

**MIGHTY MARKETING**



WWW.MIGHTYMARKETINGCO.COM

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**STRATEGY // BRANDING // MARKETING**

**HELLO, WE'RE  
MIGHTY MARKETING**

**OVERVIEW**

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This document is a brief overview of the history, structure, and services.

A sloth wearing a yellow hard hat, sitting in a cluttered office with stacks of papers. The sloth is looking directly at the camera with a neutral expression. The background is filled with stacks of papers and folders, creating a sense of a busy, cluttered workspace.

# STATUS QUO IS COSTING YOU

*83% of construction and infrastructure companies fail within 20 years.*

Many of these failures stem from poor systems and lack of innovation. In marketing, this translates to missed opportunities to stand out in a competitive market.

# **GROWING INFRASTRUCTURE COMPANIES BY DRIVING SALES AND MARKETING RESULTS.**

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Focusing on the infrastructure industry for marketing presents a unique and rewarding opportunity. This sector is often underserved in terms of innovative marketing strategies, despite its critical importance in maintaining and developing our communities. At Mighty Marketing, we bring a wealth of expertise and experience to this field, understanding the specific challenges and needs of infrastructure companies. Our team excels at crafting targeted campaigns that highlight the value and impact of high-quality infrastructure solutions, helping businesses in this sector gain the visibility and recognition they deserve. By leveraging our deep industry knowledge and creative prowess, we can drive substantial growth and success for infrastructure firms looking to stand out in a competitive market.



# **PUT SOME MIGHT BEHIND YOUR MARKETING**

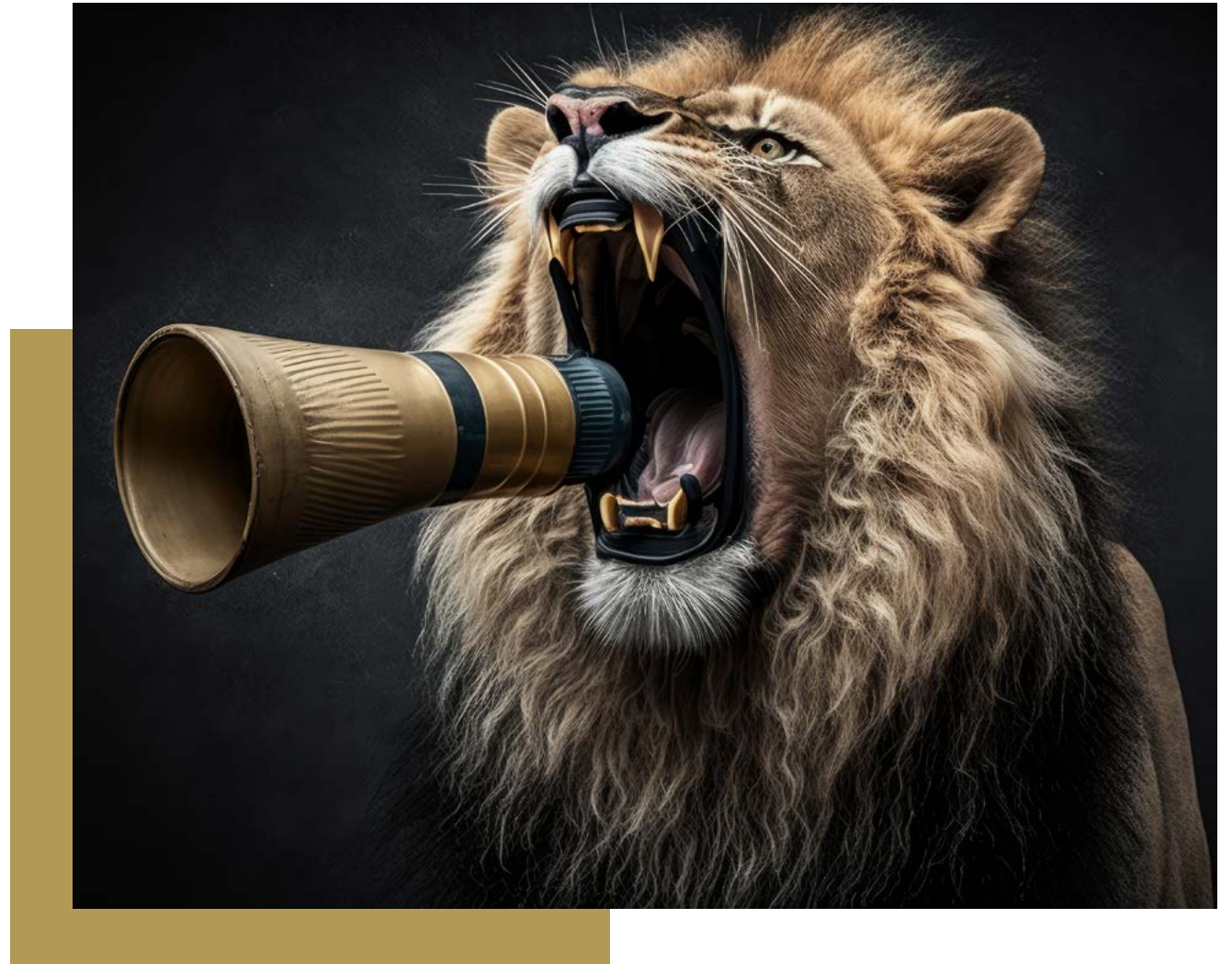
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## **ARE YOU LACKING MIGHT IN?**

