COMPREHENSIVE MARKETING PLAN INTERACTIVE SESSION

Featuring ALC Enable and C-Enable

PART I

INTRODUCTION

Welcome to the Comprehensive Marketing Plan
Interactive Session featuring two of our brands:

ALC ENABLE

C-ENABLE

Throughout these sessions, we'll delve into their strategic approaches, target audiences, marketing channels and content strategies.

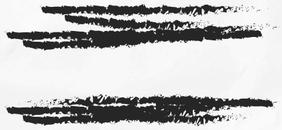
ALC ENABLE

EVALUATING ALC ENABLE'S MARKETING EFFORTS

PREVIOUS AND ONGOING MARKETING ASSETS AND ACTIVITIES

- Website
- Brochure
- LinkedIn Presence
- Surveys
- Webinars
- Reports
- Email Marketing

Calls



Client

ALC ENABLE MARKETING GOALS

CLIENT ACQUISITION

Establishing ALC Enable as the go-to partner for executive search strategy and growth.

BRAND AWARENESS

Increasing visibility and recognition within the executive search industry.

GLOBAL EXPANSION

Strategically expanding operations to key markets in Europe, Asia, and the Middle East.

ALC ENABLE TARGET AUDIENCE

OWNERS OF SEARCH FIRMS/HYBRIDS

Characteristics:

- Seeking growth opportunities or strategic guidance.
- Considering exit strategies or selling their companies.

Objectives:

- Providing tailored solutions for growth and strategy.
- Offering support for those considering exit plans or selling their firms.

IN-HOUSE EXECUTIVE SEARCH PROFESSIONALS

Characteristics:

- Focused on team development, growth, and training.

Objectives:

- Providing resources and solutions for team development.
- Offering coaching and training services to enhance skills and capabilities.

FREELANCERS

Characteristics:

- Seeking new clients and opportunities.

Objectives:

- Connecting freelancers with potential clients.
- Offering support and resources for freelancers to grow their client base and skills.

CREATING A PERSONA

OWNERS OF SEARCH FIRMS/HYBRIDS

Characteristics:

- Seeking growth opportunities or strategic guidance.
- Considering exit strategies or selling their companies.

Objectives:

- Providing tailored solutions for growth and strategy.
- Offering support for those considering exit plans or selling their firms.

ENABLE

EVALUATING C-ENABLE'S MARKETING EFFORTS

PREVIOUS AND ONGOING MARKETING ASSETS AND ACTIVITIES

- Website
- Brochure
- LinkedIn Presence
- Events
- Participating in events
- Women in Crypto
- Email Marketing

C-ENABLE MARKETING GOALS

- **CLIENT ACQUISITION**

  Establishing C-Enable as the premier partner for talent acquisition solutions in the crypto sector.

- **BRAND AWARENESS**

  Increasing visibility and recognition among C-level executives and investors in crypto startups.

- **GLOBAL EXPANSION**

  Expanding reach and operations to emerging crypto markets worldwide.

C-ENABLE TARGET AUDIENCE

C-LEVEL EXECUTIVES IN THE CRYPTO INDUSTRY

Demographics:

- Predominantly male, aged in their 30s.

Characteristics:

- Decision-makers in crypto companies seeking leadership and executive talent solutions.

Objectives:

- Attract and engage C-level executives, positioning C-Enable as the preferred partner for talent acquisition needs.

INVESTORS IN CRYPTO STARTUPS

Characteristics:

- Seasoned investors involved in advising crypto startups.

Objectives:

- Establish connections with influential investors, positioning C-Enable as a valuable resource for talent acquisition in advised startups.

CREATING A PERSONA

C-LEVEL EXECUTIVES IN THE CRYPTO INDUSTRY

Demographics:

- Predominantly male, aged in their 30s.

Characteristics:

- Decision-makers in crypto companies seeking leadership and executive talent solutions.

Objectives:

- Attract and engage C-level executives, positioning C-Enable as the preferred partner for talent acquisition needs.

WOMEN IN CRYPTO

TARGET AUDIENCE

Women working in the crypto industry, including executives, entrepreneurs, developers, and enthusiasts.

Firms/ industry that can be educated into having more balance with women on their board/ in their organisation.

THANK YOU!

COMPREHENSIVE MARKETING PLAN INTERACTIVE SESSION

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PART II

ALC ENABLE

ALC ENABLE MARKETING CHANNELS

WEBSITE

Multilingual website with case studies, blog articles, and SEO optimization.

REPORTS

Survey-based reports and market salary reports.

