

The Bolt Goodly Process

1. Exploration and Immersion

- Immerse ourselves in your business
- Explain Bolt Goodly and our process

Our first couple of days up to a week working with clients will entail a detailed onboarding, a strategy call or two, and us diving into their business. We will run audits, come up with a final strategy, and write up a report to review with them before moving forward with their project. Often times once we "pop the hood" we find additional work to be done!

2. Strategy

- 1 - Page Marketing plan
- Action Items and Deliverables

After completely immersing ourselves in their business, we will complete a 1-Page Marketing Plan that we will use throughout their project. We will also come up with a detailed list of upcoming action items for ourselves as well as the client, along with other deliverables. We will review all of these items with the client along with our planned calendar to complete the project.

3. Execution

- Specialization
- Velocity
- Efficiency

As we collectively have over 100 years of marketing specialization as a team, we have been able to create extensive processes for the execution portion of our marketing strategies. We have hundreds of how-to's (you can find a lot of these on our blog), and we update these standard operating procedures every time we run through each process. This ensures that everyone on the team is educated on the most up-to-date procedure internally for Bolt Goodly, as well as knows the latest updates on all digital platforms.

This process has allowed us to increase our velocity month over month for over 2 years now! The more efficient we get, the faster and more quality work we can provide for our clients.



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4. Reporting

- Transparency
- Measure
- Analyze

The next important piece of our internal process is our reporting schedule with our clients. We do not simply send a monthly analytics report. We customize a marketing report for each client based on their goals and we have weekly or bi-monthly calls with every client where we measure progress, analyze results, and adjust strategy as needed.

In these reports we share exactly what was completed in the previous week and what is coming up. Full transparency in our work and progress means we stay super organized and don't miss any tasks.

5. Optimize

- Tactical Assessments
- Pivots

Optimizing your marketing strategy is what really sets us apart from other agencies. We are not married to the services we sold to you at the beginning of your project. As we continually report on our progress, if we see the need to make tactical pivots we will do so immediately. For example, if your services include Facebook ads, but we're finding that organic traffic is performing better, we may pause on the Facebook ads and generate more organic rich content.

From step 5, the entire cycle is repeated! We continuously immerse ourselves in your project, strategize, execute, report, optimize - repeat!

BOLT GOODLY

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