



The Delve Group, Inc.

The programs outlined below represent the components Delve can manage and deliver on behalf of its clients. We also offer our clients access to the Delve Network™, a set of pre-qualified firms and other experts offering complimentary services our clients may need.

The list below is comprehensive but not exhaustive. If you have something additional in mind, please bring it to our attention.

<b>DISCOVER PHASE</b>	
<b>Offering</b>	<b>Description</b>
Brand Audit	An assessment of the current state of a brand informed by interviews with internal and external stakeholders and a review of key documents.
Discover Workshop	An interactive workshop with key management to collaboratively review internal perspectives on key aspects of the company.
Research & Analysis Findings	This may include additional research and analysis such as external interviews and competitive research. Customized research is also available.
Internal and External Communications Audit	Review of existing internal and external communication materials and a prioritized list for retention and/or remediation.
Brand Strategy	A systematic foundation outlining the core concepts and themes for a company's brand.
Testing/Focus Group Research	Define and locate the target audiences for focus group testing of key messages and/or sales materials prior to rolling them out in the marketplace. Solicit feedback and insight.

<b>CREATE PHASE</b>	
<b>Offering</b>	<b>Description</b>
Corporate Name	Use rigorous methodology to develop the most appropriate and competitively differentiating name
Corporate Tagline	Pithy phrase that, when paired with the name, captures the essence of the brand
Message Platform	An outline of the specific language the company will continually communicate in multiple media. Includes: value proposition, positioning, elevator pitch and key messages with proof points.
Key Messages Tiered to Key Audiences	An extension of the message platform, key messages are transformed into high-impact sales messages based on audience needs.
Corporate Story	A compelling story that expresses the company's value, backed with specific evidence and strong visual language.
Internal Story Development	Unearthing great stories about the company and its brand and how and why it's valuable to various internal and external audiences.
Internal Communications Plan	A plan for increasing the internal understanding and acceptance of a new or evolved brand.
Creative Brand Expression	Bringing a brand to life in visually compelling and unique ways. Includes development of a look and feel.
Corporate Imagery	Selection and procurement of photos or illustrations for use on company materials to reflect the corporate brand.
Corporate Logo	Develop the company or business unit identity.
Service Offering Suite Name	Collaborate to develop a service offering suite name that may further define its offering.
Service Offering Suite Key Messages	Related to the Suite Name above, develop the specific ideas a company will continually communicate in multiple media about its product suite.
Service Offering Suite Visual Expression	Look and feel for the product/services suite.

Corporate Business System	Design standard business items – e.g. letterhead, envelope, business cards, fax cover page, etc.
Go-To-Market Strategy	Determine the most useful and compelling tools for critical junctures of the sales cycle.
Lead Generation	Develop and implement one-to-one marketing campaigns to increase company profile and generate qualified leads.
Interactive Strategy	Determine how the web and other interactive assets can be leveraged in reaching business objectives. Assess who and how to reach key audiences in a compelling one-to-one manner.
Website Design	Development of several creative website design directions that reflect a company's business and market strategy and differentiate it in the marketplace.
Website Construction and Deployment	Construction and deployment of one of the approved website design directions (see above).
Marketing Tools	Develop powerful tools for lead generation and nurturing of prospective client relationships
Press Kit	Design online kit for distribution to media & press, to include a corporate overview, and single page sheets describing service offerings.
Thought Leadership Marketing Materials	Create visually appealing and content-rich materials such as white papers to further establish the company as the thought-leader in its industry.

<b>DEPLOY PHASE</b>	
<b>Offering</b>	<b>Description</b>
Marketing Management	Act as your outsourced marketing department, managing all aspects of marketing and outreach.
Brand Book / Brand Standards Manual	Comprehensive guide for how to properly use (and not use) elements of the brand in order to maintain its integrity across geographies and business units.
Public Relations Strategy	Develop the most appropriate PR strategy to deploy for the company or business unit.
PR Preparation	Compile a comprehensive media/analyst list for the outreach effort and editorial calendar and a full-year press release schedule.
By-lined Articles	Develop "ghost written" articles with the company.
Media Training	Coach key executives on how to effectively speak to the media.
Speech Development	Develop speech topics and speaking points. Usually undertaken in conjunction with media training and corporate story development.
Speakers Bureau	Identify and draft a speakers bureau calendar listing target-rich speaking opportunities.
Press Releases	Draft press releases.
PR Implementation	Various activities including: booking desk-side briefings, meetings with industry analysts, speaking engagements, submission/pitching of press releases and by-lined articles, and regular updates regarding coverage.