



# Augustedge

Marketing Strategy Blueprint

# Hello there!

Your business looks awesome! *That marketing strategy though...*

If you're like a lot of businesses, despite being successful, you've let your marketing stagnate... or worse, fall by the wayside.

While you understand the importance of planning out a marketing strategy, and you know you need to do more to create brand awareness and generate leads, you're just not sure you're moving in the right direction.

Without a great strategy, you'll waste your time and your marketing dollars getting absolutely nowhere. If you want to grow, you can't rely on worn-out tactics and the same old strategies that haven't done much for you in the past.

You need a marketing strategy as unique as you are, something tailor-made for your vision of the future of your business.

Luckily for you, growing businesses is our specialty.

We approach things a lot differently than other marketing strategists. We're not just here to make you money (though we'll certainly help you do that) — we're here to help you identify the things that matter most to you, to define your vision, and then to put strategies into place that will turn that vision into reality.

It's called the Vision Value Model™, and there's nothing else like it on the market today.

It starts with a thorough review of your brand, vision, values, goals, and data. We'll then create a marketing plan that will work to move you closer to your vision.

**You'll walk away with a roadmap for the next 12-months that includes:**

- **Vision Refinement:** Clarified vision that your marketing strategy aligns with.
- **Audience Clarity:** Refined insights into your ideal customer for targeted marketing.
- **Strategic Priorities:** A focused list of high-impact initiatives aligned with your business goals.
- **Results-Focused Metrics:** An overview of what to track.
- **90-Day Action Plan:** Immediate high-level next steps, timelines, and responsibilities to kickstart momentum.
- **Budget Overview:** An estimated budget aligned with your prioritized strategies and tactics.

- **12-Month Roadmap** : Plan outlining prioritized strategies, timelines, and key actions to keep your marketing efforts focused and on track throughout the year.

Over the last decade, we've helped hundreds of businesses create high ROI strategies and build repeatable marketing processes that generate business value long-term no matter who implements them.

Keep reading to learn exactly how we can do the same for you.



**VBM**  
**STRATEGY**



*"I am fired up with the clarity I got around my values, building my personal goals and alignment with my purpose. A great tool whether you are working on your marketing or simply defining your purpose for your life or business. Highly recommend!"*

*Brandon Denmon*  
**System & Soul**

# The Marketing Blueprint Session

Building powerful, sustainable marketing processes into your everyday operations takes time. For those seeking a focused, actionable starting point we've developed **The Marketing Blueprint Session**. This streamlined session is ideal for businesses ready to take immediate steps to clarify their direction, set up foundational processes, and begin executing with confidence.

The Marketing Blueprint Session is a focused 3-hour session designed to equip businesses with a prioritized 12-month marketing game plan.

## **What to Expect from The Marketing Blueprint Session**

Our process ensures your marketing efforts align with your vision, values, and goals while providing clear priorities and actionable steps. While this is not a comprehensive long-term strategy, it equips you with the essential tools and insights to establish a strong marketing foundation for the next 12-months.

The final plan will include an overview of the resources needed to implement the strategy internally as well as an overview of having implementation support from an external marketing partner.

The Blueprint Strategy is not implementation—it's your customized roadmap for what to do next. It's designed to help you make confident, strategic decisions, especially during those critical first 90 days. We'll show you where to focus, what to prioritize, and how to capitalize on early momentum—so you can move forward faster, without wasting time or budget. Whether you implement the plan in-house, with a freelancer, or decide to partner with us longer-term, the Blueprint ensures you're set up for success from day one.

## **How It Works**

### **Step 1: Preparation & Homework**

Before our session, you'll complete a few key tasks to help us hit the ground running:

- **Marketing Alignment Assessment**

Clarify your vision, values, and goals. Inventory your brand, messaging, campaigns and marketing assets. Identify your top 3–5 business goals

for the next 12 months.

- **Marketing Capability Snapshot**

We will provide you with an assessment to evaluate your internal marketing capacity—team skills, available time and resource gaps.

- **Additional Prep**

Share access to any relevant marketing tools, assets or dashboards.

## **Step 2: Strategy Session**

In a collaborative 3-hour session with key stakeholders, we'll dig deep into your business goals and marketing strategy to build a plan that aligns with your long-term vision.

- **Align your marketing with your business vision**

Using our proprietary **Vision Value Model™**, we'll anchor your strategy in what matters most—your values, goals and future direction.

