

**launchpad.**  
**strategy.**




**bristow**  
**a&hardy product.**

# prepare for launch. growth begins here.

For agencies without a structured strategy or clear plan.

Define your ICP, sharpen your message, and build a campaign strategy aligned to revenue.

Our **5-step process**. Your  **launchpad**.

## **campaign trajectory.**

10%



**launchpad.**

Strategic Essentials.

**includes:**

 **launchpad.**

25%



**ignition.**

Campaign Toolkit.  
*For in-house teams.*

**includes:**

Strategy Session  
Sales Collateral  
Marketing Asset  
Marketing Templates

75%



**liftoff.**

Sales Enablement.

**includes:**

Strategy Session  
Full Sales Collateral Suite  
CRM Nurturing  
Email Outreach  
Social Media Marketing  
Campaign Handbook  
Full Campaign Delivery  
Tech Stack





100%



**b&h +.**

Sales Acceleration.

**includes:**

 **launchpad**  
 **liftoff.**  
 **search.**  
 **strategy workshop.**  
 **ai process build.**

# your launchpad.

our 5-step  launchpad process.

## 1 fuel up.

**Our discovery process.** Customised questions designed to target a deep dive into your agency's goals and vision. Igniting the build of our sales-first strategy.

## 2 data engine.

Feeding your insights into our system, we conduct **comprehensive analysis**. Including ICP development, competitor mapping, and persona research.

## 3 launch blueprint.

Translating data into action, we craft a **bespoke sales & marketing strategy**, supported by clear positioning, messaging, and funnel structure.

## 4 strategic orbit.

From strategy to launch, we build a **structured campaign implementation** guide, complete with channel focus and asset priorities.

## 5 3... 2...1... launch.

Your **Launch Document**, a complete strategy and execution guide. Presented by our team, **built to guide yours**.



**prepare for launch.**  
**growth begins here.**

✦✦ strategic essentials

## launchpad.

your launchpad following  
our **5-step launchpad**  
process.

**£1,995** + VAT

once only



### Strategy & Positioning.

- ✓ Competitor & Market Analysis
- ✓ Client & Candidate Personas
- ✓ Brand Voice & Messaging
- ✓ Content & Campaign Strategy
- ✓ Execution Plan & Performance Tracking
- ✓ Optimisation & Growth Strategy
- ✓ Final Roadmap & Execution Monitoring

**continue your  
journey...**



**ignition.**  
inhouse.



**liftoff.**  
sales enablement.



**b&h**   
hypergrowth.



# bristow & hardy



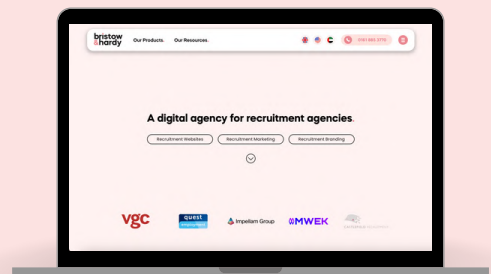
**Speak to our team.**

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**email.**

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search **'Bristow & Hardy'**