



DISCOVERY OVERVIEW

Building Your
**Marketing
Machine**
In 90 Days.

The Foundation.

Discovery with a new dimension.

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We were born to explore & discover.



Let's begin with the part every agency skips: what actually happens before anyone touches your budget. Most agencies open a project with a kickoff call, which is a phrase that means "we are going to ask you three questions we already knew the answers to, nod thoughtfully, and then go build the thing we were always going to build." We find this exhausting to watch, mostly because we used to do it ourselves, back when we worked at the places with the ping pong tables and the decks that said the same thing four different ways.

So here is what we do instead, laid out in full, because we happen to think you deserve to see it before you hand anyone your money. We ask questions that make people pause. Not because we enjoy watching business owners squirm, although, fine, occasionally we do, but because a business that's never been asked what it actually stands for tends to be marketed like it stands for nothing in particular. This document is the whole first 90 days: the questions, the timeline, the work you walk away owning. No mystery, no "trust the process," no meeting about the meeting.

We think this is what a real partnership looks like before it starts. If you agree, keep reading. If you don't, there's probably an agency down the street with a foosball table that would love to have you.

Work Evolves. Priorities Shift. Execution Never Stops.

Growth doesn't come from choosing ads vs. SEO vs. video. It comes from executing the right priorities, in the right order, at the right speed. That's what Foundations is built to do. Ninety days isn't a countdown to a finished product, it's the time it takes to figure out what actually matters for your business, then build it in the sequence that compounds instead of the sequence that just keeps you busy. Priorities shift because they should. The market moves, your data comes in, your customers tell you things you didn't expect. What doesn't shift is the execution. We don't pause to have a meeting about whether to keep going. We keep going.

WEEK 01 Interviews with decision makers to align everyone on what success looks like. Full audit of every channel: website, ads, email, and the rest. We find what's working and, more importantly, what's not. Solidify the 90-day plan: competitive analysis, market position, budget allocation, channel priority, quick wins. **We'll show actual movement before the first invoice is due.**

WEEKS 02 — 03 We find the one thing costing you the most and fix it. Alongside of that we pinpoint the one core offer that truly makes sets you apart from the rest of your competition. All of this paired with a distribution strategy that generates quality leads is the simple framework we build everything around. **Oh, by the way...** your reporting and system pipelines are already built.

WEEK 04 By this stage, **most other agencies are still in review.** Yours is already running. We begin planning how to build out more complex systems for your marketing engine. The first round of creative goes out, built for what the strategy actually calls for. Your first pipeline report is delivered: leads attributed, cost per lead calculated.

MONTH 02 We stop building one-offs and **start building machines.** We prioritize best-performing channels and pull budget away from what isn't working. We expand creative assets based on performance and need. Your dashboards are complete, connecting ad campaigns to revenue.

MONTH 03 **This is where the machine starts to pay for itself.** Now that we know what works, we're refining and optimizing your core ad campaigns. Brand presence elevated: consistent voice, look, and positioning across every touchpoint. Actionable marketing and sales data in one simple dashboard.



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The first meeting isn't a pitch, and it isn't us presenting anything back to you. It's us asking, and you talking. We want to understand your business the way you understand it: what you actually do, who it's for, where you're trying to go, and what winning looks like when you get there.

We're listening for the things that don't show up in a brief, the obstacle you haven't said out loud yet, the metric everyone reports on that doesn't actually move anything. Everything we build over the next 90 days starts here, so we'd rather spend this first meeting getting it right than rushing to show you a pretty deck we designed.

GOAL To truly understand your business, where you want to go, and how you have defined success in the past and how you define it moving forward.

This first meeting is about us listening. We want to understand your business, your goals, and how you measure winning. Everything we build starts here.

(SOME) **QUESTIONS**

The Business + Brand

What does your business do, and who is it for?

How would your best customer describe you in one sentence?

What does your brand stand for that a competitor couldn't claim?

Has the brand ever been formally defined, or has it evolved organically?

If you decided to close your business tomorrow, what would customers actually miss? Not what you'd want them to miss, what they'd really miss.

Goals + Growth

What does success look like 12 months from now?

What's the single biggest obstacle between you and that number?

Where are you losing customers: awareness, consideration, conversion, or retention?

What's the one thing your consumer misunderstands about your brand?

What's a goal on your plan that you don't actually believe in?

How You Measure Results

How do you currently track marketing performance?

What data do you currently use to make decisions, and who owns it?

What's a decision you wish you had better data to make?

How was your relationship with your previous agency measured?

What's a metric you report on that doesn't actually move the business?

What You Get With Foundations

Your Growth Blueprint

A documented roadmap. Core offer, ideal customer, and the sequence that grows the business.

- Core Offer Defined
- Ideal Customer Profile
- Prioritized Roadmap

Know Exactly Where You Stand

We map the competitors you're actually fighting, not the ones you assume. Where you're positioned, where the gaps are, and where you can win.

- Competitor Analysis
- Market Positioning
- Opportunity Gaps

A Brand That Sounds Like You

Positioning and voice that separate you from the noise. Hooks and headlines your team can use day one.

- Positioning & Voice
- Messaging Guide
- Core Hooks & Headlines

A Creative Library

Ad-ready creative built from your message. Video and static concepts that outlast the engagement.

- Vertical Video
- Ad Creative Set
- Key Web Pages Created

A Working Lead Funnel

A full funnel built to convert, not just generate traffic. Every stage mapped to your strategy, not bolted on after the fact.

- Funnel Strategy
- Ad-to-Landing Page Flow
- Lead Capture Built

A Landing Page That Actually Converts

Built specifically for your offer and your funnel, not a template with your logo slapped on it.

- Custom Landing Page
- Conversion-Focused Copy
- Mobile Optimized

Lead Routing, Connected

Leads don't just land somewhere and sit. We connect your funnel to your CRM *(or set one up if you don't have one)*, so every lead reaches the right person, fast.

- CRM Connection
- Lead Notifications
- Handoff Built

Ad Account Setup, Done Right

Your ad accounts get structured properly from day one: pixels installed, conversions tracked, campaigns organized to scale. Media spend is billed separately, this is the foundation it runs on.

- Ad Account Structure
- Pixel & Conversion Setup
- Campaign Framework

Tracking That Tells the Truth

Clean first-party tracking. Live campaigns producing real signal. Every decision grounded in what's working.

- First-Party Tracking
- Live Campaigns
- ROI Visibility

Reporting You Can Actually Read

No exported spreadsheets, no guessing what the numbers mean. You get a live dashboard and a set reporting rhythm, so you always know where things stand.

- Live Dashboard
- Weekly Check-Ins
- Monthly Performance Review

You Own Everything We Build

Every asset, every account, every piece of strategy belongs to you. Full stop. If we ever part ways, you walk away with everything intact.

- Full Asset Ownership
- Account Access
- No Lock-In

What Happens After Day 90

Foundations builds what has to happen first. After that, we talk about what's next, more campaigns, more creative, deeper systems, only if it makes sense for both of us.

- Clear Next Steps
- No Auto-Renewal Surprises
- Your Call



NO PITCH. NO FLUFF. A CLEAR PLAN

Book a Free Strategy Consultation

We'll look at what you're doing now, find what's not working, and hand you a plan to fix it. Just a clear read on where your marketing stands and what moves it forward.

GET IN TOUCH

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