

The Intelligent Marketing Platform



A career's worth of marketing content and tools. Online project management, document sharing and collaboration built in to make marketing easy.

Marketing Content + Online Project Management = Intelligent Marketing Management

Growth Panel is the first tool to integrate a career's worth of marketing content into an online project management application. The result? An intelligent marketing platform that takes the mystery out of marketing.

Since it's online, you and your team can access it 24/7. It's safe and secure, so you can centralize your marketing activities, management and resources.

- Manage all your marketing projects
- Create marketing plans in three clicks
- Centralize all your marketing intelligence
- Use a defined process for business growth
- Easily tackle new subjects
- Download a career's worth of content



Growth Panel for Consultants

Sure, you have to be able to sell yourself to get new clients. You have to look professional and have a compelling offering. But what's the real key to growing a successful marketing practice?

It's all about the execution.

Most SME business leaders are worried about hiring marketing consultants. There's so much mystery around marketing. And unfortunately, most have had a negative marketing experience at some point, whether it was:

- Buying expensive ad space that didn't produce
- A marketing campaign gone wrong
- Sinking money into annual tradeshowes because "it's what we've always done"
- Hiring a marketing consultant that couldn't execute

Growth Panel delivers an infrastructure for any marketing or business growth consultant. It's a career's worth of tools, with structure and process to follow.

Best of all, you get the rights to put your own name on it! It's the base for your practice, whether it's 40%, 75% or 100%.

Use it to:

- Plan and execute client projects
- Win client engagements
- Deliver value faster
- Build expertise
- Expand practice into new areas
- Train your team

Good tools are powerful. If you haven't built a solid reputation, it's tough to land clients on your smarts alone. Instead of selling yourself as a "smart marketer," sell yourself as an experienced business marketer with a comprehensive set of tools.

If your home air conditioner breaks down, who would you rather hire to fix it:

The repairman who shows up with a monkey wrench and some duct tape? Or the repairman who shows up with the complete set of high-end tools?



How it Works

Hit the ground running with your projects. The web-based marketing platform allows you to:

- Add a career's worth of intelligence to use under your own brand
- Create, organize and manage workflow for client projects
- Create client proposals and project plans
- Access tools and documents for delivery
- Collaborate with your team on deliverables
- Store all of your intellectual property
- Train your team

Here's an example of how to use it:

1. Start with the Plan Creator. Build a custom plan that covers your core offering.
2. Engage a new client lead. Export your core offering plan to your proposal template and deliver to your prospect. Or, build a custom plan for your prospect's business challenge.
3. Win the business! Set-up your new project and import your proposal. Set delivery dates and assign plan tasks to team members (or yourself).
4. Download documents to execute each step of your plan.
5. Store finished deliverables in your project.
6. Manage your execution schedule with your calendar.
7. Collaborate with your team on each task, milestone and goal right from the Projects section.
8. Complete your tasks, cross off your milestones, and match your results to your goals.
9. Archive your completed project for future reference.

Since it's web-based, you can access from anywhere with an internet connection:

- Client sites
- Office
- Home

Best of all, you can private-label the system for your company or practice. It's an asset. And it's secure, so it can organize your entire client base, project management and IP.



Create Plans

Select a Business Challenge

Use the Plan Creator to create detailed strategic and tactical plans with relevant exercises attached. Use for a proposal or specific project.

Business challenges are organized by category. Select your challenge to get started. -

- We need to evaluate our pricing
- We need to find new distribution channels & strategic partnerships
- We need to raise our visibility or stand out or change our positioning
- We're having trouble with our pricing
- We're launching a new product or going after a new market
- We're not hitting our revenue goals

2. Demand Generation (8 Items)

- I need help getting our name out there
- I need to generate more response from my campaigns
- We have leads but need help closing deals
- We need immediate revenue
- We need more focus on selling to & retaining our current customers
- We need to generate more qualified leads
- We need to generate more qualified leads and close more deals
- We're losing customers and need to market to them

3. Improvement (9 Items)

- I need to strengthen our marketing materials & messages
- I want to improve our marketing execution
- I want to improve the way I market my consulting services
- I'd like to help our sales team
- Our sales & marketing departments need to work more effectively together
- We need all-encompassing marketing improvement
- We need basic marketing improvement

Select a business challenge. Drill down and customize the results. Export to your project for execution.



Manage Projects

The screenshot shows the 'Project Details' page in the GrowthPanel application. The page has a navigation bar with 'Dashboard', 'Projects', 'Plan Creator', 'Library', and 'File Cabinet'. The 'Project Details' section includes a sidebar with project information (Project: Prelaunch Campaign, Client: Internal, Status: In progress, Planned Start: 04-15-2009, Planned End: 05-30-2009, Actual Start: Not Assigned, Actual End: Not Assigned) and a main table of activities. A 'Task Details' modal window is open, showing fields for Task Name, Status, Description, Target Date, % Completed, Hours Required, Assigned To, and Attach to Milestone. The footer contains copyright information and links to Terms of Use and Privacy Policy.

Activity	Target	% Complete	Owner	Actions
Achieve 3% Response on PPC	05-31-2009			[X] [E]
Marketing Campaign Testing Plan	05-20-2009	10 %		[X] [E]
Analyze Current Materials	04-27-2009	20 %	Jim	[X] [E]
Purchase Print Ad Inventory	05-04-2009	10 %	Andy	[X] [E]

Manage, track, update and share project details and documents with your team.



