

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