

The Intelligent Marketing Platform



A career's worth of marketing content and tools. Online project management, document sharing and collaboration built in to make marketing easy.

Marketing Content + Online Project Management = Intelligent Marketing Management

Growth Panel is the first tool to integrate a career's worth of marketing content into an online project management application. The result? An intelligent marketing platform that takes the mystery out of marketing.

Since it's online, you and your team can access it 24/7. It's safe and secure, so you can centralize your marketing activities, management and resources.

- Manage all your marketing projects
- Create marketing plans in three clicks
- Centralize all your marketing intelligence
- Use a defined process for business growth
- Easily tackle new subjects
- Download a career's worth of content



Growth Panel for Marketers

There are many challenges in marketing. The first pertains to the term “marketing” itself. What activities does marketing include? Is marketing the same thing as advertising? How does marketing tie into sales and strategy?

The marketing function is misunderstood in many organizations; especially in small to midsize entities (SMEs).

For SMEs, the core challenge for marketers and business leaders is to:

- Understand what they need to do to accomplish their revenue goals
- Find the resources to execute

SMEs are stretched thin on time and resources. They need answers and results—fast. Growth Panel delivers. Marketing teams and individual marketers can use Growth Panel to centralize marketing activities and execution:

- Determine marketing and business growth strategies
- Decide what marketing campaigns to run
- Download tools for marketing execution
- Manage marketing tasks
- Expand resources and expertise
- Train the team
- Measure results

Marketing Structure for Better Results

Even managing a single campaign can be challenging: You have your list, your message, your offer, your creative, and your copy; you have fulfillment, tracking, follow-up and metrics.

Then you have to execute, and get sales people on board.

Organize your activities with Growth Panel so your team understands your goals, their assignments and expected results.

This “left-brain” structure appeals to most business leaders - the non-marketing types who usually control the budget. Tie your decisions and activities to their business goals and earn their support.



Intelligent Marketing Management

Growth Panel is a web-based application that blends marketing content with project management for easy marketing execution.

Need a quick solution? Create a detailed, customized plan for hundreds of common business growth challenges. It's simple, yet powerful.

Download content for execution. Schedule tasks, milestones and goals. Share documents. Collaborate with your team. Learn new subjects. Customize the content to make it your own.

Create Plans

A screenshot of the GrowthPanel web application interface. The main window is titled 'Project Plan' and contains a 'Select a Business Challenge' dialog. The dialog has a header 'Select a Business Challenge' and a sub-header 'Use the Plan Creator to create detailed strategic and tactical plans with relevant exercises attached. Use for a proposal or specific project.' Below this, there is a list of business challenges organized by category. The categories are: 1. Business challenges are organized by category. Select your challenge to get started. (with a dropdown arrow), 2. Demand Generation (8 Items), and 3. Improvement (9 Items). Each category contains several specific challenge items. For example, under 'Demand Generation', there are items like 'I need help getting our name out there', 'I need to generate more response from my campaigns', 'We have leads but need help closing deals', 'We need immediate revenue', 'We need more focus on selling to & retaining our current customers', 'We need to generate more qualified leads', 'We need to generate more qualified leads and close more deals', and 'We're losing customers and need to market to them'. The interface also shows a sidebar with navigation options like 'Dashboard', 'Projects', 'Plan Creator', 'Library', and 'File Cabinet'. At the top right, there is a user profile for 'Jim' and a 'Log Out' button. The footer contains copyright information for 2009 Moderandi Inc. and links to 'Terms of Use' and 'Privacy Policy'.

Select a business challenge. Drill down and customize the results. Export to your project for execution.



Manage Projects

The screenshot shows the 'Project Details' page in the GrowthPanel application. The page is divided into several sections:

- Header:** Includes the GrowthPanel logo, navigation tabs (Dashboard, Projects, Plan Creator, Library, File Cabinet), and user information (My Account, Training & FAQs, Log Out, Welcome back, Jim Co-founder, Moderandi Inc.).
- Project Details:** A sidebar on the left lists project information: Project (Prelaunch Campaign), Client (Internal), Status (In progress), Planned Start (04-15-2009), Planned End (05-30-2009), Actual Start (Not Assigned), and Actual End (Not Assigned).
- Activity Table:** A table with columns for Activity, Target, % Complete, Owner, and Actions. It lists tasks such as 'Achieve 3% Response on PPC', 'Marketing Campaign Testing Plan', 'Analyze Current Materials', and 'Purchase Print Ad Inventory'.
- Task Details Modal:** A pop-up window for editing a task. It includes fields for Task Name (Complete Projects Demo), Status (In progress), Description (Capture screenshots and record screencast), Target Date (05-05-2009), % Completed (10), Hours Required (5), Assigned To (Andy), and Attach to Milestone. There is also a Notes field with the text 'Make sure to add the'.

