

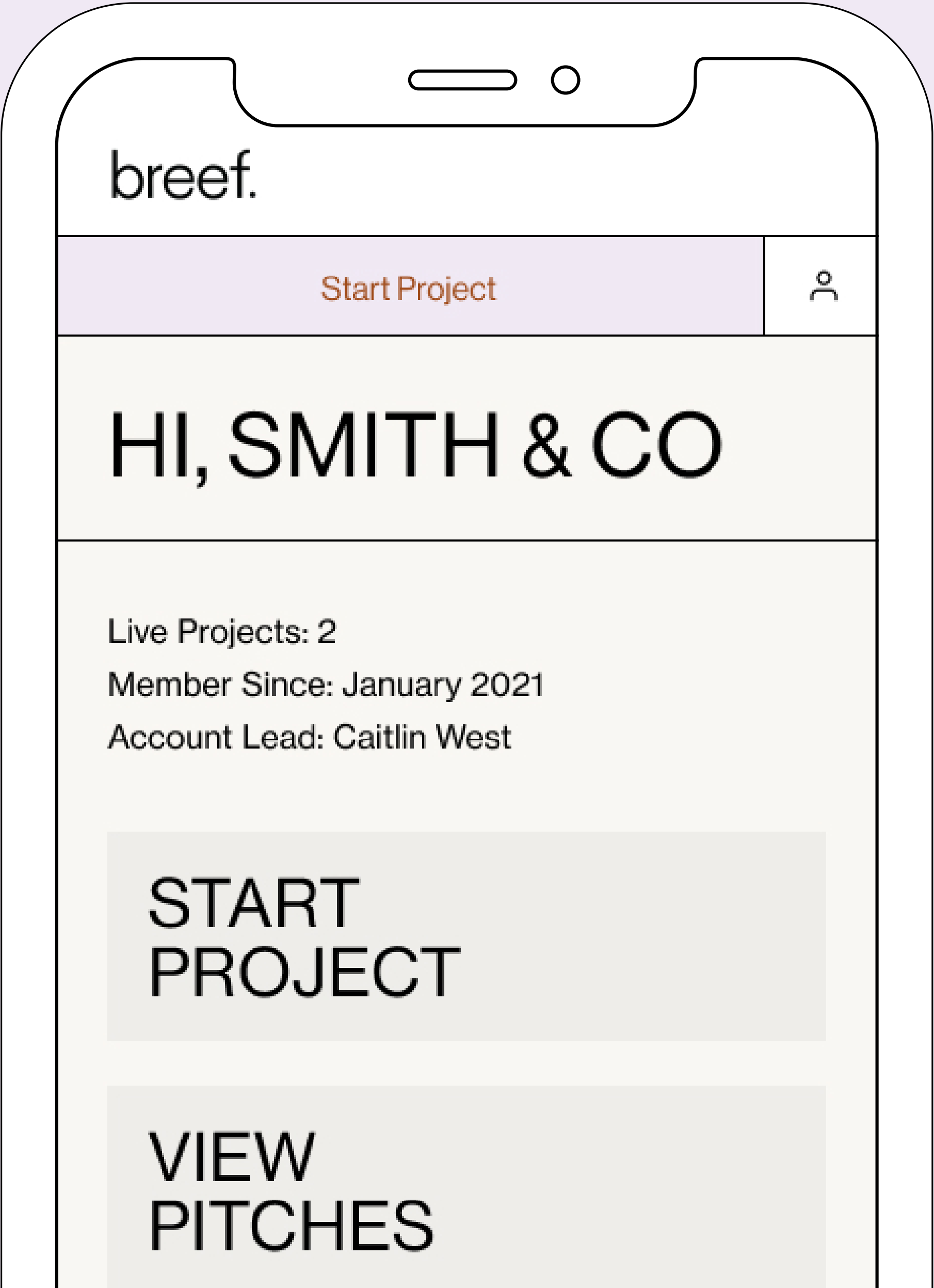
breef.

HOW TO PLAN YOUR  
MARKETING ROADMAP



*Emily*  
Co-Founder

- Former small business owner - been in your shoes!
- Prior to founding Breef, lead marketing efforts at several early stage startups
- Founded Breef in 2019 to empower brands and agencies to create better work together



# THE ONLY WAY TO AGENCY.

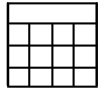
Brief’s mission is to bring the world’s best small agencies + workplace tools together, all in one place.

