

Let's get started, a guide to how we get going.....

Step 1

Basic introduction: Often an unscheduled call or our reply to your website contact for a quote, conference or a Free Website Analysis (the analysis need not lead to the “needs assessment” below).

Typically there is a quick sharing of company information and we will give you material and resources (on line and mailed) to understand what IMMIG can do for you. This meeting will help you decide if you would like to proceed to meeting # 2 where a more in-depth discovery is undertaken.

Step 2

Next up, how can we help?

An initial “**needs assessment**” consultation is arranged and you will be in one of those situations where you do a lot of talking and we do a lot of listening. We come with a list of questions and are prepared to learn about your business. Away from those questions we are going to learn about its' culture, environment, tools and resources, and decision makers.

We want to hear about your concerns, your goals, and what you would like us to do! And so the give and take will go. We will also share some initial ideas with you. This consultation can take 1- 2 hours.



Step 3

During the next 7-14 days, we'll create a detailed outline of your marketing and management plan, and prepare your proposal

We will marry our years of experience, with the **“needs assessment”** gathered in our prior meeting into this outline. It will contain a jumping off point for us to discuss all that we can do for you.

It will include a sharing developed strategies-in a broad sense, explaining the depth that IMMIG can go and how we can match that with your needs. If necessary explanations of:

- o ROI against benchmarks and industry norms
 - o Milestone table --Gantt chart (table attached)
 - o Flowchart
 - o ROI page
- 1) Web Analysis of competitors, (and we do some self Web Analysis)
 - Marketing and Management Action Plan, (view only, this can be close to 100 pages, SWAT analysis and all) this has all the benchmarks, ROI calculators for all campaigns and all target markets, and milestones are marked to insure that IMMIG is on track with production)
 - 2) Written proposal (Four separate documents)
 - 3) Website development discussion
 - A. Cover letter
 - B. Program selection
 - C. addendum ***
This is the list that shows all that we do!
 - D. Terms and conditions



Step 4

We will use this material as a starting point to further discussion, and funnel down your needs. This final meeting can last up from 1- 3 hours.

If you require time to digest your material and all that you have learned, we can schedule another consultation. Most often these calls are simple, quick discussions where we discuss the "fine tuning" of your plan and the proposal.

These meeting are often over phone and internet or they can be in person. IMMIG can fly to your business and our Ambassadors are available for training, consultation or extended meetings with your company's staff or management.

IMMG will be ready to begin work as soon as you are ready!

