

90 Day Growth Ramp is Hook + Ladder's flagship new client onboarding system. In this 13-week system, we:

- Conduct a comprehensive audit of your digital marketing system
- Co-create a data-informed digital marketing strategy
- Implement new systems for quick wins and new learnings
- Plan our initiatives and budget against your marketing goals

**WEEK 0**

## ONBOARDING

- Meet Your Team
- System Access Granted to H+L
- Deep Dive Audit Initiated

**🔒 Digital Marketing Department Engaged**

**WEEK 1**

## BEFORE & AFTER WORKSHOP

- Customer Segments Defined
- Transformation Identified

**🔒 Clarity Unlocked: What Problem We Solve For Who**

**WEEK 2**

## CUSTOMER VALUE JOURNEY

- Customer Value Journey Review & Design
- Ideal Sales Pathway
- Content Theme Brainstorm

**🔒 Clarity Unlocked: Marketing Strategy and Systems Best For Your Business & Industry**

**WEEK 3**

## AUDIT REVEAL & GOAL-SETTING

- Presentation of H+L Audit Findings
- Annual Objectives & Goals Definition

**🔒 Clarity Unlocked: Where we are & where we need to be in 12 Months**

**WEEK 4**

## STRATEGIC RECOMMENDATIONS

- Discuss Strategic Paths to Reach Goals
- Explore Opportunities & Risk of Each Option
- High Level Discussion of Budget & Timeline

**🔒 Clarity Unlocked: How we will get to where we want to be in 12 Months**

**WEEK 5**

## BUDGETING & PLANNING

- Allocate Marketing Budget to Scope & Expenses
- Create Project Plan (Activities, Timeline, Accountability)
- H+L Service Agreement (Draft)

**🔒 Clarity Unlocked: Long Term Plan & Budget Allocation**

**WEEK 6**

## SYSTEM IMPLEMENTATION

- Implementation Timeline Finalized
- Marketing KPIs Defined
- System Development In Progress

**🔒 Progress Unlocked: System Build In Progress**

**WEEK 7**

## SYSTEM IMPLEMENTATION

- System Development Continues

**🔒 Progress Unlocked: System Build In Progress**

**WEEK 8**

**WEEK 9**

**WEEK 10**

**WEEK 11**

**WEEK 12**

## SYSTEM LAUNCH & IN MARKET

- Prioritized Systems Launched
- Daily Monitoring & Weekly Optimizations
- Weekly Pre-Meeting Progress & Data Recap

**🔒 Systems Unlocked: Prioritized Systems In Market**

**🔒 Process Unlocked: High-Performing Agile Cadence**

**🔒 Mindset Unlocked: Goals-Oriented Marketing**

**WEEK 13**

## ONBOARDING COMPLETE

- Confirm Mutual Fit with H+L
- Finalize H+L Service Agreement

**🔒 Partnership Unlocked**