Download Content

GROWTHPANEL
Intelligent Marketing Management

My Account Training & FAQs Log Out

Welcome back, Jim!
Co-founder, Moderandi Inc.

Dashboard Projects Plan Creator **Library** File Cabinet

Library 2 Email Marketing Feedback

Subject Navigation Show Map Show Links

Click to learn about this subject

Exercises Search

#	Description	Actions
450	Email Brainstorming Helps you generate ideas for campaigns to meet various business goals	[Download] [Print]
451	Email Campaign Strategy Develop an overarching strategy: goals, audience, message, offer, timing	[Download] [Print]
452	Email Campaign Plan Define the timing, format, content, fulfillment, tracking, and launch plan	[Download] [Print]
453	Email Technology Requirements Checklist of typical features you'd want from an Email Service Provider or software	[Download] [Print]
455	Email Creative Guidelines A template for writing and editing the copy; includes notes for the graphics	[Download] [Print]
456	Email Testing Plan Helps you set up a test to measure & improve your email campaign	[Download] [Print]
454	Email Newsletter Program General tips for content, generating subscriptions and handling signups	[Download] [Print]
458	Email Response Rate Estimates Tips for estimating response rate	[Download] [Print]
459	Email Budget Tips for creating your budget	[Download] [Print]
460	Email Pre-Launch Checklist A to-do list to tackle before your campaign goes out	[Download] [Print]
461	Improve Your Email Campaigns Not generating the response you wanted? Here are tips for improvement.	[Download] [Print]

© Copyright 2009 Moderandi Inc. - All Rights Reserved [Terms of Use](#) | [Privacy Policy](#) **GROWTHPANEL** Professional

More than 1,400 pages published in Word and Excel to use on the job. Add your own expertise and build your library.



Add Your Branding

MEDELIS
Clinical systems, faster

My Account Training & FAQs Log Out
Welcome back, Jim!
Co-founder, Moderandi Inc.

Dashboard Projects Plan Creator Library File Cabinet

Library My Account Email Marketing


Account Details My Photo Account Logo Document Settings My Team

Account Logo


Select Logo

* For better picture quality, please upload the logo with a height of 60 Pixels

Uploaded Logo



Your Logo will appear on this site as



Clear Logo

Exercises

#	Description
450	Email Brain Helps you
451	Email Cam Develop
452	Email Cam Define th
453	Email Tech Checklist
455	Email Crea A templat
456	Email Test Helps you
454	Email New General
458	Email Resp Tips for e
459	Email Budg Tips for c
460	Email Pre-Launch Checklist A to-do list to tackle before your campaign goes out
461	Improve Your Email Campaigns Not generating the response you wanted? Here are tips for improvement.
462	Email Campaign Results

© Copyright 2009 Moderandi Inc. - All Rights Reserved Terms of Use | Privacy Policy GROWTHPANEL Professional

Add your own logo, fonts and colors to make the content and the application your own.



A Career's Worth of Marketing Content

Growth Panel is packed with content and tools to help you handle almost any business marketing challenge.

Successful consultants need good tools. Growth Panel delivers an entire career's worth of guided best practices, marketing tools and information in 29 business subjects. It's on-demand, at your fingertips, and ready for download.

We published our content in Microsoft Word and Excel so you can use it on-the-job, under your own brand. It cuts right to the key issues, without the fluff, to help you make the right decisions to complete your and your client's marketing activities.

The content is focused on producing results and tying them back to revenue. While you can't quantify everything, you can put numbers around most marketing activities, and numbers are what drive business.

Return on Investment

What's the value of a career's worth of marketing tools? You can have them at your disposal for little more than the price of your team attending a good marketing seminar.

Better yet, what's the value of a complete set of tools that you can deliver under your own brand name? Consultants need tools, and while there are good ones available in the marketplace (Jim Collins' *Good to Great* for example), few allow you to deliver them under your own brand.

This difference is impactful. With your own customized tools, you can differentiate your firm from your competition and add value to your own brand. Over time, this can be the difference between struggling to stay afloat and creating a thriving firm.

Seasoned consultants often recover their investment after one or two engagements. It takes a little more time for new consultants that are just starting out, but the time value and opportunity cost to create your own presents a pretty clear ROI analysis.



Online Access for Anywhere/Anytime Results

Since Growth Panel is online, all you need is an Internet connection. We host on Amazon's Web Services platform, with multiple redundancy to ensure your account is always available. Amazon is the industry leader in cloud-based hosting platform, which means you have the resources of a 30 billion dollar company behind you.

Safe, Secure and Reliable

Your Growth Panel account is safe and secure, so use it with confidence. We use the latest SSL security, so all your information is encrypted.

Next Steps

Video Audio/Video Screencasts:

www.growthpanel.com/marketing-tools/videos.html

Download Our Free Marketing eBook:

www.growthpanel.com/marketing-tools

Download Free Marketing Exercise Samples:

www.growthpanel.com/marketing-tools/exercises.html

Contact Us to Get Started:

www.growthpanel.com/versions/get-started.html