



Marketing Strategy & Solutions Overview

If you'd like to talk further, click below to schedule a discovery call and we'll be happy to guide you...

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Facilitate a **marketing strategy workshop** and get a plan to grow your business

Book a discovery call

How it works:

Step 1 – we connect with your relevant stakeholders and decision makers to fully understand what your business growth objectives

Step 2 - We will work together in a live, facilitated workshop, to sketch out the outline for your complete sales funnel, including website, lead generators, e-mail campaigns, Ai powered content recommendations and more.

Step 3 – Following the workshop, we can support you with live data, coaching and content copywriting.

We use storytelling and artificial intelligence tools to help you create marketing strategies that ignite revenue growth

What's my time commitment?

The initial marketing workshop typically takes one day, you'll need all relevant stakeholders to commit to this as decisions made during this session significantly speed up implementation later...

and that means a faster route to igniting your revenue growth with a powerful website that converts more prospects into customers!

What can I expect after this project?

A simplified marketing and content strategy that gets you more customers and ignites your revenue growth.

"Our website and e-mail marketing was confusing for potential customers and we weren't generating enough new leads. One Zebra advised us on our marketing content strategy, and we now have website content, e-mail campaigns and videos that are helping us successfully generate more new customers"

Tyler Powell, CEO – Turner Adjusting Group

What problem will this help me resolve?

Marketing is often over complicated, fails to connect with the right target customers, fails to get the desired ROI and creates frustration for marketing and sales VPs and business owners who deserve to get more from their hard work.

Using a combination of artificial intelligence and a proven storytelling framework, we will help you simplify your marketing, clarify your messaging and make these frustrations a thing of the past.

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Your brand is competing with 3,000+
commercial messages each day

Does your marketing content (website, e-mails, sales
messaging and social media) stand out from the
competition?

Most companies waste an enormous amount of money on marketing



Take your business
from **uncertainty** to **rapid growth**
with One Zebra

Click buttons below to jump to your solution:



Wireframe a **website** or landing page that generates leads.



Create an **e-mail nurturing campaign** to stay connected with your customers



Write **LinkedIn and other social media content** that engages your audience



Create a **lead generating PDF** or eBook that gets you more customers



Facilitate a **marketing strategy workshop** and get a plan to grow your business



Create **sales scripts & proposals** that win more customers



Create a **captivating keynote** that makes you look awesome



Script a killer **elevator pitch** that makes people want to talk with you



Get ongoing access to a **Chief Marketing Officer** with our **Business Growth Packages**



Create a **lead generating** PDF or eBook that gets you more customers

Book a discovery call

How it works:

Step 1 – we connect with you to understand your target customers and agree the title and intent of the lead generating eBook or PDF.

Step 2 - We will research your customer base using artificial intelligence and draft a 3-5 page eBook designed to capture prospect customers e-mail address’.

Step 3 – Once the draft is complete, we will connect with you to incorporate any revisions, ensuring that your eBook is ready to convert prospects into live customers for your business.

We use storytelling and artificial intelligence tools to help you create marketing strategies that ignite revenue growth

What’s my time commitment?

A typical briefing before we begin working on your eBook takes 1 to 2 hours. You’ll then be required to provide feedback after completion of the first draft.

In order to make your eBook a success, your marketing team will need to ensure the eBook is setup within website and marketing automation platform.

What can I expect after this project?

A lead generating eBook or PDF that provides great value to your prospect customers and enables you to collect e-mails and build your database.

“Our website and e-mail marketing was confusing for potential customers and we weren’t generating enough new leads. One Zebra advised us on our marketing content strategy, and we now have website content, e-mail campaigns and videos that are helping us successfully generate more new customers“

Tyler Powell, CEO – Turner Adjusting Group

What problem will this help me resolve?

When a prospect customer lands on your website or social media feed, they are often not ready to buy. If you offer nothing of value, they will likely forget about your brand or be tempted by a competitor.

A well written eBook enables you to capture their e-mail address so you can keep in touch and position yourself as an authority in your industry. This means you can remain front of mind and they are far more likely to buy from you when the time is right.