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Manage, track, update and share project details and documents with your team.



Download Content

GROWTHPANEL
Intelligent Marketing Management

My Account Training & FAQs Log Out

Welcome back, Jim!
Co-founder, Moderandi Inc.

Dashboard Projects Plan Creator Library File Cabinet

Library 2 Email Marketing Feedback

Subject Navigation Show Map Show Links

Click to learn about this subject

Exercises

#	Description	Actions
450	Email Brainstorming Helps you generate ideas for campaigns to meet various business goals	[Download] [Print]
451	Email Campaign Strategy Develop an overarching strategy: goals, audience, message, offer, timing	[Download] [Print]
452	Email Campaign Plan Define the timing, format, content, fulfillment, tracking, and launch plan	[Download] [Print]
453	Email Technology Requirements Checklist of typical features you'd want from an Email Service Provider or software	[Download] [Print]
455	Email Creative Guidelines A template for writing and editing the copy; includes notes for the graphics	[Download] [Print]
456	Email Testing Plan Helps you set up a test to measure & improve your email campaign	[Download] [Print]
454	Email Newsletter Program General tips for content, generating subscriptions and handling signups	[Download] [Print]
458	Email Response Rate Estimates Tips for estimating response rate	[Download] [Print]
459	Email Budget Tips for creating your budget	[Download] [Print]
460	Email Pre-Launch Checklist A to-do list to tackle before your campaign goes out	[Download] [Print]
461	Improve Your Email Campaigns Not generating the response you wanted? Here are tips for improvement.	[Download] [Print]

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More than 1,400 pages published in Word and Excel to use on the job. Add your own expertise and build your library.



Add Your Branding

The screenshot shows the GrowthPanel interface. At the top, there's a navigation bar with 'Dashboard', 'Projects', 'Plan Creator', 'Library', and 'File Cabinet'. The 'Library' tab is active, showing a list of exercises. A modal window titled 'Account Logo' is open, allowing users to upload a logo. The window includes a 'Select Logo' field with a 'Browse...' button, a note about logo height, and a preview of the uploaded 'MEDELIS' logo. The footer contains copyright information and links to 'Terms of Use' and 'Privacy Policy'.

Add your own logo, fonts and colors to make the content and the application your own.



A Career's Worth of Marketing Content

Growth Panel is packed with content and tools to help you handle almost any business marketing challenge.

Successful marketers need good tools. Growth Panel delivers an entire career's worth of guided best practices, marketing tools and information, in 29 business subjects. It's on-demand, at your fingertips, and ready for download.

Content is published in Microsoft Word and Excel so you can use it on the job, under your own brand. It cuts right to the key issues, without the fluff, to help you make the right decisions to complete your marketing activities.

The content is focused on producing results and tying them back to revenue. While you can't quantify everything, you can put numbers around most marketing activities, and numbers are what drive business.

Return on Investment

What's the value of a career's worth of marketing tools? You can have them at your disposal for little more than the price of most marketing seminars.

Many MBA graduates with a focus on marketing end up with a lot of theoretical knowledge but few new practical skills to use on the job.

For individuals, compare the investment to the alternatives: the costs of an advanced degree; the costs of seminars and training in all areas; the years of experience; and, finally, all the years it would take to read countless books and articles necessary to create the content yourself.

For companies, it's even simpler. Do you already have this intelligence in your organization? Does your intelligence walk out the door each night when your employees leave? Or do you already have a company resource in place that empowers your team and grows over time?

More to the point: What's it worth to organize your marketing activities and to add structure and process to align your marketing and sales with your business strategy?



Online Access for Anywhere/Anytime Results

Since Growth Panel is online, all you need is an Internet connection. We host on Amazon's Web Services platform, with multiple redundancy to ensure your account is always available. Amazon is the industry leader in cloud-based hosting platform, which means you have the resources of a 30 billion dollar company behind you.

Safe, Secure and Reliable

Your Growth Panel account is safe and secure, so use it with confidence. We use the latest SSL security, so all your information is encrypted.

Next Steps

Video Audio/Video Screencasts:

www.growthpanel.com/marketing-tools/videos.html

Download Our Free Marketing eBook:

www.growthpanel.com/marketing-tools

Download Free Marketing Exercise Samples:

www.growthpanel.com/marketing-tools/exercises.html

Contact Us to Get Started:

www.growthpanel.com/versions/get-started.html