

## SERVICES

# Project

Project-based marketing consulting based on scope and deliverables.

## WHO IT'S FOR

Companies who have identified and prioritized a specific initiative, but they don't have the expertise, time or bandwidth needed to deliver against a desired outcome.

## WHEN TO USE IT

- You want a critical project completed that requires subject matter expertise
- You have key initiatives that cannot be led or managed by internal team members
- You are looking to increase your bandwidth quickly, with a variety of skills and expertise
- There's a predetermined timeline and budget with expected deliverables

## HOW TO PREPARE

Partner with an Antenna Client Development Director to guide you through these important steps:

- 1 Determine what type of marketing and industry experience is needed
- 2 Consider the key qualities you are looking for in a consultant (e.g., hands-on, strategic thinker, detailed project manager)
- 3 Create a brief description of the project you need completed
- 4 Define what success looks like and the desired outcomes
- 5 Develop an initial project budget and estimated timeline

Contact Tricia Varner at Antenna to get connected with a project-based marketer today.



### TRICIA VARNER

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