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Wireframe a website or landing page that generates leads.

Book a discovery call

How it works:

Step 1 – we connect with your relevant stakeholders and decision makers to fully understand what you need your website to accomplish.

Step 2 - We will work together in a live, facilitated workshop, to sketch out the outline for your website. Think of this wireframe as a blueprint.

Step 3 – Once agreed, your wireframe sketch is ready to be shared with a web developer. We will remain on hand to support with the briefing and with feedback and guidance through the design and build process.

We use storytelling and artificial intelligence tools to help you create marketing strategies that ignite revenue growth

What's my time commitment?

The initial website workshop typically takes 3-4 hours, you'll need all relevant stakeholders to commit to this as decisions made during this session significantly speed up implementation later...

and that means a faster route to igniting your revenue growth with a powerful website that converts more prospects into customers!

What can I expect after this project?

When you have your customers attention, you can expect the number of customer enquiries to significantly increase.

"Our website and e-mail marketing was confusing for potential customers and we weren't generating enough new leads. One Zebra advised us on our marketing content strategy, and we now have website content, e-mail campaigns and videos that are helping us successfully generate more new customers"

Tyler Powell, CEO – Turner Adjusting Group

What problem will this help me resolve?

Most website developers will rely on you to write the content and whilst most developers are experts in building beautiful websites, they are rarely experts in human psychology.

Nothing compels the human brain like a great story; think about the last movie or great book you read, scriptwriters use formulas to keep you hooked and on the edge of your seat. Using the same formula, we can help you build a website that invites your customers into a story.

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Create an **e-mail nurturing campaign** to stay connected with your customers

Book a discovery call

How it works:

Step 1 – we connect with you to understand your target customers and overall marketing strategy.

Step 2 - We will research your customer base using artificial intelligence and write a series of e-mails designed to engage and convert.

Step 3 – Once the drafts are complete, we will connect with you to incorporate any revisions, ensuring that your e-mail nurturing campaign is ready to convert prospects into live customers for your business.

We use storytelling and artificial intelligence tools to help you create marketing strategies that ignite revenue growth

What's my time commitment?

A typical briefing before we begin working on your e-mail campaign takes 1 to 2 hours. You'll then be required to provide feedback after completion of the first draft.

In order to make your campaign a success, your marketing team will need to ensure the campaign is setup within your marketing automation platform.

What can I expect after this project?

A powerful series of e-mails, designed to keep your customers connected to your brand, with content they want to receive.

"Our website and e-mail marketing was confusing for potential customers and we weren't generating enough new leads. One Zebra advised us on our marketing content strategy, and we now have website content, e-mail campaigns and videos that are helping us successfully generate more new customers"

Tyler Powell, CEO – Turner Adjusting Group

What problem will this help me resolve?

E-mail marketing is often seen as intrusive and the bane of people's lives as their inbox becomes a time consuming daily chore.

We will write a series of e-mails that invites your customers into a story, adds genuine value and keeps your brand front of mind when your customer is ready to buy.

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Script a killer **elevator pitch** that makes people want to talk with you

Book a discovery call

How it works:

Step 1 – We connect with you to understand your business and your value proposition

Step 2 - We will research your customer base using artificial intelligence and draft a compelling elevator pitch using a proven 7 part storytelling framework

Step 3 – Once the draft is complete, we will connect with you to incorporate any revisions, ensuring that your elevator pitch is ready to convert more prospects into profitable customers.

We use storytelling and artificial intelligence tools to help you create marketing strategies that ignite revenue growth

What's my time commitment?

A typical briefing before we begin working on your elevator pitch takes 1 to 2 hours. You'll then be required to provide feedback after completion of the first draft.

In order to ensure your elevator pitch gets results, we recommend creating an internal communications and training plan so that every member of your team (not just sales) are able to confidently deliver your elevator pitch

What can I expect after this project?

An elevator pitch that conveys what you do, how you differentiate from your competitors and offer value to your customers. This will ensure you convert more prospects and drive customer growth.

