

THE ADVERTISING TUNE-UP

GEAR UP YOUR MARKETING

What if you started asking entirely different questions about marketing and the role it plays in your business?

What if you said “no more” to a traditional “mimic and gimmick” approach?

What if you were to change tracks and go your own way?

... run your own race.

“But Kevin, that’s not what everyone else is doing.”

My point exactly.

**EIGHT-WEEK DISCOVERY &
IMPLEMENTATION PROGRAM**

THE ADVERTISING TUNE-UP

OBJECTIVES

INCREASE

- ✓ Revenue
- ✓ Engagement
- ✓ Return on Investment

IMPROVE

- ✓ Productivity
- ✓ Processes
- ✓ Reputation

REDUCE

- ✓ Cost
- ✓ Time
- ✓ Risk

CREATE

- ✓ Strategy
- ✓ Systems
- ✓ Alignment

AREAS TO INVESTIGATE

Does our organization:

- Have a unique voice that is clear & consistent?
 - Know what it's really selling?
- Have a clear brand other than the product we represent; something that distinguishes us from others in our category?
- Create & share original content?
- Actively grow, nurture & monetize our own distribution channel?
- Make it clear to potential customers what's in it for them?

EIGHT-WEEK DISCOVERY & IMPLEMENTATION PROGRAM

AN 8-WEEK INTERACTIVE PROGRAM TO UNCOVER & ACTIVATE YOUR UNIQUE MESSAGE AND MISSION

Think of these four essential areas as the 4 tires on your car. Leave any of them the least bit loose or out of alignment, and you're right back in the pits.

With this program, we'll work together to investigate, uncover and activate all of the following areas and more.

1. STORY - FIRST IMPRESSION TECH INSPECTION

How and why knowing our STORY saves time & money.

3 secrets to telling your story effectively.

3 common "Ad Traps" to observe and avoid.

The 3 most typical "stories," and why they don't work.

The 2 stories we must know, and what to do with them.

2. BRAND - CHECK THE CHASSIS, ADJUST THE DRIVE TRAIN

What do we think our brand is / is not?

Why we must be thinking helping vs. selling.

3 things that may be part of our brand, but don't define it.

Questions to consider to (re)build and (re)shape our brand.

3. BUDGET - HARNESS YOUR HORSEPOWER

Are we buying based on process or event?

Why our story is so critical to shaping the budget.

The "pie" buy vs. story activation.

Getting more for less on traditional options.

Budget trap check: how many have got us?

4. PLAN - BACK ON TRACK & LEADING THE PACK

Leveraging traditional media to build & monetize our own.

What kind of marketing is KING & why we need to do it.

Create, pre-schedule & activate multi-purpose content.

Engage & interact vs. broadcast & interrupt.

INVESTMENT: \$3,000

plus travel & taxes (if applicable)

MEET YOUR CREW CHIEF

"Having worked with many dozens of advertising, marketing, and account managers in the marketing of our business across Canada, I can state with confidence that Kevin Bulmer has been the very best of that group. I have come to appreciate that Kevin uniquely understands small business marketing, and I would recommend that any small business owner listen carefully to his advice."

– **Scott Hill, Founder & CEO,**
Hockey Night in Canada's Play On!
Canada's Largest Sports Festival



Kevin Bulmer is a former award-winning radio broadcaster who wound up running a race track. Once GM of Delaware Speedway (the first-ever NASCAR-sanctioned race track in Canada), Kevin brings over 20 years combined experience in media, marketing and business to his clients.

Kevin has a gift for communication, connection and helping people see things from a fresh perspective. A certified life & executive coach, Kevin is the host of **"Be Real Do Better - The Small Business Marketing Show"** and has interviewed thought leaders from around the world for his podcast on personal and professional growth, **"Journeys with the No Schedule Man."**

If you're looking to put your marketing in higher gear by creating & activating your own unique vision & voice, you've found the right guy.

ALSO AVAILABLE:

"Your Marketing Pit Crew" 8-week activation & fulfillment program - \$3,500

"Content Creation & Discovery Day" program - **\$1750**

Half or Full-day keynote/workshop sessions.
Consulting fees quoted on a per project basis.

All prices are plus taxes and travel, where applicable.



Call: 1-519-280-8301 **Email:** kevin@kevinbulmer.com
www.KevinBulmer.com