

## ROADMAP™

The Zer0 to 5ive Roadmap is a proven methodology for formulating go-to-market strategies that effectively communicate key points of differentiation. Based on primary and secondary research, the interactive (and highly energetic!) process takes six to eight weeks to complete. The final deliverable is a complete marketing and communications plan that provides a detailed “roadmap” for increased visibility and market penetration. Because of our step-by-step approach and our highly interactive process, we are proud to say that we have 100% satisfaction from our clients that engage in this process.

In our world, not only is it OK to be a zero, but we highly encourage it!

### *The Zer0 to 5ive Roadmap*

- 0. Initial Consultation**
- 1. Market Research and Analysis**
- 2. Category Identification and Position**
- 3. Brand Strategy**
- 4. Brand Identity**
- 5. Marketing/Communication Plan**