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Tyler Powell, CEO – Turner Adjusting Group

What problem will this help me resolve?

How many times have you met a sales person at a conference or networking event, who stumbles through a long winded explanation of their company? Sales people often struggle to concisely explain these things and create confusion trying to share too much irrelevant info.

We will use a combination of artificial intelligence and a 7 part storytelling framework to create a scripted, clear and powerful elevator pitch that encourages prospect customers to want to talk further with you.

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Write **LinkedIn** and other social media content that engages your audience

Book a discovery call

How it works:

Step 1 – We connect with you to understand your social media requirements and objectives

Step 2 - We will research your customer base using artificial intelligence and draft the required content

Step 3 – Once the draft is complete, we will connect with you to incorporate any revisions, ensuring that your social media copy is ready to drive engagement and customer growth

We use storytelling and artificial intelligence tools to help you create marketing strategies that ignite revenue growth

What's my time commitment?

A typical briefing before we begin working on your social media content takes 1 to 2 hours. You'll then be required to provide feedback after completion of the first draft.

In order to ensure your social media content gets results, we will need to ensure your content is incorporated into the correct format for each social platform.

What can I expect after this project?

Social media copy that uses the power of story to create value for your audience, driving engagement and customer growth for your brand

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Tyler Powell, CEO – Turner Adjusting Group

What problem will this help me resolve?

Social media quotes, one liners and other messages are often missed because they're not compelling or valuable for your customers.

We will use a combination of artificial intelligence and a 7 part storytelling framework to create social media copy that captures your customers attention, adding value and driving engagement across your social media channels.

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Create **sales scripts & proposals** that win more customers

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How it works:

Step 1 – We connect with you to understand your sales process, existing systems and target customers.

Step 2 - We will research your customer base using artificial intelligence and draft the required scripts and sales assets.

Step 3 – Once the draft is complete, we will connect with you to incorporate any revisions, ensuring that your sales collateral is ready to increase your sales closing ratios

We use storytelling and artificial intelligence tools to help you create marketing strategies that ignite revenue growth

What's my time commitment?

A typical briefing before we begin working on your sales assets takes 2 to 3 hours. You'll then be required to provide feedback after completion of the first draft.

In order to ensure your sales scripts and assets get results, we will need to work with your sales leaders and sales team to integrate into your sales process and provide coaching and support for your sales team on how to utilize them.

What can I expect after this project?

Sales scripts and assets that position your value proposition more clearly, enabling you to beat the competition and increase your close ratios

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Tyler Powell, CEO – Turner Adjusting Group

What problem will this help me resolve?

Whether its on the phone, at a networking event or exhibition, sales people often fail to capture prospect customers attention because they are not connecting on a level that matters to them.

We will use a combination of artificial intelligence and a 7 part storytelling framework to create sales scripts that capture prospect customers attention and sales proposals that stand out from the competition.

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Create a **captivating keynote** that makes you look awesome

Book a discovery call

How it works:

Step 1 – we connect with you to understand the keynote audience and objectives

Step 2 - We will research your topic using artificial intelligence and create a keynote using our 7 part storytelling framework

Step 3 – Once the draft is complete, we will connect with you to incorporate any revisions, ensuring that your keynote is ready to make you a hit at your next conference or event

We use storytelling and artificial intelligence tools to help you create marketing strategies that ignite revenue growth

What's my time commitment?

A typical briefing before we begin working on your keynote takes 1 to 2 hours. You'll then be required to provide feedback after completion of the first draft.

In order to make your keynote a hit, you'll then need to commit time to rehearsing your keynote. We can also refer you to talented public speaking coaches if you need additional support.

What can I expect after this project?

A captivating keynote, written and designed to make you a hit with your audience!

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What problem will this help me resolve?

Keynotes often leave audiences reaching for their phones and Sales focused presentations generate demand because they don't connect with the audience on a level that matters to them.

Using a combination of artificial intelligence and a proven storytelling framework, we will help you build a presentation that resonates with your audience and gets you the impact you desire.

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Don't see what you're looking for?

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