- **Diagnose with the VBM Clarity Audit**

We'll guide you through our **Clarity Audit**, a powerful diagnostic that quickly surfaces what's working, what's missing and where your marketing is getting stuck. It pinpoints strengths, gaps, and top-priority opportunities—so we can spend the session focused on the strategies that will drive the biggest results, fastest.

- **Identify your highest-impact strategies**

We'll map out clear priorities for the next 90 days and beyond, based on your goals, capacity, and business stage.

- **Build momentum while protecting what matters most**

Together, we'll prioritize marketing activities that not only move the needle now, but also reinforce the long-term value and vision of your business.

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## **Step 3: Strategy Development**

During your session, we synthesize everything into a clear, actionable plan that's tailored to your business goals and capacity.

- **Apply our 20-Point Marketing Checkup**

We evaluate your marketing ecosystem—across brand, content,

channels and systems—to identify what’s working, what’s missing and where to focus next.

- **Define your top marketing priorities**

We highlight the key strategies and tactics that will have the greatest impact based on your goals, team and timeline.

- **Outline your baseline processes**

We recommend foundational activities to help you start strong and establish consistent marketing habits.

- **Ensure strategic alignment**

Every recommendation ties back to your long-term vision and business objectives, so your marketing builds real momentum—not just noise.

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#### **Step 4: Delivering Your Blueprint**

You’ll receive your **Marketing Blueprint** in an editable format, designed for ease of implementation and ongoing adaptation. This plan provides a roadmap with direction for the next 90 days and immediate priorities, empowering you to start executing with confidence.

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#### **Who is This For?**

The Marketing Blueprint Session is ideal for owners and teams who are:

- Ready to bring clarity and focus to their marketing
- Able to jump-in and start implementing high-priority tasks (either through their internal team or working with our VBM Strategy team)
- Looking to build momentum toward long-term growth

Let’s work together to bring your marketing into focus, create alignment with your vision and values and set you on a clear path to achieving your goals.

All the Deliverables You’ll Get In Your

# Marketing Blueprint

The Marketing Blueprint Strategy is a strategic roadmap that highlights the direction your business should take to align marketing efforts with your long-term vision. It outlines clear priorities, actionable steps for the next 90 days and a 12-month plan to help you focus your time, team and budget where it matters most—so you can build momentum and grow with confidence.

Your Marketing Blueprint includes a suite of practical tools and insights designed to help you execute with clarity and confidence:

- **Marketing Alignment Assessment**  
Clarify your vision, values, goals, brand identity and audience—and align them with your marketing strategy.
- **Marketing Capability Snapshot**  
Understand your team’s capacity, available hours, and where to invest time or budget for maximum impact.
- **Process & Gap Analysis**  
Identify current workflows, spot bottlenecks and uncover opportunities to streamline and improve.
- **Social Media Planner**  
Includes a content calendar, content repository, internal review framework and influencer tracking tools to simplify your social strategy. This is not a completed content calendar but a template that can be used for implementation purposes.
- **Prioritized Task Planner**  
A clear, actionable outline of top marketing priorities and immediate next steps to build momentum.
- **Editable Marketing Blueprint Index**  
A user-friendly, customizable document summarizing your strategy, priorities and key recommendations for the next 12 months.

Whether you're feeling stuck, ready to grow or simply want to bring more focus to your marketing efforts, the Marketing Blueprint gives you the clarity and direction you need. It's not just a plan—it's a practical, vision-aligned roadmap built around your goals, your team and your next 12 months.

*"I emphatically endorse the team. They ushered me through a process of refining my vision, helping me communicate the work we do to my community.*

*They helped me establish professionalism in my field and distance myself from competitors.*

*I plan on continuing to use them for years to come. They are thoughtful, exceedingly bright, and top notch. You won't be disappointed!"*

*Ryan Soulier*

**Soulier Financial Group**

# Your Investment

Ready to give your business the boost it deserves?

Below is the budget we've estimated based on the scope of the services we've outlined.

Questions? [Schedule a call.](#)

## Your Investment

Marketing Strategy Blueprint	\$3,500
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**One-off Total** \$3,500

Ready to Start Your Journey Toward Your Vision?

Head to the next page to put some ink on it

# Sign Agreement

**If you are ready to proceed, just read our terms and conditions below and then sign the digital signature block below!**

**Have questions? Let's chat! [Book a time here to review your proposal together.](#)**

Date: **24th July 2025**

Between "us", VBM Strategy, and "you", Augustedge

You, Augustedge are hiring as outlined in our previous correspondence.

These terms set forth in this proposal are honored for up to 30 days after the proposal has been submitted. At that point, the proposal will expire.

