

ClosedWon

SAMPLE ENGAGEMENT

Your growth engine, deliverable by deliverable.

A full walkthrough of everything we run for you, why each piece matters, and exactly how we approach it. Prepared as a sample for ABC Company.

\$2,500 / month, flat

Month to month. Cancel anytime. Guaranteed to pay for itself.

Prepared for ABC Company
by Zach Strauss, GTM Architect

THE DEAL, IN ONE PARAGRAPH

You hand us your growth. We run it end to end for one flat price, and we do not get to keep you unless it works.

ABC Company is doing real revenue with real customers, but marketing lives in a patchwork of freelancers, half-finished tools, and things you keep meaning to get to. You do not want to hire a marketing team or become an expert in ten channels. You want one competent firm that takes the whole thing off your plate, knows what it is doing, works from strategy through execution, charges one predictable number, and stays because it is earning its keep. That is the entire offer.

HOW TO READ THIS DOCUMENT

Most owners have never had someone actually explain what each part of marketing does and why it is worth paying for. So we wrote it all down. On the pages that follow, every single deliverable in your plan is broken into three plain-English parts:

What it is — what the deliverable actually is, in language that assumes no marketing background.

Why it matters — why it moves your business, and what it costs you to skip it.

How we approach it — how our team actually runs it for you, so you know what you are getting.

Ten deliverables. One team. One flat price of \$2,500 a month. Here is all of it.

EXACTLY WHAT YOU GET

Every deliverable, spelled out.

Everything below is included in your flat monthly fee, run by one team and reported through one dashboard. No add-ons, no per-project quotes.

01

STRATEGY

Quarterly roadmap · ongoing

GTM strategy & roadmap

WHAT IT IS

The master plan for your growth. We define who you sell to, how you stand apart from the alternatives, what your core offer is, which channels are worth running, and a prioritized 90-day roadmap of what we will do and in what order.

WHY IT MATTERS

Picture two companies with the same budget. One runs a bit of everything because it all sounds important: some ads here, a few posts there, a redesign someone suggested. The other decides exactly who it is selling to and puts every dollar behind the two or three things that reach those buyers. A year later the first is busy and broke, and the second is growing. That is the entire value of strategy. It is the difference between spending money on marketing and investing it, and it is the most expensive thing to get wrong, because a weak plan quietly makes every other deliverable below work harder for less.

HOW WE APPROACH IT

We start by auditing your funnel, your best customers, and your competitors, and by interviewing you about why your customers actually buy. From that we build a clear, prioritized roadmap, then revisit it every quarter as we learn what is working and double down.

Analytics & attribution

WHAT IT IS

The measurement layer under everything. We set up the tracking that records every visitor, lead, and dollar, and we connect it so you can see what each channel actually produces, all in one dashboard.

WHY IT MATTERS

Ask most owners your size what their last ten customers cost to acquire, or which channel produced their biggest deal this year, and they cannot tell you. That is not a knock on them, nobody ever set up the plumbing to know. But it means marketing decisions get made on gut and the last conversation instead of fact, and money keeps flowing to whatever feels productive rather than what actually produces. Attribution ends the guessing: you see what each channel costs and what it returns, so we can pour more into what works and cut what does not. It is also the scoreboard the guarantee is measured on, so without it, none of the promise on the cover would be provable.

HOW WE APPROACH IT

We install and configure analytics and conversion tracking, connect it to your CRM, and build a single source-of-truth dashboard. From then on, every channel reports back here, so decisions get made on data instead of opinions.

03

CONTENT

Minimum 3 per month

Blog posts

WHAT IT IS

Original, expert-level articles published on your site every month, written around the real questions and problems your buyers are already searching for.

WHY IT MATTERS

Most of your future buyers are not ready to talk to a salesperson yet. They are quietly researching, typing their problems into Google and AI months before they ever fill out a form. If you are not the one answering those questions, a competitor is, and they earn the trust first. Good content puts you in that moment, builds credibility before a rep is ever involved, and feeds every other channel: search ranks it, social shares it, email sends it, sales forwards it to close deals. And unlike an ad, it does not vanish when the budget stops. One strong article can keep bringing in leads for years, which is why content is one of the few marketing costs that becomes an asset instead of an expense.

HOW WE APPROACH IT

We research what your buyers actually search, map topics to each stage of their buying journey, and write genuinely useful articles, not thin filler, optimized both to rank and to turn readers into leads. At least three every month, on a consistent schedule.

04

SEARCH

Monthly · ongoing

SEO

WHAT IT IS

The work that makes your site and content show up in Google. Technical fixes, on-page optimization, keyword targeting, and the internal links and authority that push you up the rankings.

