MARKETING TEAM'S CLIENT EXPECTATIONS

Market Research

- **SWOT analysis** for clients
- Conducting **research reports** (general market reports available; new more-specific reports upon request)
- **Marketing strategy consulting** based on research (Marketing Strategy Audit + Suggestions)

Social Media

Social Media Audit

- SWOT analysis of social media accounts
- Suggestions for current social media presence based on competitors/industry trends
- Tips for running/starting successful social media accounts

Branding

Branding Materials Audit

- Suggestions on clients' current brand package, including logo, assets, colors, fonts, etc.

Branding Suggestions

- For companies who are rebranding; suggestions of colors, fonts, brand words to help clients establish brand identity.

Branded Content Templates

- Creating branded graphic templates for clients to use on social media, their website, and any other marketing efforts (roughly 5 templates per client)
- Suggestions for tools to use for branding
- Resource list of graphic tools & how to use them.

Client Intake Process

- We ask that clients complete the Client Intake Form and provide the following:
  - Basic **client information** (name, contact info, type of business, services needed, etc).
  - If a client is unsure about specific services, they are asked to provide us a general area/idea of their needs.

- Our team will reach out to a client once we have assigned a consultant team to that client.
    - Depending on the size of the project & the client's requests, we will either meet over email or set up an initial meeting/phone call.

We will let clients know if we are unable to help them with their needs & connect them with a referral to another organization that can serve them as soon as possible.

Client Work Process

- Clients will be assigned to a **point person** (marketing manager/director) best suited to their needs.
    - The point person will be in direct contact with the client & should be contacted if the client has questions, further service requests, meeting inquiries, etc.
    - The point person will confirm the services our team is assisting the client with, communicate the project time frame, send over completed deliverables, set up the final meeting where our team will present final deliverables, & send a wrap-up email to establish that our work with the client is complete.
    - Clients should let their point person know at least a day in advance if they must move/cancel a meeting.
- General client work usually spans 1-4 weeks total, depending on the amount of work that is asked of the client.
- <u>It is important that clients know that our team sticks to our above services list</u>.
    - We do **<u>not</u>** do "intern" work for clients (i.e., regularly posting to their social media accounts, creating marketing or business plans, etc.).

Post-Client Work Process

- Once it has been confirmed by a client's point person that our services initially requested from the client are complete, we can assume that our work is done.
    - Upon confirmed completion, we will send out a feedback survey (which we greatly appreciate clients to fill out for our own future records).
- Clients are welcome to inquire about other services or reach back out to their point person with questions at any time.
- Unless clients reach out to us again, we will assume they are content with our services & not desiring anything more for the time being.

Questions or Interested in Working with Us?
Contact: fbdc@fordham.edu