



Discovery Meeting Framework

This process is an opportunity for us to learn first-hand from your stakeholders to understand your problem areas and opportunities for growth. With a thorough understanding of your organization and goals, we create a customized detailed action plan for how digital marketing and growth tactics will achieve those goals.

Overview

At a high level, this will be a collaborative discovery and think-tank. We will dig into the following:

- How the business functions
- Product, team, processes, structure, decision-makers, etc.
- Challenges, pain points, issues, and opportunities
- Learn about the competition
- Prior successes and failures with digital marketing
- GOALS and PRIORITIES
- How OM operate as your demand generation team

“In a world of cookie-cutter agencies, this framework allows us to dig deep with our partners, extract problem areas and create a custom strategy and action plan.”

Process & Deliverables

1. Access to data/analytics: GA, ad accounts, etc.
 - This is not a requirement but allows us to add more value
2. OM internal review and analysis
3. ~2 hour meeting with key stakeholders from both sides
4. OM internal debrief and strategy creation
5. Deliverables:
 - Detailed Growth Audit
 - Execution-Level Action Plan

**Why do we charge? For OM this process absorbs 10-15+ hours. We deliver a detailed audit and action plan that can be used by OM, your internal team, or any other agency.

