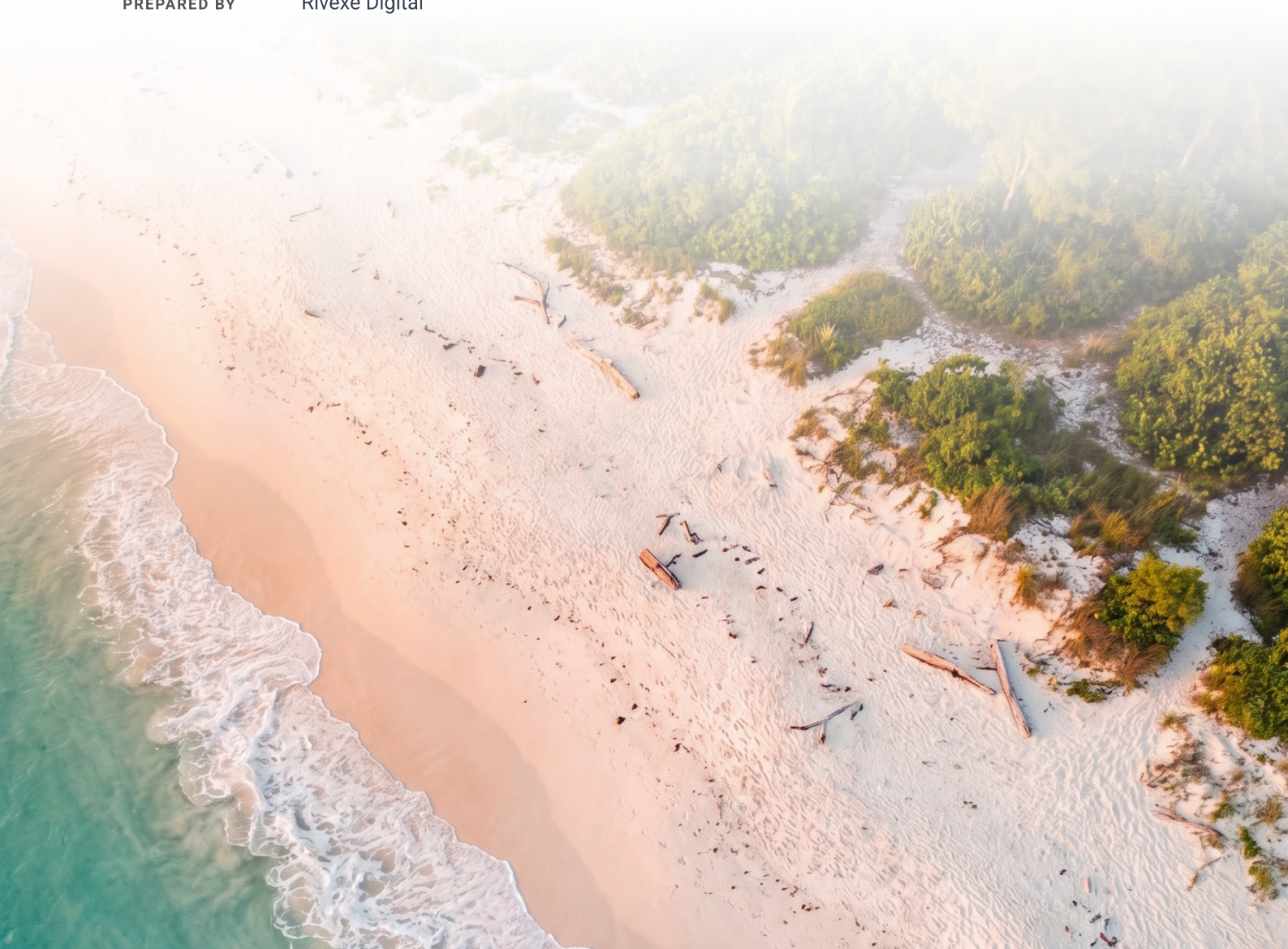




STRATEGIC MARKETING WORKSHOP

Your Marketing Blueprint

GENERATED	14 April 2026
COMPLETION	98% of workshop complete
PREPARED BY	Rivexe Digital