As the modern outsourcing solution, we are the go-to when you have any digital + creative need.

## THE BREEF PROCESS



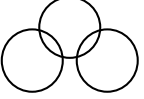
1. Join Free



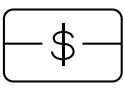
2. Plan, Scope + Post Your Project



3. Get Pitches from Vetted Agencies



4. Select Team, Start Project



5. Manage Contracts + Payments

# THE OPPORTUNITIES ARE ENDLESS...

- |   |   |  |  |
|---|---|--|--|
|  Organic Social      |  Web Design + Dev     |  Paid Social          |  Email Marketing        |
|  SEO                 |  Affiliate            |  Influencers          |  NFTs                   |
|  Partnerships        |  eCommerce            |  TikTok + Reels       |  Mobile Design          |
|  Paid Search         |  PR                   |  Illustration         |  Product Strategy       |
|  Digital Marketing |  Graphic Design     |  Data Analytics     |  Event Planning       |
|  Content Creation  |  UI/UX Design       |  Product Strategy   |  Community Engagement |
|  Branding          |  Copywriting        |  AR/VR              |  Referral Programs    |
|  Photography       |  Creative Direction |  Packaging + Design |  Campaign Activations |
|  Styling           |  Podcasts           |  SMS                |  Brand Strategy       |



# WHERE DO I START?

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# WHAT IS A MARKETING ROADMAP?

A marketing roadmap is a specific plan + timeline for a project or campaign.

A marketing roadmap helps communicate your team's overall strategic direction and aligns cross-functional groups around an integrated plan.

YOUR  
ROADMAP  
SHOULD  
INCLUDE...

- OBJECTIVES + GOALS
- INITIATIVES
- BUDGET
- TIMELINE
- STAKEHOLDERS

IDENTIFY  
YOUR  
GOALS

AWARENESS



- Influencer Strategy
- Product Seeding
- Content Creation
- Organic Social Media
- Digital + Print PR

