



The Marketing Strategy Lab

at White Space Marketing Group



CMO Air Cover Where and When You Need It Most

If you're a CEO or a business owner, everyone's looking to you for vision, expertise, and budget. But let's be honest: you're an expert in your field, which may not include leverage in marketing.

But, if not you, who?

What if you could access as much CMO support as you need - without the commitment of a full-time hire?

This may be as basic as finding permission to forgo investing in certain marketing initiatives that have wasted time and money. Or, as complex as figuring out how to allocate limited resources across multiple KPIs. Someone has to make the tough choices on audience emphasis, messaging, hiring outsourced vendors, or investing in paid advertising.

Is your team up to it?

The Strategy Lab guides you and your team to the right marketing investment.

With the right strategic oversight, you'll have control over your marketing investment so it yields results—not excuses.

The program provides weekly assessment and counsel on marketing activity, plus a wide array of resources in the Lab portal to adapt and use in-house. We'll help you outsource what you need and recommend providers based on our experience working with them.



I was so eager to get marketing tactics rolling, we fell into the trap of “Spray and Pray” marketing. The Lab was an incredible wake up call that allowed us to take a step back, reevaluate our actions and create a strategic roadmap which became a much larger, but more productive, undertaking. We were able to find the “blue ocean” and now are very excited for the future results.



-Y.I., CEO, B2B Development Company



Strategy Lab Format

Bi-monthly group coaching sessions to up-level the output from your team

- **Action plans:** Under Ilene Rosenthal's supervision, your team refines and revises this year's plan to deliver on specific, revenue-oriented goals.
- **Commitment:** Under Ilene's supervision, your team outlines its upcoming marketing activity, which is delivered and reviewed by Ilene.
- **Assessment + Feedback:** Strategic decisions and program elements are voluntarily provided for review by me for excellence in execution, e.g., analytics, internal decision-making, content strategy, performance assessment.
- **Cross-industry Input** builds breadth of innovation beyond your siloed industry
- **Strategy Lab Resource Library:** You'll create a customized path to results without going back to B-school with optional videos, templates, worksheets, and case studies, available from day 1 in the Lab.

Quarterly one-on-one work-sessions with Ilene

- Track progress quarter over quarter
- Address unanticipated roadblocks
- Provide recommended resources as needed
- Senior leadership or other decision-makers are invited to attend these meetings

Access to ongoing strategic discipline and coaching any time

Term: 12 months

Strategy Lab Process

Frame what will drive or obstruct success for your business

Define Success ➡ Appraise Opportunities ➡ Role of Marketing

Focus on a defined set of priorities that will drive the right strategies

Evaluate Assets ➡ Identify Gaps ➡ Finalize Strategies

Formulate plans, resources, and timetables

Select Channels ➡ Plan timetables ➡ Allocate Resources

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I'm no longer wishing: if I only had a roadmap. It was really good to have other senior people to bounce ideas off of so that you end up confirming your own thinking. The Lab offered a structure and a way to look at things to evaluate what we're going to focus on. Because I can't focus on the world. It helped me commit to focusing on this part of my business today, because otherwise you end up chasing your tail and getting nothing done.

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-H.R., COO, Technology Managed Services



Strategy Lab Outcomes

Here's how The Lab guides you and your team to a smart marketing investment:



Your investment is concentrated in marketing channels that are proven to give you the lift you need - based on past sales results plus your KPIs for the next 12 months.



Instead of sticking with underperforming marketing programs, you're reallocating investment only where it will drive the results you need today.



Campaigns are supported by messaging that holds meaning for your most promising prospects, not just products or features that sound just like the competition.



Your team has faced the gaps that are standing in the way of smart marketing investment, and has a plan to fill them.



Strategy Lab Investment

We promise you, it will be less than a poorly performing PPC campaign, or your hourly rate for the time wasted on marketing that doesn't lead to growth.

“When I came to the Lab, I knew what I needed my revenue to be. I knew how many new clients I wanted. But, I didn't really know what the business was going to look like. The Lab helped me hone in on exactly the things that needed to be solved. What I really loved about it was the systematic approach. A building blocks approach to marketing strategy and a plan as opposed to 'let's write some cool stuff and throw it out there and see if it works.'”

-L.L. CEO, Financial Services Company



Resources

[Frequently Asked Questions](#) about The Strategy Lab

[Take a Peak inside The Strategy Lab](#) with Ilene Rosenthal

[How to Avoid Random Acts of Marketing](#) webinar

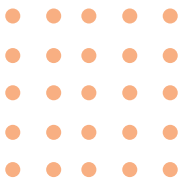


About Ilene Rosenthal

I am the CEO of White Space Marketing Group, a marketing strategy consultancy established in 2012. For 16 years I held leadership roles at Y&R, a global advertising company, which fueled my passion for delivering enterprise-level growth solutions to the SMB sector.

My channel-agnostic CMO approach has resulted in double-digit revenue growth across a variety of B2B sectors including healthcare, technology, marketing services, construction, leadership training, and finance.

I play the marketing 'grown up in the room' when a CEO wants to focus on his or her day job.



Where will you be in 6 months if you don't invest in your business-and your team-today?

Get Started now.
Enroll in the 12 month Strategy Lab.