★ Strategic Marketing Pillars



Content

- START** Publish 2 case studies per quarter highlighting client outcomes. Start a monthly "Impact Insights" email newsletter.
- OPTIMISE** Repurpose case studies into LinkedIn carousel posts and short articles. Track which content drives enquiries.
- GROW** Develop a content hub/resource library on website. Guest articles in sector publications. Podcast appearances.



Search Engines

- START** Audit current Google rankings and fix technical SEO basics. Claim and optimise Google Business Profile.
- OPTIMISE** Build out service and location pages. Target 5–8 high-intent keywords. Get 5 new Google reviews per quarter.
- GROW** Target national long-tail keywords. Build backlinks from sector publications and partner sites.



Email & SMS

- START** Set up a simple monthly newsletter via MailerLite. Segment list into past clients, prospects, and partners.
- OPTIMISE** A/B test subject lines. Build a 3-part welcome sequence for new subscribers.
- GROW** Automated nurture sequences for enquiries. Re-engagement campaign for cold contacts.



Social Media

- START** Post 3x per week on LinkedIn – mix of insights, case studies, and behind-the-scenes. Engage in 2 relevant LinkedIn groups.
- OPTIMISE** LinkedIn newsletter. Collaborate with clients on co-posts. Track which post types drive profile views.
- GROW** Build to 1,000 LinkedIn followers. Explore Instagram for visual storytelling. Consider LinkedIn ads for key offers.



Branding

- START** Document brand voice guidelines. Ensure all client-facing materials use consistent fonts, colours, and tone.
- OPTIMISE** Refresh proposal templates and email signatures. Create a branded presentation template.
- GROW** Commission professional photography. Develop a brand video / founder story for website and LinkedIn.



Website & Platforms

- START** Refresh case study pages with measurable outcomes. Add a clear "Work with us" process page. Improve mobile performance.
- OPTIMISE** Add a self-qualifying intake form. Install heatmaps (Hotjar/MS Clarity) to understand behaviour. Improve page speed.
- GROW** Build a resource/download hub. Add a workshop booking integration. Explore membership or course functionality.



Strategic Partnerships

- START** Identify 5 complementary businesses for referral partnerships (accountants, lawyers, web developers in the sector).
- OPTIMISE** Co-create content with 2 partners. Build a formal referral arrangement with Shadowtek.
- GROW** Anchor partner for a sector event. Develop a certified partner programme for allied professionals.

1 What's Helping You?

WHAT'S WORKING Our referral network brings in roughly 60% of new clients each year. Word-of-mouth is strong because our delivery quality is consistently high. Our Google reviews are excellent (4.9★ average) and we rank well locally for key search terms.

KEEP DOING

Referral program

Monthly client check-ins

Local SEO

LinkedIn content

Case study library

BEST PRODUCTS

Our flagship "Strategic Digital Roadmap" package delivers the highest margin and the best client outcomes. Retainer clients (monthly consulting) are our most profitable segment.

2 What's Holding You Back?

SLOWING YOU DOWN Proposal writing takes too long – we spend 4–6 hours per proposal with a low close rate on cold leads. Admin overhead (invoicing, scheduling, reporting) is eating into delivery time. We have no systematised onboarding process.

STOP / REDUCE

Cold email outreach

One-off ad-hoc projects under \$2k

Taking unqualified discovery calls

CAPACITY LIMITS

Currently at capacity with 2 FTEs. Can't take on more than 4 new retainer clients without hiring or bringing in a contractor. No documented SOPs means knowledge is locked in founder's head.

3 Vision & Goals

BHAG To become the go-to strategic marketing partner for purpose-driven organisations across Victoria, with a team of 6 and \$1.2M ARR by 2028.