- A marketing and sales funnel to obtain new customers.
- A relationship with current customers and clients.  
An increase in sales year over year.
- A high customer retention rate.
- Brand awareness and presence.

Where your business lacks, we can put the might in your business to make you mighty.

**WHERE YOUR BUSINESS LACKS  
STRENGTH, WE CAN PUT THE MIGHT IN  
YOUR BUSINESS TO MAKE YOU MIGHTY.**

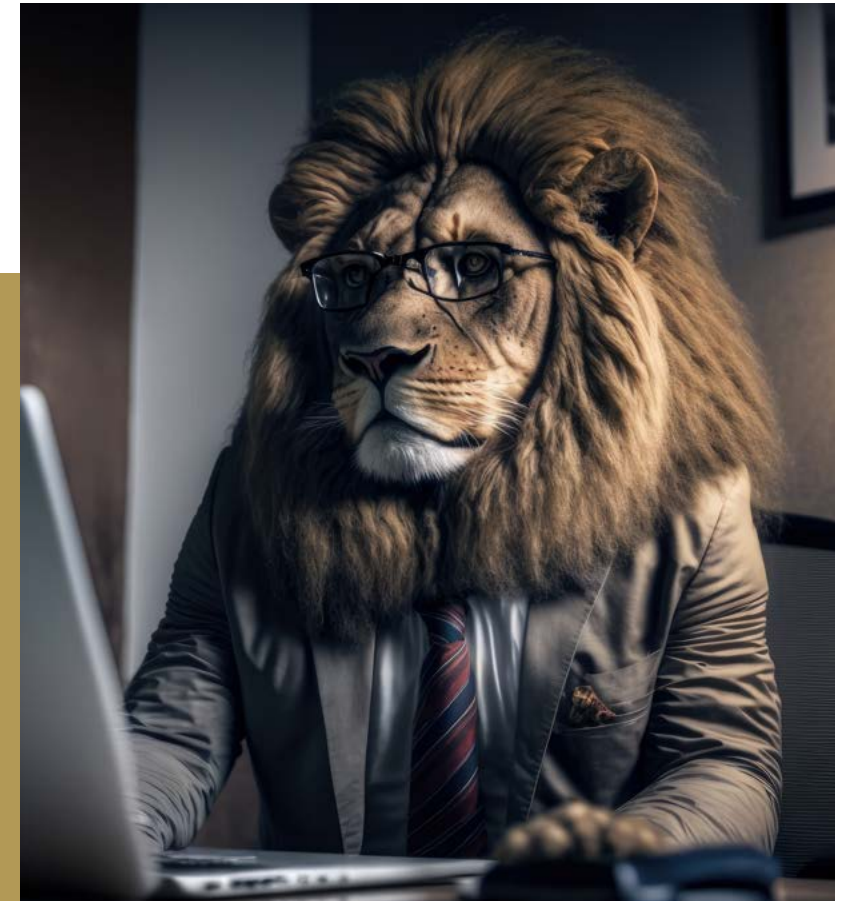


# HIRE A FRACTIONAL CMO

Not ready for a full-time marketing leader? Steven, our Fractional CMO, is here to bring seasoned expertise without the full-time commitment. With extensive experience in the infrastructure industry, he provides tailored strategies and hands-on leadership to meet your goals.

<b>WHAT DOES A FRACTIONAL CMO DO?</b>	<b>WHO MIGHT USE A FRACTIONAL CMO?</b>	<b>BENEFITS OF A FRACTIONAL CMO?</b>
<ul style="list-style-type: none"><li>• Develop marketing plans</li><li>• Set up branding</li><li>• Plan and execute launches and promotions</li><li>• Lead and manage teams</li><li>• Create growth plans and revenue projections</li><li>• Analyze market trends</li><li>• Help with customer acquisition</li><li>• Help with sales development</li></ul>	<ul style="list-style-type: none"><li>• Startups and scale-ups that need executive-level marketing leadership but can't afford a full-time CMO</li><li>• Businesses that need strategic marketing guidance but can't afford a full-time CMO</li></ul>	<ul style="list-style-type: none"><li>• Get executive experience without the full-time