WHY IT MATTERS

Think about the last time you searched for something and clicked to the second page of Google. You did not, and neither do your buyers, roughly three out of four clicks go to the top few results. So ranking is the difference between content nobody sees and a steady stream of the highest-intent visitors you can get: people typing in exactly what you sell, at the moment they want it, without you paying per click. And unlike ads, it does not switch off when you stop spending. Rank once and it keeps sending buyers for years, which is how the companies that invest early quietly pull away from the ones that do not.

HOW WE APPROACH IT

We fix the technical issues quietly holding your site back, target the keywords your buyers use, optimize every page and post, and build the links and structure that move you up, tracked and reported every month.

05

VISIBILITY

Monthly · ongoing

AEO / GEO

WHAT IT IS

Answer Engine and Generative Engine Optimization: making sure your business shows up and gets cited when buyers ask AI tools like ChatGPT, Perplexity, and Google's AI Overviews.

WHY IT MATTERS

More and more buyers now open ChatGPT or Perplexity before they open Google, and they ask it to recommend or compare their options. When that happens, the AI names a short list of companies and the buyer tends to trust it, most never look further. If your business is not one it knows and cites, you were never in the running, and you will not even see the deals you lost. This is exactly where buyer behavior is heading, and it is still early enough that most of your competitors have done nothing about it. Getting cited now is a real advantage, and ignoring it means slowly going invisible to the fastest-growing way buyers find companies.

HOW WE APPROACH IT

We structure your content so AI engines can understand and quote it, build the signals and sources these engines trust, and monitor how you show up in AI answers, adjusting as the engines change.

06

DEMAND

Ongoing management

Paid ads management

WHAT IT IS

We build, run, and continuously optimize your paid advertising across the channels that fit your budget and your buyer: Google, Bing, LinkedIn, remarketing, and emerging channels like ChatGPT ads.

WHY IT MATTERS

Content and SEO are compounding investments, but they take months to pay off. Paid ads are the opposite: they can put your offer in front of the right buyers this week and create pipeline this month, which matters when you need results now and not next quarter. But that speed cuts both ways. A well-run account is a dial you turn up whenever you want more customers, and a poorly run one quietly spends your money on clicks that never become anything, usually without you noticing until thousands are gone. The entire value here is management, someone watching it every day and steering spend toward what actually closes, which is exactly what you are paying for.

HOW WE APPROACH IT

We start with the channels most likely to produce pipeline for your budget, build the campaigns and creative, and optimize against real outcomes, leads and pipeline, not vanity clicks. We deploy the mix that works and cut what does not. Ad spend is set by you and paid directly to the platforms.

07

SOCIAL

Minimum 2 posts per week

Social media management

WHAT IT IS

We plan, write, and post content to your core social channels for you, on brand and on schedule, at least twice a week.

WHY IT MATTERS

Before a buyer reaches out, they look you up, and your social profiles are among the first things they see. A page that last posted eight months ago quietly tells them you might be fading or not worth the risk, and a page that is consistently active tells them you are a real, current, credible company. That impression often forms before you ever get to say a word. Consistent posting also keeps you familiar to the people who are not ready yet, so when they finally are, you are the name that comes to mind instead of a competitor they happened to see more often. It is unglamorous, but it is the difference between looking like a safe choice and looking like a question mark.

HOW WE APPROACH IT

We build a content calendar tied to your strategy, write posts in your voice, and publish consistently. We run the whole cycle so it simply happens, without you having to think about it or remember to post.

08

RETENTION

Minimum 1 per month

Email & newsletter

WHAT IT IS

A monthly newsletter to your list, plus the automated nurture and lifecycle emails that follow up with new leads and keep existing contacts warm.

WHY IT MATTERS

Most of the leads your marketing generates are not ready to buy the day they find you. They are interested but early, and without follow-up they quietly forget you, and the money you spent to earn their attention leaks straight out the bottom of the funnel. Email is how you plug that leak: it keeps you in front of interested people until the moment they are ready, so you capture demand you already paid to create instead of handing it to a competitor later. It is also the one audience you truly own, with no algorithm deciding who sees you and no cost per send, which is why, dollar for dollar, it is consistently the highest-returning channel in marketing.

HOW WE APPROACH IT

We send at least one newsletter a month that is actually worth opening, and build the automated sequences that follow up with new leads and move them toward a conversation, all tracked so we know what drives replies and pipeline.

09

CREATIVE

As needed

Design

WHAT IT IS

The visual production behind everything: graphics, ad creative, landing pages, and the assets every other deliverable needs, produced in house.

WHY IT MATTERS

Buyers size up your credibility in seconds, and much of that judgment is visual, formed before they have read a single word. The very same offer converts very differently on a page that looks sharp and considered versus one that looks thrown together, because sloppy design quietly signals a sloppy company. Beyond trust, design is what makes everything else possible: an ad needs creative, an article needs graphics, a campaign needs a landing page, and when design is slow or missing, the whole engine stalls waiting on it. Handled well it is invisible. Everything simply looks like it belongs to a company worth buying from, and nothing sits stuck in a queue.