PRIORITY MARKETS

Social enterprises

Sustainability businesses

Regional NFPs

Food & agri sector

Government-adjacent orgs

0–6 MONTHS

Close 3 new retainer clients by end of Q2. Launch a signature workshop product. Build out case study content for website.

6–18 MONTHS

Hire one junior consultant. Systematise delivery with documented SOPs. Launch a group coaching/workshop program to create scalable revenue.

18+ MONTHS

Establish Rivexe as a recognised thought-leader in purpose-driven marketing. Expand nationally. Develop a self-serve digital course offering.

4 Potential Threats

EXTERNAL THREATS

AI tools are enabling in-house marketing teams to do more with less, reducing demand for external consultants. Larger agencies are moving into the purpose-led space with big budgets. Economic pressure is causing orgs to cut discretionary spend including marketing.

RESPONSE PLAN

Double down on outcomes-based positioning – we're not just doing tasks, we're delivering strategic results. Build IP through content and workshops that can't be replicated by AI alone. Create lower entry-point offers to capture clients who can't afford full retainers yet.

5 Differentiators

WHAT'S DIFFERENT We sit at the intersection of strategy and execution – clients don't have to go to one agency for strategy and another for delivery. We only work with purpose-driven organisations, so our expertise is deep and specific. Xanthe's 9 years of hands-on experience means clients work with the expert, not a junior.

PROOF POINTS

9 years in operation

4.9★ Google rating

B1G1 certified

80+ clients served

Published in industry press

WHO CARES MOST

Business owners and leaders at purpose-led organisations (NFPs, social enterprises, sustainability businesses) who are frustrated with generic agencies and want a strategic partner who truly understands their mission.

6 Buyer & Moment of Need

PRIMARY BUYERS

1. NFP / Social Enterprise Leaders

CEOs and GMs of mission-driven organisations with 5–30 staff. Budget-conscious but value-driven.

2. Sustainability Business Owners

Founders of growing businesses in food, agri, circular economy or environmental sectors.

3. Government-adjacent Programme Managers

People running funded community programmes who need comms support but lack in-house marketing.

TRIGGER MOMENTS

1. Website is letting them down

Sustainability Business Owners & NFP Leaders

2. Just received a grant or funding round

NFP Leaders & Programme Managers

3. Board has asked for a marketing strategy

NFP CEOs

4. Competitor just launched a strong rebrand

Business Owners

PURCHASE FRICTION

Budget approval processes in NFPs can be slow – 4–8 weeks from interest to decision. Founders often shop around and compare 3+ proposals. Concern about ROI when the outcome is intangible. Reluctance to commit to retainers without proof of value first.

7 Customers & Audiences

SEGMENTS	SEGMENT	HOW REACHED
	Social enterprises	LinkedIn + direct referral
	Sustainability SMBs	Google Search + LinkedIn
	NFPs & charities	Sector events + word of mouth
	Government programmes	Tender portals + referral
BEST CUSTOMERS	Mid-sized social enterprises and purpose businesses with 5–20 staff, an established leadership team, and a clear mission. They value strategic thinking, are willing to invest in long-term relationships, and refer enthusiastically when happy.	
UNDERSERVED	Regional Victorian organisations outside Melbourne who struggle to find consultants willing to work with them remotely. Also: early-stage social enterprises that need strategy but can't yet afford retainers.	
LOST TO COMPETITORS	Lost 2 clients last year to larger full-service agencies offering cheaper bundled packages. One client moved work in-house after using AI tools. Price sensitivity is the primary churn reason for smaller NFPs.	

