency owners, account managers and consultants make the transformative mind and value shift that increases profits while reducing labor and risk by leading with and focusing on strategy-based services.

The growing community of CMB-enabled agency owners have the resources, success stories and peer network to support you in your own transformation - all you need to do is commit to the creation and support of a new role and follow the success of others just like you in our small-group, 8 week, online class.

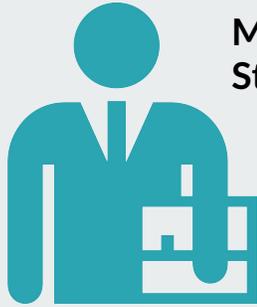


We are beating more experienced agencies in our target market, our profits have doubled and we have reduced our headcount.

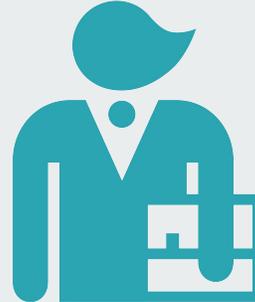


- Strategic Agency Owner

Who is the Marketing Strategy Class for?



Marketing
Strategist



Agency
Owner

Supporting the Marketing Strategist Role

We've found that the understanding and support of leadership is critical for the Marketing Strategist to be successful. The brand, sales process, supporting team and external partnerships must compliment the Marketing Strategist role at every client touchpoint.

Participants in the class will learn how to:

- Develop a strategic mindset
- Sell strategy & coaching to clients
- Deliver research as a service
- Develop repeatable strategy deliverables
- Hand off the execution of the strategy
- Deliver a coaching retainer



*I no longer get emails about blogs and web pages,
those clients were HELL.*



- Marketing Strategist

Participants in the class will create

- Professional identity
- Sales Playbook
- Operations Manual
- Strategy Templates
- Demand Generation Playbook
- Coaching Proposal

Participants are required to dedicate 1 to 3 hours for these exercises each week.

Class format

- 8 week class
- 6 one hour, recorded presentations accessed via an online learning portal.
- Weekly group Q&A sessions held via online video call, hosted by your CMB Coach.
- Limit of 10 organizations per class (20 participants).



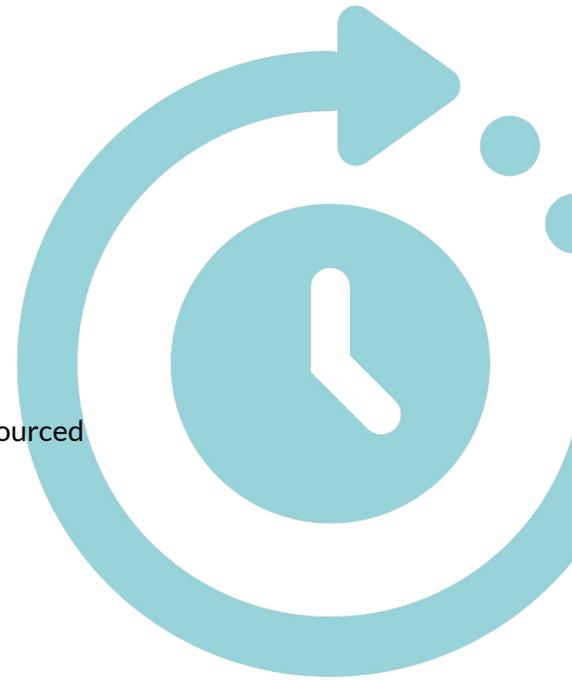
Not every company wants to invest in strategy. But the ones that do always turn out great. I now have the confidence to say “no” to everyone else.



-Marketing Strategist

Class Schedule

- Week 1: Marketing Strategist Role Fundamentals
- Week 2: Selling your Role as a Marketing Strategist
- Week 3: The Business of Research as a Service
- Week 4: Delivering and Growing your Strategy Deliverables
- Week 5: Implementation of Your Strategy: In-House vs Outsourced
- Week 6: Coaching & Retained Strategy Services



Cost

One-time cost of \$2,000 per participant +1, due prior to the class start date (typically includes the business owner and new prospective Marketing Strategists).

Complementary for current “CMB COMMUNITY” members.

Upcoming Start Dates and Availability

- January 1st: Class Full
- March 1st: 5 spots remaining
- May 1st: 10 spots remaining



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