HOW WE APPROACH IT

You never manage a designer or wait on a freelancer. We produce what the strategy needs, when it needs it, on brand, as part of your flat fee, so nothing stalls waiting on a graphic.

10

ENABLEMENT

Minimum 1 every 2 months

Sales & marketing collateral

WHAT IT IS

The pieces your sales conversations and campaigns rely on: one-pagers, sales decks, case studies, and campaign assets. At least one new piece every two months.

WHY IT MATTERS

Marketing gets a buyer interested, but interest is not a signed deal. Somewhere between the first conversation and the yes, that buyer is weighing you against other options and often forwarding your materials to a partner or boss who was never on the call. The one-pager, the case study, and the deck are what represent you in the rooms you are not in, and they are frequently the deciding factor between a clear yes and a "let me think about it" that never comes back. Most companies your size wing this with an outdated deck and lose deals they had already half-won. Sharp, current collateral quietly makes your whole sales process more credible and closes more of the pipeline the rest of this document works to create.

HOW WE APPROACH IT

We identify the highest-leverage pieces for your sales process, then design and write them for you, and keep adding to and refreshing the library so your team always has current, on-brand material to sell with.

AND HOW WE WORK WITH YOU

You always know what is happening, without managing it.

Three things keep the work visible and off your plate at the same time.

Live reporting dashboard

Live

A single, always-on dashboard showing cost per lead, pipeline created, and what is working, updated continuously. No logins to learn, no reports to chase. You can glance at it any time and know exactly where your growth stands.

Quarterly business review

Quarterly

Four times a year we sit down for a deep review: what we did, what it produced, what we learned, and the roadmap for the next quarter. It keeps the work tied to your actual business goals rather than drifting into activity for its own sake.

Direct access

Under 24-hour reply

Reach us by phone, email, or Slack whenever you need to, with replies inside one business day. One point of contact, always accountable. You get responsiveness without another standing meeting on your calendar.

YOUR FIRST 90 DAYS

From access to momentum in one quarter.

01

Days 1–30 • Audit & foundation

We get access, audit your funnel, set up tracking and attribution, lock the strategy and roadmap, and ship the first quick wins. You end month one knowing exactly where you stand and where the money is.

02

Days 31–60 • Build & launch

The content engine goes live, first paid campaigns and the social calendar start running, email and newsletter go to market, and the landing pages and creative get shipped. The machine starts turning over.

03

Days 61–90 • Optimize & compound

We double down on what is producing pipeline and cut what is not, and settle into the steady-state rhythm. Your first full reporting cycle shows cost per lead, pipeline created, and trajectory.

WHAT YOU ACTUALLY SEE

Reporting a busy owner can read in two minutes.

YOU ALWAYS KNOW

HOW YOU SEE IT

Cost per lead	Live dashboard, updated continuously, no logins to learn.
Pipeline created	New pipeline value attributed to each channel, month over month.
Closed-won influenced	Revenue we touched, tied back to the work, in every readout.
What's working	A plain-English monthly readout, plus a deep business review every quarter.
How to reach us	Phone, email, or Slack. We reply within one business day.

THE GUARANTEE

If it doesn't pay for itself, we work for free.

You are with us month to month the entire time. Here is our promise: if you have been with us for twelve months and we have not generated more in new sales pipeline value or closed-won business than you have paid us, we work the next three months at no charge. We carry the risk, not you. That is why we obsess over pipeline instead of activity.

WHAT WE NEED FROM YOU

Access & a little time

Access to your site, ad, and analytics accounts, a 45-minute kickoff, and a business review each quarter. That is the extent of what we ask.

WHAT YOU DON'T DO

Everything else

No hiring, no managing freelancers, no learning ten tools, no chasing deliverables. It is off your plate by design.

COMMON QUESTIONS

The things owners ask before saying yes.

Is it really month to month?

Yes. No annual contract and no minimum term. You can leave anytime. We keep clients by producing results, not by locking them in.

Is \$2,500 the real, all-in number?

Yes. One flat monthly fee covers everything in this document. The only separate cost is ad spend, which you pay directly to the platforms and set at whatever level you want.

What if we already have some of this in place?

Even better. We fold into what is working, replace what is not, and you still pay one flat price for the full department rather than piecing it together.

How fast will we see results?

Quick wins usually land inside the first 30 days. The compounding channels like SEO, AEO, and content build over the quarter, which is exactly why the guarantee runs on a twelve-month horizon.

What happens when a new channel or tactic emerges?

We add it. When something new proves itself, a new AI platform, ad network, or content format, we build it into your program at no additional cost. Staying current is part of the flat fee, not an upsell.

Next step

Book a 30-minute fit call.

We will look at ABC Company's funnel, tell you honestly whether we can move the number, and if it is a fit you can start the same week. If it is not, we will tell you that too.

ClosedWon · GTM, handled.