## Payment & Terms

The project investment is required to begin the project and lock in Augustedge on the production calendar. The project is considered complete when the Scope of Work is completely delivered.

### **Please Note:**

Start date to be determined at time of proposal acceptance. The timeline laid out in the proposal is dependent on the timely delivery of client's asset for the project. As part of the design and production process, you will need to provide all imagery and content before the work commences.

Requests for new functionality, pages, content, or elements made after the project has commenced will be considered new work, and will require a separate scope of work. Depending on the size of the requests, this secondary project may happen during the completion of the original project or will be started once you've received the deliverables of the agreement.

**Please note anything not specified in the project solution will be considered out of scope.**

## 1.0 Services Rendered

### STRATEGY

The Blueprint Strategy is not implementation—it's your customized roadmap

for what to do next. It's designed to help you make confident, strategic decisions, especially during those critical first 90 days. We'll show you where to focus, what to prioritize, and how to capitalize on early momentum—so you can move forward faster, without wasting time or budget. Whether you implement the plan in-house, with a freelancer, or decide to partner with us longer-term, the Blueprint ensures you're set up for success from day one.

## DESIGN

We create look-and-feel designs and flexible layouts that adapt to the capabilities of many devices and screen sizes. We create designs iteratively and use predominantly HTML and CSS so we won't waste time mocking up every template as a static visual. We may use static visuals to indicate a look-and-feel direction (color, texture, and typography.)

You'll have two or more weekly opportunities to review our work and provide feedback. If, at any stage, you're not happy with the direction our work is taking, you will pay us in full for everything we've produced up to that point and then cancel this contract.

## CHANGES AND REVISIONS

The price at the beginning of this contract is based on the length of time we estimate we'll need to accomplish everything you've told us you want to achieve, but we're happy to be flexible. If you want to change your mind or add anything new, that won't be a problem as we'll provide a separate estimate to cover the additional work.

## ERRORS

We can't guarantee that our work will be error-free (we're human!) so we can't be liable to you or any third-party for damages, including lost profits, lost savings, or other incidental, consequential or special damages, even if you've advised us of them.

We agree to use our best efforts to fulfill and exceed your expectation of the deliverables listed above. You agree to aid us in doing so by making available to us needed information pertaining to your website and to cooperate with us in expediting the work.

You also agree that any errors discovered after 30-days post-launch will be corrected at our billable rate, \$150/hour. Any errors found within the 30-day window will be corrected at no cost to you.

## 2.0 Charges for Services Performed

Functionality or feature requests above and beyond those listed in the budget and/or the functionality specs may be considered out-of-scope and an amendment to the budget will be recommended. Projects that go

dormant for longer than 45 days will incur a fee to resume work at the discretion of .

## 3.0 Terms of Payment

### 3.1 BILLING SCHEDULE

We're sure you understand how important it is as a small business that you pay the invoices that we send you promptly. We're also sure you'll want to maintain a positive working relationship and keep the project moving forward, so you agree to stick tight to the following payment schedule.

will invoice Augustedge for the 50% of the full amount at the time the agreement is signed and will lock in Augustedge on the production calendar once the invoice has been paid. The remainder will be due prior to delivery of the strategy.

### 3.2 COLLECTION COSTS

In the event that we incur legal fees, costs, and disbursements in an effort to collect our invoices, in addition to interest on the unpaid balance, you agree to reimburse us for these expenses.

## 4.0 Cancellation of Plans

You have the right to modify, reject, cancel, or stop any and all plans or work in process. However, you agree to reimburse us for all costs and expenses we incurred prior to your change in instructions, and which relate to non-cancelable commitments, and to defend, indemnify and hold us harmless for any liability relating to such action. We agree to use our best efforts to minimize such costs and expenses.

## 5.0 Responsibilities of and Augustedge

### 5.1 VBM STRATEGY RESPONSIBILITY FOR RELEASES

We shall obtain releases, licenses, permits, or other authorization to use testimonials, copyrighted materials, photographs, artwork, or any other property or rights belonging to third parties obtained by us for use in performing services for you (If applicable).

### 5.2 CLIENT RESPONSIBILITY FOR RELEASES

You guarantee that all elements of text, images, or other artwork you provide are either owned by you or that you have permission to use them.

Then when your final payment has cleared, copyright will be automatically assigned as follows:

You'll own the visual elements that we create for this project. We'll give you

source files and finished files and you should keep them somewhere safe as we're not required to keep a copy. You own all elements of text, images, and data you provided unless someone else owns them.

We'll own the unique combination of these elements that constitutes a complete design and we'll license that to you, exclusively and in perpetuity for this project only, unless we agree otherwise. We can provide a separate estimate for that.

