

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 Partners

Franchisors, consulting groups and marketing content providers share a common goal: deliver marketing and business resources to your group to help members achieve greater business success. Growth Panel can help.

Marketing Organizations

We've created a special Growth Panel partner version to allow companies to distribute large volumes of accounts to their members.

Deliver it as a white-label solution under your own brand, or as a co-branded solution. We'll host, so all you need to do is decide how you want to distribute and promote it to your members.

Good candidates can be

- Business membership organizations
- Consulting groups
- Business franchises
- Marketing content providers
- Industry groups

See how [marketing consultants](#) and [marketing departments](#) use Growth Panel.

Enhance Your Own Assets

Differentiate your group by delivering a valuable asset to your members. Or, if your competitor is already delivering standard Growth Panel accounts, enhance your own intellectual property by blending it into a white-label version.

A white-label version gives you administrative access, enabling you to

- Upload your own specialized content for your members
- Customize our library content
- Customize description copy
- Add your own links to external resources
- Communicate with your group through our messaging engine



What's Involved

While considering a partner version, there are four key decisions to make:

- Do we prefer a white-labeled or co-branded version?
- Should we purchase a block of licenses for our users? Or, should we have users opt-in and purchase their own licenses?
- How much of our own content should we add?
- What type of training should we deliver?

We can talk through each with you to find the best solution for your group.

We Handle the IT

In addition to hosting, we handle the technical support and product upgrades for you. Since we host on Amazon's Web Services platform, scaling is never an issue. We simply add more AMIs (Amazon Machine Instances) to our EC2 (Elastic Cloud Computing) service, add terabytes of storage from S3 (Simple Storage), and monitor I/O (input/output). Amazon allows us to handle all of this remotely, so we can turn your performance up or down within an hour, as you need it.

Safe, Secure and Reliable

Your Growth Panel partner application is safe and secure, so promote it to your users with confidence. We use the latest SSL security so all your information is encrypted.



Screenshots

Create Plans

A screenshot of the GrowthPanel web application interface. The main window is titled 'Project Plan' and contains a section 'Select a Business Challenge'. Below this title is a text box with instructions: 'Use the Plan Creator to create detailed strategic and tactical plans with relevant exercises attached. Use for a proposal or specific project.' Below the text box is a list of business challenges organized into three categories: 1. Business challenges are organized by category. Select your challenge to get started. - (This category is expanded to show 7 items: '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', and 'We're not hitting our revenue goals'). 2. Demand Generation (8 Items) (This category is collapsed). 3. Improvement (9 Items) (This category is collapsed). The interface includes a navigation menu on the left, a user profile on the top right, and a footer with copyright information and links to Terms of Use and Privacy Policy.

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 top navigation bar with 'Dashboard', 'Projects', 'Plan Creator', 'Library', and 'File Cabinet'. A user profile for 'Jim' is visible in the top right. The main content area is titled 'Project Details' and shows a list of activities for a 'Prelaunch Campaign'. A 'Task Details' modal window is open, showing fields for 'Task Name', 'Status', 'Description', 'Target Date', '% Completed', 'Hours Required', 'Assigned To', and 'Notes'.

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]

Task Details

Task Name: Complete Projects Demo | Status: In progress

Description: Capture screenshots and record screencast

Target Date: 05-05-2009 | % Completed: 10 | Hours Required: 5

Assigned To: Andy | Attach to Milestone: [Dropdown]

Notes: Make sure to add the

[Save] [Close]

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

#	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]

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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

The screenshot shows the GrowthPanel interface. At the top, there's a navigation bar with 'Dashboard', 'Projects', 'Plan Creator', 'Library', and 'File Cabinet'. The 'Library' tab is active, showing a list of exercises. A modal window titled 'Account Logo' is open, allowing users to upload a logo. The window includes a 'Select Logo' field with a 'Browse...' button, a note about logo height, and a preview of the uploaded 'MEDELIS' logo. The footer contains copyright information and links to 'Terms of Use' and 'Privacy Policy'.

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 marketers 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.

Content is published 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 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 most marketing seminars.

Many MBA graduates with a focus on marketing end up with a lot of theoretical knowledge but few new practical skills to use on the job.

For individuals, compare the investment to the alternatives: the costs of an advanced degree; the costs of seminars and training in all areas; the years of experience; and, finally, all the years it would take to read countless books and articles necessary to create the content yourself.

For companies, it's even simpler. Do you already have this intelligence in your organization? Does your intelligence walk out the door each night when your employees leave? Or do you already have a company resource in place that empowers your team and grows over time?

More to the point: What's it worth to organize your marketing activities and to add structure and process to align your marketing and sales with your business strategy?



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