

Four Marketing Fundamentals

Companies Running on EOS™ know the importance of building a foundation for growth to achieve vision, traction and healthy executive teams.

Marketing is a critical component of that foundation. [EOS®](#) breaks down a marketing strategy into four key areas:

- Target Market
- 3 Uniques
- Proven Process
- Guarantee

As an EOS marketing partner, Octain is here to help your company develop these components so that they align with your EOS implementation.

Our Four Fundamentals program includes:

- **Identifying your Target Market.** We will help you determine the best market segments for your products and services and build a comprehensive Ideal Customer Profile (ICP) that gets you laser-focused on who your ideal customers are and what motivates them to buy from you.
- **Discovering your 3 Three Uniques.** The 3 Uniques answers the question: Why work with us? They represent the three things combined that you do better than your competition-your differentiators. Octain will help you build these into a distinct value proposition that unequivocally articulates why your customers need you and need you now.
- **Developing your proven process.** The proven process lays out a step-by-step visual diagram of your client's journey to transformation. Octain will guide your team in the development of a proven process that becomes a winning sales tool.

- **Your Guarantee** is your contract with your customer/client as to what you are going to give them in return for the money that they are paying you. We will help you develop a statement your team can proudly and confidently provide to your customers.





How it Works

- One-time flat fee of \$5,500
- **Four private coaching sessions** to discover your secret sauce and zones of genius.
- **Complete, comprehensive and ready to implement.** In 30-days an Octain Growth Architect will develop and hand deliver to you a completed Four Fundamentals Blueprint.
- **Optional - Build Your Client Attraction Engine.** Done for You custom content marketing program includes blogging, social media and email marketing content.

“Before Octain, our team was all over the map trying to target the right customers. Now we have a focused strategy for reaching our best prospects. We’ve seen sales jump 40% in six months,” – CMO, Medical Services Company

[Click Here to book a call](#)

OR contact Clare@octaingrowth.com