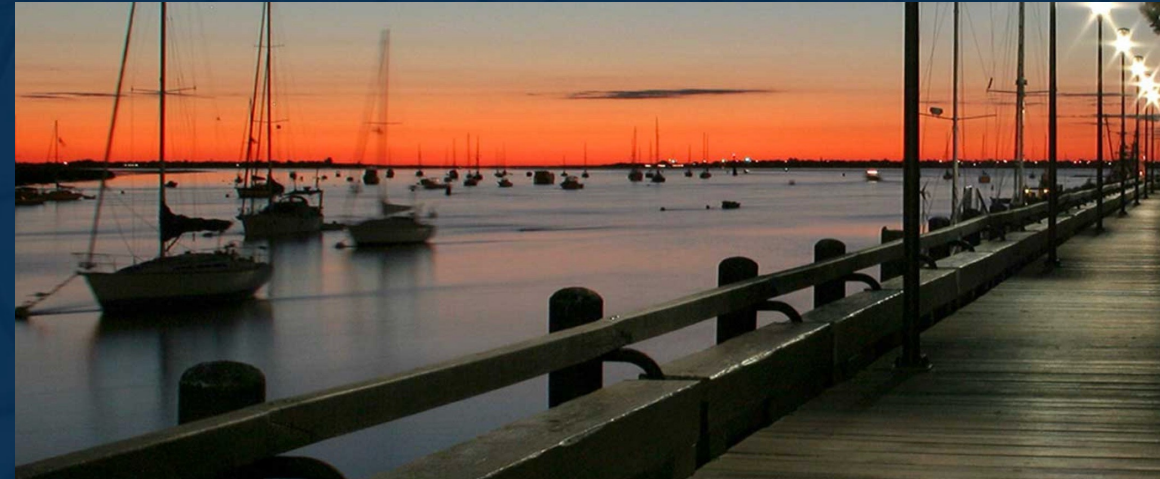


Susan Gold Coaching

Spotlight Presentation



**Newburyport ProVisors
July 2024**

Who is Susan Gold?

Marketing Strategy Coach, Susan Gold Coaching

Driving revenue through uncommon marketing strategy

Setting aggressive revenue goals is typical for most B2B companies, but having a clear path to achieve them is the real challenge. Aligning the right marketing activities is critical to get a return. Our clients get results because they focus on one thing – what their customers need.

Marketing your business
doesn't have to be
stressful, but you do need a
strategy



"I need more clients."

– BUSINESS CONSULTANT

What is Marketing Strategy?

- *Solve challenges and **leverage** opportunities*
- ***What** are we doing, **why** and **what** is our approach to create revenue (strategy)*
- ***How** will we do that (tactics)*



➤ ***Fastest path to revenue with the right prospects that turn into profitable and great fit clients.***

But first...