cost</li><li>• Get a marketing strategy that can propel sales</li><li>• Get the flexibility to adjust the level of service as the company's needs change</li><li>• Get the benefit of a fresh perspective from someone who has worked with multiple companies</li></ul>

**STEVEN'S INSIGHT OFFERS THE FLEXIBILITY, STRATEGY, AND RESULTS YOUR BUSINESS NEEDS TO THRIVE.**



# IT STARTS WITH A STRATEGY

**BRING STRATEGY AND PURPOSEFUL  
CREATIVE TOGETHER TO BUILD  
YOUR BRAND.**



The **MIGHTY BLUEPRINT™** is a depth and customized branding and marketing strategy that lays the foundation for your future. Without this crucial foundational step, your business will lack the might to have a sustainable sales and marketing process that produces results.



# **THE MIGHTY BLUEPRINT™**

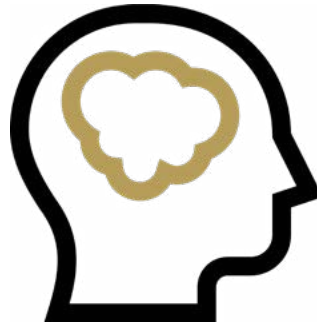
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**THE STRATEGY CONSISTS OF THE FOLLOWING SERVICES:**



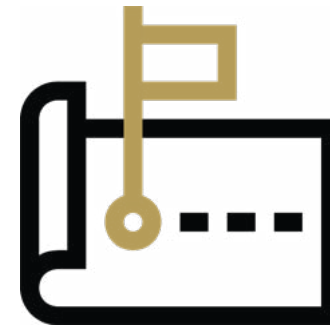
## **RESEARCH**

A strong brand foundation starts with getting inside the heads and hearts of your audience, while understanding the dynamics of your market. Surveys and interviews with key people within your company and target audience paints a clear picture of where your brand stands.



## **BRAND STRATEGY**

Define what you stand for, the promise you make, the personality you convey, and what you want people to experience. Bring your competitive positioning to life and position yourself as that "something" in the mind of your prospects and customers that produces results.