CONVERSION

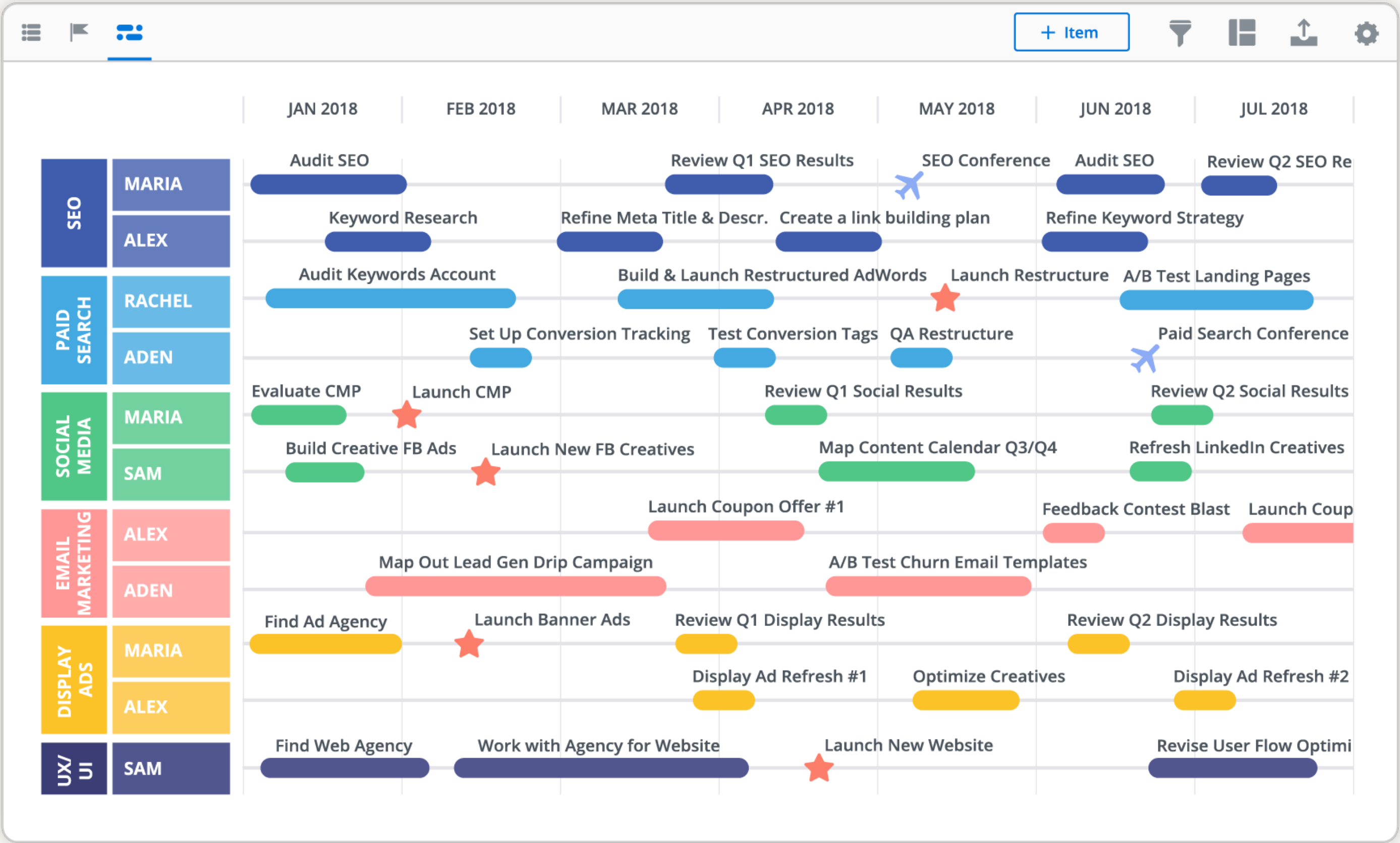


- Paid Social
- Search + Display
- Amazon + eComm Strategy
- Digital Strategy
- Data Analytics

COMMUNITY



- Community Management
- Campaign Activations
- TikTok + Reels Strategy
- Referral Programs
- Podcasts + Streaming





TOOLS  
TO HELP

- ➔ ASANA
- ➔ MICROSOFT EXCEL
- ➔ GOOGLE SHEETS
- ➔ SMARTSHEETS
- ➔ AHA!
- ➔ BREEF :)

WHEN TO OUTSOURCE		b.
Internal Team	Outsourcing	
<p>Your internal marketing team is a critical part of your roadmap.</p> <p>Your internal team can be the backbone of your initiatives, however, outsourcing is a important tool that can benefit your small business' marketing roadmap.</p>	<p>Outsourcing to agencies is a key part of many brand's roadmaps. It's time to outsource when:</p> <ul style="list-style-type: none"> <li>• You're looking for experts in a niche industry or area of marketing</li> <li>• There's a gap in knowledge or skills on your internal team</li> <li>• You have a strict timeline</li> <li>• You're working with a tight budget</li> <li>• You don't have an internal marketing team</li> </ul>	

# PLAN YOUR MARKETING ROADMAP WITH BREEF



## PLANNING

Projects begin with a (free!) planning call. We'll help budget + outline upcoming priority projects.

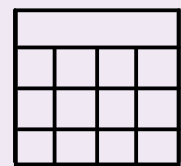
## AGENCY OPTIONS

Within a week, receive vetted agency options. Easily compare pitches + find the perfect team.

## PROJECT KICKOFF

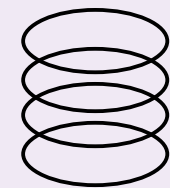
We're here to keep things easy. Manage SOWs, contracts, and payments – on the Breef platform.

# PERKS OF PLANNING WITH BREEF



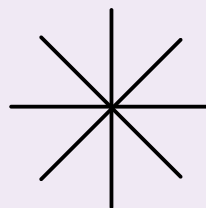
## 1. Strategy + Planning

From timelines to deliverables, your Brand Lead will guide you every step of the way.



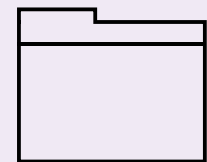
## 2. Budgeting Support

Our Brand Leads offer budgeting support to ensure agency options fit your needs.



## 3. Marketing Expertise

Let us help pinpoint priority projects that will push the needle for your business.



## 4. Pitches – ASAP

Following posting your project, receive vetted agency pitches in < 7 days.

Margaux needed help building awareness around a new product launch, budget was limited.

To achieve the awareness they needed + meet the budget, Margaux came to Breef for a content creation project.

A Brand Lead helped determine timeline + laid out a project scope, ultimately finding the perfect agency partner to concept, produce & edit a series of videos for their digital channels within budget + timeline.

## M A R G A U X





Questions?

Thank You.