FAMILY



Always the Cheerleader



The Husband



The Daughter & Granddaughters



Scary Zombie Saloon Girl



The Son & the New Bride

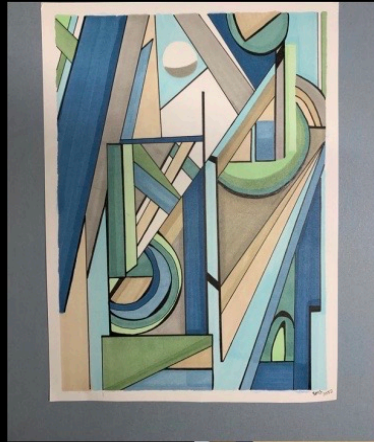


Missing Sam-Kitty

PLAY



Painting



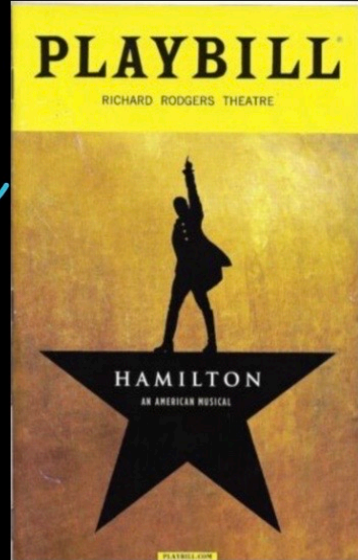
Drawing



Sewing



Theatre

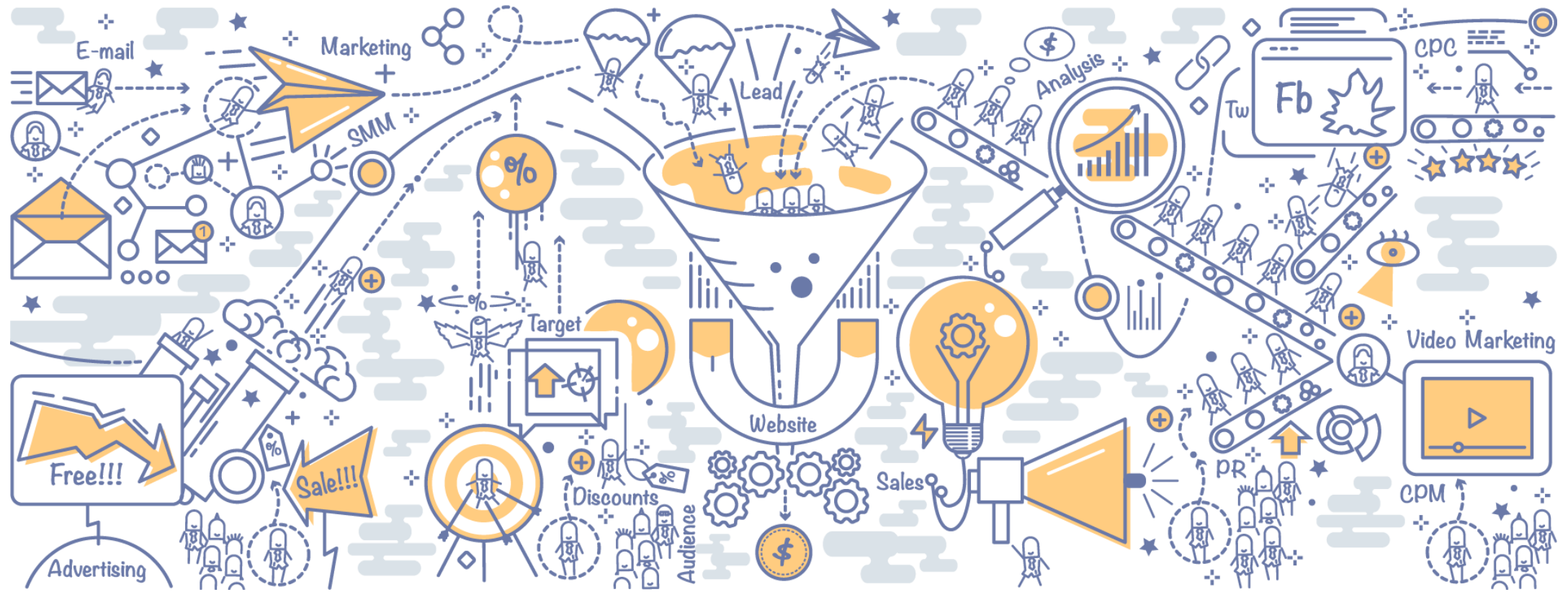


Instagram:
[@SusanGoldCreations](https://www.instagram.com/SusanGoldCreations)



Tap Dancing

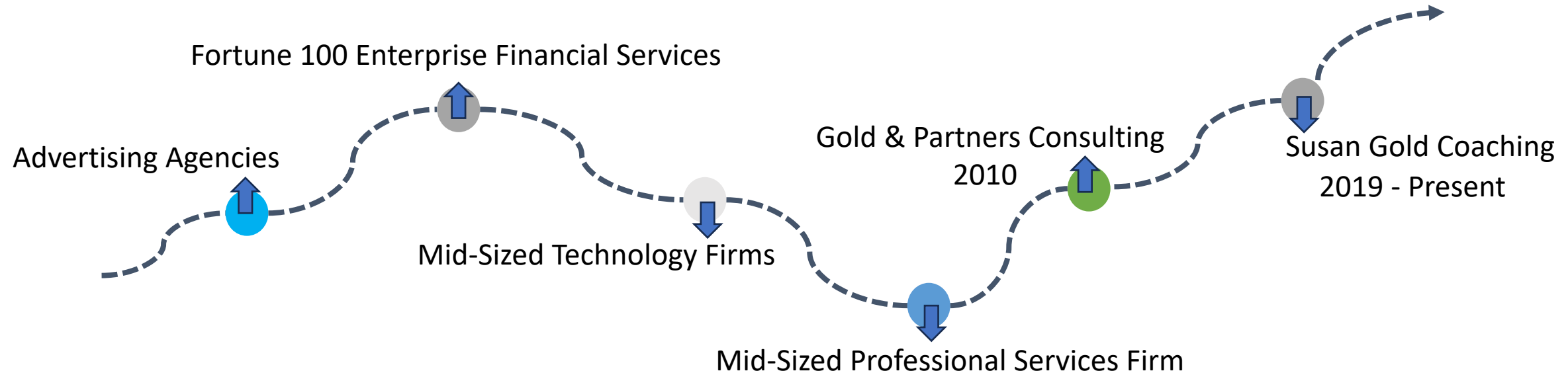
Why Marketing?