### 5.3 CLIENT RESPONSIBILITY FOR ACCURACY

You shall be responsible for the accuracy, completeness, and propriety of information concerning your products and services which you furnish to us verbally or in writing in connection with the performance of this Agreement.

## 6.0 Confidentiality

acknowledges its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by on behalf of Augustedge or disclosed by Augustedge to .

## 7.0 Term and Termination

### 7.1 PERIOD OF AGREEMENT AND NOTICE OF TERMINATION

This Agreement shall become effective as of the date signed and shall continue until terminated by either party upon not less than 60 days' notice in writing given by either party to the other.

### 7.2 TERMINATION FOR CAUSE

Either party to this Agreement may terminate the Agreement if the other party defaults in the performance of any of its material duties and obligations and the default are not cured within thirty (30) days of the receipt of notice of said default, or if the default is not reasonably curable within the said period of time unless the defaulting party commences cure within the said period of time and diligently proceeds to cure the default.

In addition, either party may immediately terminate this Agreement by giving written notice to the other party if the other party is insolvent or has a petition brought by or against it under the insolvency laws of any jurisdiction, if the other party makes an assignment for the benefit of creditors, if a trustee, or similar agent is appointed with respect to any property or business of the other party, or in the case of the Client, if the Client materially breaches its obligations to make payment pursuant to this Agreement.

### 7.3 PAYMENT FOR NON-CANCELABLE MATERIALS

Any non-cancelable materials, services, etc., we have properly committed

ourselves to purchase for your account, (either specifically or as part of a plan such as modules, photography and/or external services) shall be paid for by you, in accordance with the provisions of this Agreement. We agree to use our best efforts to minimize such liabilities immediately upon written notification from you. We will provide written proof, upon request of the Augustedge, that any such materials and services are non-cancelable.

#### 7.4 MATERIALS UNPAID FOR

If upon termination there exist any materials furnished by us or any services performed by us for which you have not paid us in full, until such time as you have paid us in full you agree not to use any such materials, in whole or in part, or the product of such services.

#### 7.5 TRANSFER OF MATERIALS

Upon termination of this agreement, provided that there is no outstanding indebtedness then owing by Augustedge to , shall transfer, assign and make available to Augustedge all property and materials in its possession or control belonging to Augustedge. Augustedge agrees to pay for all costs associated with the transfer of materials.

### 8.0 General Provisions

#### 8.1 GOVERNING LAW

This Agreement shall be governed and construed in accordance with the laws of the State of Texas.

#### 8.2 REPRESENTATIONS AND WARRANTIES

The parties each individually represent and warrant that each has full power and authority to enter into this Agreement and to perform all of their obligations hereunder without violating the legal or equitable rights of any third party.

#### 8.3 ENTIRE AGREEMENT

Except as otherwise set forth or referred to in this Agreement, this Agreement constitutes the sole and entire Agreement and understanding between the parties hereto as to the subject matter hereof, and supersedes all prior discussions, agreements and understandings of every kind and nature between them as to such subject matter.

#### 8.4 SEVERABILITY

If any provision of this Agreement is held to be illegal, invalid, or unenforceable under any present or future law, then that provision will be fully severable. In such instance, this Agreement will be construed and enforced as if the illegal, invalid, or unenforceable provision had never

comprised a part of this Agreement, and the remaining provisions of this Agreement will remain in full force and effect.

## Ready to sign?

**Type your name below to sign our agreement - no paper, no fuss!  
Our team will then contact you get things started.**

I, Tricia McCullough, agree to the terms of this agreement and I agree that my typed name below can be used as a digital representation of my signature to that fact..

*Tricia McCullough*

SIGNED BY

Tricia McCullough

SIGNED ON

Date Signed: 25 Jul 2025

Time Signed: 06:08

IP ADDRESS FROM SIGNATURE LOCATION

38.50.66.206, 35.178.44.253

*"We have just completed a 6-month contract with VBMS, during which time they created a marketing strategy for two of our business lines. They had a comprehensive plan and a team of experts to guide and support us. They offered good ideas, high-quality content, and provided regular updates throughout the project. They helped us enhance our online presence, created well-written email campaigns and blog posts, streamlined our website, and*

*put an SEO plan into place. They encouraged us to create processes so that we can continue the strategies in-house. Randi and Heather understand our business and are easy to work with. In fact, VBMS has been our go-to choice for a marketing agency since 2020. Thank you for your help!"*

*Nancy Khron*

**Arcy Healthcare**