

BUILDING A BETTER BUSINESS WITH THE STRATEGIC MARKETING 3.0® FRAMEWORK



Insights from your clients will strengthen your business

Piecemeal Tactics Lead to Disappointing Results

The unwitting failure to connect marketing and business development to the engine powering the overall firm leads to a tactically-focused, piecemeal approach to marketing and disappointing results. Marketing should do more than generate leads; it should be a strategic Swiss Army Knife strengthening every part of your business.

Create Leverage from Your Strengths

Your best clients tend to be your most profitable clients as well, so revenue, profits, and the quality of your client base are all intertwined. Bruce La Fetra shares his proven Strategic Marketing 3.0® framework for connecting marketing to the rest of your business via a Strategic Marketing Plan. The result of 15 years of client work, this approach starts by asking why your best clients select your firm above other excellent options. The answer helps you see your firm's value the way your best clients see it—in the broader context of their entire business. Focused strategy translates into efficient tactics and powerful results.



You Will Learn

- The Strategic Marketing 3.0 framework as a common sense foundation for positioning your firm with clients, referral partners, and employees.
- To position your firm to shorten sales cycles, generate more revenue, and win more profitable and higher quality clients.
- To effectively break down the widespread dread regarding business development.
- Why you should consider raising your prices.

About Bruce La Fetra

As a strategic marketing advisor to law, consulting, engineering, and other elite professional services firms, Bruce La Fetra transforms marketing into a core asset. Insights and focus generate more revenue, shorter sales cycles, and increased profitability. At stake is more than just revenue and profits; the Strategic Marketing 3.0® framework converts marketing from a task professionals dread to a mindset they value and embrace. Contact Bruce at Bruce@LaFetraConsulting.com or (408) 749-1028.