EMAIL MARKETING

Monthly newsletters featuring curated content and event invitations.

LINKEDIN

Monthly engagement initiatives, including invites, regular posts, and articles.

PODCASTS & WEBINARS

Partnering with industry experts to host insightful discussions.

INDUSTRY CONFERENCES

Active participation and networking at key industry events.

STRATEGIC PARTNERSHIPS

Cultivating strategic partnerships with industry leaders and complementary service providers to enhance reach and impact.

ALC ENABLE CONTENT STRATEGY

Case Studies

HIGHLIGHTING SUCCESSFUL PROJECTS ACROSS DIFFERENT INDUSTRIES AND REGIONS.

Interviews

CONVERSATIONS WITH AI EXPERTS, FOUNDERS, AND INDUSTRY LEADERS.

Industry Reports

SURVEY-BASED REPORTS AND MARKET INSIGHTS.

Webinars, Podcasts & Events

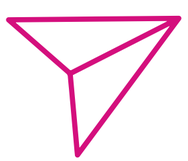
EDUCATIONAL SESSIONS AND NETWORKING OPPORTUNITIES.

ENABLE

C-ENABLE MARKETING CHANNELS

WEBSITE

Multilingual website with case studies, blog articles, and SEO optimization.



LINKEDIN

Targeted engagement with invites, connection requests, and creation of a LinkedIn group.

TIKTOK, INSTAGRAM, AND FACEBOOK

Assessment of potential engagement strategies.

EVENTS AND CONFERENCES

Participation in industry conferences and hosting events like "Women in Crypto" to amplify brand presence.

STRATEGIC PARTNERSHIPS

Cultivating strategic partnerships within the crypto industry to expand reach and enhance credibility.

C-ENABLE CONTENT STRATEGY

Case Studies

SHOWCASING SUCCESSFUL TALENT ACQUISITION STORIES WITHIN THE CRYPTO INDUSTRY.

Industry Reports

PROVIDING MARKET INSIGHTS AND SURVEY-BASED REPORTS TAILORED TO THE CRYPTO SECTOR.

Webinars & Events

HOSTING EDUCATIONAL SESSIONS AND NETWORKING OPPORTUNITIES FOR INDUSTRY PROFESSIONALS.

Diversity and Inclusion Initiatives

SUPPORTING DIVERSITY EFFORTS AND INITIATIVES LIKE "WOMEN IN CRYPTO."

WOMEN IN CRYPTO

SUGGESTED ACTIONS

DEDICATED EVENTS

Organize networking events, webinars, and workshops specifically tailored to women in the crypto industry. These events can provide opportunities for skill-building, knowledge sharing, and networking.

MENTORSHIP PROGRAMS

Establish mentorship programs pairing experienced professionals with women entering or advancing in the crypto field. This initiative fosters professional growth, provides guidance, and creates a supportive community.

ONLINE COMMUNITY

Create an online platform/ forum/ **LinkedIn group dedicated to women in crypto, facilitating discussions, resource sharing, and collaboration**. This community serves as a valuable resource for networking, support, and information exchange.

SUGGESTED ACTIONS

EDUCATIONAL INITIATIVES

Develop educational initiatives such as **scholarships, online courses** tailored to women interested in entering the crypto sector. These initiatives aim to bridge the gender gap in tech and provide accessible pathways to career advancement.

PARTNERSHIPS AND COLLABORATIONS

Forge partnerships with organizations, institutions, and companies committed to promoting diversity and inclusion in the tech and finance sectors. Collaborative efforts amplify impact and reach, driving positive change within the industry.

TASK

Collaboratively brainstorm marketing ideas, categorizing them into actions achievable independently and those requiring financial investment, while strategizing methods to maintain consistency in execution.

NEXT STEPS

Setting Priorities

- Prioritize marketing initiatives based on their strategic importance and potential impact on business goals.
- Evaluate the urgency and feasibility of implementing each initiative.
- Align priorities with overall business objectives and available resources.

Setting Budget

- Allocate budget resources to support the implementation of marketing initiatives effectively.
- Consider the financial requirements of each initiative, including advertising costs, content creation expenses, and personnel expenses.
- Ensure that the allocated budget is sufficient to achieve desired outcomes and objectives.

Identifying Responsible Parties

- Assess the current staffing resources and capabilities within the organization.
- Determine whether to hire freelance marketing professionals, hire new employees, or adjust the roles of existing employees to take on marketing responsibilities.
- Assign clear roles and responsibilities to individuals or teams responsible for executing marketing initiatives.

THANK YOU!