



# THE COMPLETE **STARTUP** FOUNDATION PACKAGE

Designed to provide startups with the necessities to successfully lay the foundation across our six categories: Marketing, Sales, Customer Success, Efficient Operations, Partner & Community Relations, and Organizational Culture. We provide an entire team of professionals for less than the cost of one employee. Pay for what you need, not all the extra as you scale.



## Marketing and Events

Comprehensive Marketing Audit – includes an evaluation and recommendation plan surrounding Branding, Social, Events, Email, Website/UX, SEO/Content, & Processes. As part of this evaluation, 6Mixx will meet with your team and work together to deliver the following items to get your marketing foundation built and maximized.



### Deliverables:

- Visual Brand Guide
- Brand Voice and Messaging Guide
- Complete Competitor Analysis
- Social Media Platforms Created and/or Optimized
- Cover Photo and Profile Images Created
- Research on Best Groups/People to Follow/Hashtags to Use
- A Repeatable Social Media Calendar Template
- 6 Social Media Post Templates
- Set up of Social Media Post Scheduler
- Social Media Posting Checklist
- Email Template & Suggested Frequency/Audience Strategy
- Front/Back Designed Intro to Company Handout
- Event Ideas & Suggestions
- Blog Template
- Blog Idea Generator Checklist
- List of Website Recommendations Regarding Content, Graphics, UI/UX, SEO, and more. \*Implementation of Recommendations and Website Setup and Design Available as Add On Service.

### ADD-ONS:

- Weekly Social Media Post Support
- Monthly Blog Package (Optimized for SEO)
- Monthly Large Content Offering
- Logo or Entire Branding Package: Including Business Card Template, Powerpoint Template, Letterhead, Logo, and Two Additional Templates of your Choosing (Email, Quote, Proposal, etc.)
- Event Planning Services

## Organizational Culture

Comprehensive Culture Audit – includes 6Mixx evaluation and the administration of an employee assessment. As part of this evaluation, 6Mixx will meet with your team and deliver the following items to ensure you're creating the culture of your dreams; where employees are happy, thriving, and growing.

### Deliverables:

- Clear Mission & Values Defined
- Plan for Transparent & Frequent Communication
- Clearly Defined Expectations & Understanding of Roles
- Put into Action "Leadership by Example"
- Opportunities for Continuous Learning & Growth
- Plan for Recognition & Rewards
- Diversity & Inclusion Strategy
- Team Collaboration Ideas
- Work-Life Balance Structure
- Employee Benefits Overview

### ADD-ONS:

- Designed Mission/Vision/Values Graphic.
- Creation of Recognitions/Rewards event.
- Creation & Kickoff of Team Building Activities.



## Partner & Community Relations

Comprehensive Partner & Community Relations Audit – includes a 6Mixx evaluation of any current partner programs and the administration of an employee assessment to determine current community involvement. As part of this evaluation, 6Mixx will meet with your team and deliver the following items to ensure your company's partner program is set up for success and community relationship building is at an all-time high.



### Deliverables:

- Document Goals of the Partner Program
- Establish Partner Types & Target Markets
- Create & Document Value Proposition
- Determine Structure - Referrals vs. Reseller, etc.
- Outline of Levels & Benefits
- Create Policies & Guidelines
- Communicate Incentives & Rewards
- Define the Onboarding Process
- Research & Create a Prospect list
- Documented Outreach Strategy & Communication Material (Partner Landing Page & 1 Pager)
- Partner Training Process
- Partnership Agreements Outlined
- GTM Strategy for Partnerships
- Community Engagement Plan

### ADD-ONS:

- Creation of Additional Partner Documents/Guides.
- Detailed GTM Partner Strategy.
- Creation of Partner Training/Onboarding Presentation & Guides.

## Sales

Comprehensive Sales Audit – includes evaluating and recommending Processes, Target Audience, Value Proposition, Pricing, and CRM usage. As part of this evaluation, 6Mixx will meet with your team and deliver the following items to solidify your sales process & target audience.

### Deliverables:

- Target Audience & Painpoint Descriptions
- Conduct Customer Research and Interviews
- Develop Buyer Personas
- Refine Differentiators
- Pricing Guide created
- ICP Profile
- New Sales Process aligning with new ICP
- Key Touchpoints & Conversion Stages Outlined
- Changes Implemented within CRM

### ADD-ONS:

- Create or Expand CRM System
- Templates for each Stage of Buyer Journey
- Sequence Refinement or Creation
- Sales Enablement Materials



## Customer Success

Comprehensive Customer Success Audit – includes evaluating and outlining each stage throughout the Customer Journey. As part of this evaluation, 6Mixx will meet with your team and deliver the following items to ensure customers are onboarded, trained, appreciated, and retained.

### Deliverables:

- Defined Customer Goals & Objectives
- Solid Onboarding Process
- Ongoing Customer Engagement & Communication Plan
- Customer Training & Education
- Support & Issue Resolution
- Metrics
- Proactive Strategy & Business Reviews
- Customer Feedback & Insights (includes survey)
- Customer Advocacy and Referrals (includes interviews)
- Customer Appreciation (includes suggestions for one campaign)
- Adjust Customer Journey and Provide Documentation

### ADD-ONS:

- Customer Training Guide & Materials
- Set up or Enhancement of Ticketing System.
- Creation of Customer Appreciation Campaign



## Efficient Operations

Comprehensive Operations Audit – includes a 6Mixx evaluation and the administration of an employee assessment to determine the most significant areas of opportunity. As part of this evaluation, 6Mixx will meet with your team and deliver the following items to ensure your company is running efficiently by enhancing communications, goals, meetings, and the use of technology.

### Deliverables:

- Documented & Sharable Company-Wide Strategy
- Documented & Sharable Department SMART Goals
- Employee Review Plan
- Clear & Efficient Communication Plan
- Standard Meeting Cadence & Agendas
- Cross-functional Collaboration Ideas
- Tools & Technologies
- Overall Process Optimization

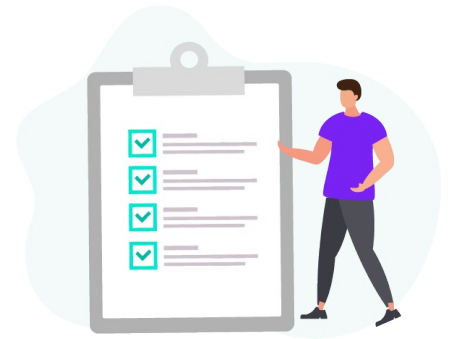
### ADD-ONS:

- Set Up and Management of Employee Reviews.
- Creation or Enhancement of Project Management tools such as Asana/Airtable/Monday, etc.



## Also included in Startup Package:

- On-Site Full Team Kickoff Meeting\*
- Virtual Weekly Status Meetings with Project Lead(s)
- Virtual Monthly Progress Meeting with Team Lead (others included as desired)
- On-Site End-of-Year Full Team Wrap-Up Meeting\*
- Access to our Ultimate Resource Guide



\*Local (w/in 250 miles of Canton, Ohio) T&E included, other billed as incurred.

## Pricing

Our startup program sets up your company for success with all of your fundamental marketing, sales, customer success, partner and community relations, organizational culture, and operational efficiency needs, all within 12 months.

Need a faster timeline? Accelerated programs are available for an additional fee.

12 MONTHS

**\$6K** /mo



# Get Started Today!

Book your **FREE Consultation** at  
[www.6mixx.com](http://www.6mixx.com) or  
email us at [info@6mixx.com](mailto:info@6mixx.com).