What really happens...



The Marketing Journey – Over Four Decades



What pain points to listen for?

- “We **need more clients** but we don’t know what to do.”
- “Clients **can’t find us!**”
- “We want **higher quality clients** to replace our underperforming ones”
- “We’ve spent money on marketing and **nothing is working**”
- “Why isn’t our **networking** working?”
- “We’re doing our planning and have no idea **what we should be doing**”
- “Sales and marketing are **not aligned** and we don’t know how to fix it”
- “We think our **agency isn’t right** for us but what do we do now?”



What issues do I really see?

- Shiny Object Syndrome
- “Agnostic”
- Talking to themselves
- Not differentiated
- Not reaching targeted audience
- Don’t understand their numbers
- Don’t know opportunity markets for high growth
- Revenue LEFT ON THE TABLE!



What do I offer?



- Strategy Coaching – 6 private, one-hour sessions bi-weekly
 - Final Deliverable: Custom strategic marketing plan
 - Execution Resource Alignment
 - Ongoing support (quarterly, monthly, weekly)
- Team Coaching – Leadership Teams, M&S and Business Dev
- Custom Consulting

Who do I work with?

B2B - what is that?

- Sweet Spot Ideal Clients: Professional Services
 - Accounting firms (10-30+ employees)
 - Management Consultants (solopreneur to multi-partner)
 - Business Management/Performance, HR, Operations, sales, technical
 - Marketing Agencies (10+ employees minimum)
 - Software Development firms
 - (Business Law Firms - selective)
- Distributors/Manufacturers
- Commercial & Industrial

Exceptions: Mid-large multi-channel, high budget advertisers, often B2C with strategic data needs for gap analysis & high growth

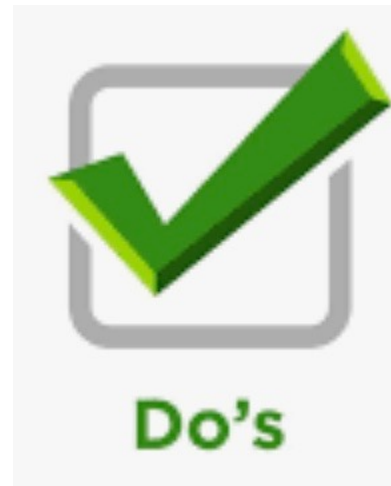


Who do I partner with?

- CEO Peer Advisory Board Consultants
 - Vistage, The Alternative Board (TAB), Entrepreneur's Organization (EO)
- Business Consultants and Coaches
 - Fractional CFOs and Controllers (B2BCFO, Focus CFO)
 - Focal Point Coaches
- Fractional Consultants
 - Sales
 - HR
 - Operations
- M&A Consultants, Private Equity open to strategy and data solutions



What do I not do for clients?



Strategic partners execute my marketing plans such as:

- Agencies (digital, social media, websites, branding, SEO)
- Designers
- Content, copywriters
- PR and publicity
- Marketing Technologies (CRM, Email marketing, Automations)
- Data Scientists/Consultants

What are the outcomes?

- Clarity, consistency, less stress
- Time, money and efforts are not wasted
- Understand what to measure and how for ROI
- Revenue growth (sales volume and per transaction increases)
- More Ideal Clients – greater satisfaction with client service teams
- Higher quality execution
- Ability to adjust to market opportunities or challenges



For Client Success Stories and ROI Case Studies, see susangoldcoaching.com or meet with me

Call me when...

A business owner is *frustrated* with marketing that isn't working or they don't *know what* to do.

Using client data, **we identify the right target markets** and create a **detailed action plan** aligning the **right activities** for **revenue results**.