## **MARKETING STRATEGY**

Outline your overall game plan for finding clients and customers for your business. Gain clarity and focus on what you want to achieve for your business, marketing efforts, and how it integrates with your sales.

# **EXECUTE EXECUTE EXECUTE**



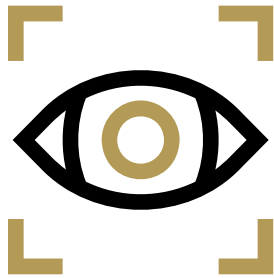
After conducting a thorough marketing and branding strategy, in the **Mighty Blueprint™**, the next step involves implementing the strategies and tactics outlined. We call this the **Mighty Movement™**. Some of those services are listed below. Checking your **Mighty Monitor™**, should be carried out to track progress, make necessary adjustments, and measure the effectiveness of the marketing and branding efforts. By consistently executing these services, your business can build brand awareness, attract customers, and achieve your marketing goals.





# THE MIGHTY MOVEMENT™

**THE MIGHTY MOVEMENT MAY INVOLVE ONE THE OF THE FOLLOWING SERVICES:**



## **VISUAL IDENTITY**

A strong visual identity doesn't just support your brand; it elevates it. From your social media presence to website to marketing materials a strong visual identity clearly communicates who you are, what you're about, and why people should care about you.

- Logo design
- Corporate identity system
- Basic to complex brand guide



## **VOICE & MESSAGE**

Define your brand voice. Create clear messages and copy that inspire people to take action. This is accomplished by creating personas or representations of different people within your target market.

- Personas development
- Creation of key messaging to targeted personas
  - Tone of voice



## **WEB & DIGITAL**

Three-quarters of consumers say they base their impression of a company's credibility on its web design. Don't just make your website look beautiful. Drive your audience to your site and let it work as a conversion machine.

- Website review and recommendations
  - Website content plan
  - Website wireframes
  - Website design
- Website development
  - And more!



## **ACCOUNT-BASED MARKETING (ABM)**

Account-based marketing (ABM) is a strategic approach that focuses on targeting specific accounts or companies rather than casting a wider net. When it comes to selling to your audience, ABM can be an effective tool in delivering personalized and tailored marketing messages. And more!

# CLIENTS & BRANDS

Mighty Marketing and its Fractional CMO + Owner + President, Steven Musngi has worked with regional and national B2B brands from many industries and is able to offer an even more tailored set of services specific to each company's needs.



# WHAT CLIENTS ARE SAYING


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“ They look at the big picture and identify strategies and tactics that make the needle move. They’re extremely knowledgeable and easy to work with. Strong communicators and listeners. ”

- Molly Burns, Vice President of Corporate Marketing - Wilhem Construction

“ A critical part of re-branding, growing brand recognition and ultimately, their tactics, helped to deliver YOY growth in our brands Net Promoter Score to the architectural segment while I was at Indiana Limestone Company. ”

- Benjamin Wojcikiewicz, AKBD, Product Director



Let Us Focus On Marketing, So You Can Focus on What You Do Best

**WE GOT YOUR BACK**

# IT TAKES A TEAM

Under Steven Musngi's leadership and skillset of branding, marketing, and design, Mighty Marketing works with a team of highly skilled and experienced specialists to continually develop and execute on your branding and marketing. These extraordinary people have helped execute numerous branding and marketing strategies. From developers to writers to digital marketers and more. Below are some of these remarkable people:

- **Steven Musngi:** Fractional CMO + Owner + President
- **Kevin Muffley:** Digital Marketing Consultant
- **TJ Chuaco:** Web Developer
- **Lisa Bovee:** Technical Writer/Content Manager
- **Brandon Stewart:** Direct Response Copywriter
- **Rob Chinn:** Photographer, Videographer, and Motion Graphics for Rezolutionary
- **Cullen Nance:** Exhibit Director and Designer for Brandspace





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**CAPABILITIES OVERVIEW**

**THANK YOU**

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