8 Key Dates & Ecosystem

KEY DATES

- 1. Feb–March**
Annual planning season – peak demand for strategy work
- 2. June 30**
Financial year end – budget spend & new budget cycle
- 3. September**
Social Enterprise World Forum – key networking event
- 4. October**
Impact Insights report release – content marketing moment
- 5. November–December**
EOY busy period – client comms & wrap-up projects

KEY PEOPLE

Decision Maker Xanthe Rivett (Founder)
Content Creator Xanthe + VA support
Brand Voice Xanthe Rivett

COLLABORATORS

Shadowtek (web) B1G1 network Social Enterprise Australia Local business networks
Kindred Spirit Enterprises

COMPETITORS

- 1. Large full-service agencies**
Broad, high volume, often not sector-specific – compete on price and breadth
- 2. Freelance copywriters/designers**
Execution only, no strategy – compete on price for one-off tasks
- 3. In-house AI tools (Canva, ChatGPT)**
Enabling DIY – not a direct competitor but reducing entry-level demand

SEGMENTS

Social enterprises Sustainability businesses NFPs & charities

BRAND INSPIRATION

Canva – product-led growth and accessible design democratisation. Patagonia – mission-driven brand that never compromises values. Atlassian – Australian tech company that scaled globally with strong culture.

9 Value Proposition Canvas

CUSTOMER GAINS	More enquiries without doing all the marketing themselves. A clear, professional online presence that builds trust. Confidence that their marketing budget is being spent wisely. A strategic partner they can rely on long-term.
CUSTOMER PAINS	Wasted money on agencies that didn't understand their sector. Not knowing what's working or how to measure it. Overwhelm from too many channels and tactics. Feeling like their mission isn't coming through in their marketing.
JOB TO BE DONE	Stay top of mind locally and in their sector. Attract higher-quality clients or beneficiaries. Justify marketing spend to their board or funders. Build their organisation's brand and reputation over time.
GAIN CREATORS	We surface and articulate the impact they're already creating but not communicating. We build digital platforms that work hard without needing constant attention. We give them a roadmap so they know exactly what to do next.
PAIN RELIEVERS	We take strategy and planning off their plate. We translate complexity into clear, actionable priorities. We track and report so they can demonstrate ROI to stakeholders. We only recommend what actually fits their stage and budget.
PRODUCTS & SERVICES	Strategic Digital Roadmap, Monthly Retainer Consulting, Website Design & Build, Workshop & Capability Programs, Coaching for Leaders.

10 Customer Profile

PROFILE NAME	Social Enterprise Sam
GAINS	Wants to grow impact without burning out. Needs marketing to feel manageable and authentic. Wants to be seen as a credible, professional organisation by funders and partners.
PAINS	Has tried DIY marketing and found it overwhelming. Previous agency didn't understand the sector. Struggles to articulate the organisation's value clearly. Limited budget and staff time.
JOB TO BE DONE	Build the organisation's reputation. Attract new clients/beneficiaries. Secure funding by demonstrating credibility and reach. Stay relevant in a crowded sector.
WHERE THEY ARE	LinkedIn Facebook community groups Sector newsletters Social Enterprise Australia events Chamber of Commerce
BUYING TRIGGERS	Referred by a trusted peer or network contact. Reads a case study that mirrors their situation. Attends a workshop or webinar delivered by Xanthe. Website is embarrassing them in a grant application or pitch.



Prioritisation Matrix

QUICK WINS – HIGH IMPACT, LOW EFFORT

Refresh case study library	9/3
Monthly email newsletter	8/2
LinkedIn content – 3x/week	7/3
Build referral partner network	9/4
Document brand voice guide	6/2
Google Business Profile optimisation	7/2
LinkedIn newsletter	6/3
Podcast guest appearances	5/4

MAJOR PROJECTS – HIGH IMPACT, HIGH EFFORT

Redesign service pages on website	8/6
Launch group workshop product	9/8
Hire junior consultant	9/9

CONSIDER – LOW IMPACT, HIGH EFFORT

Facebook ads	3/6
TikTok presence	2/7

DEPRIORITISE – LOW IMPACT, LOW EFFORT

None