



MARKETING
TRAIL GUIDE

YOUR TRUSTED GUIDE FOR EVERY STEP

Marketing ▲ Design ▲ StoryBrand ▲ HubSpot



“OUR NAME LETS PEOPLE KNOW WE’RE HERE TO BE THEIR **MARKETING GUIDE**, NO MATTER WHAT PART OF THE ENTREPRENEURIAL JOURNEY THEY FIND THEMSELVES ON.”

Kevin Krusiewicz



WHO WE ARE

Marketing Trail Guide is a boutique marketing agency located in Orange County, CA helping our business-to-business (B2B) and non-profit clients map the best path for their growth amidst all those options, and then safely guiding them along that path to successfully reach their goals

Marketing Trail Guide (MTG) provides careful planning and thoughtful guidance so leaders can make confident decisions and take their business to new heights.

THE GUIDE / FOUNDER

Our guide has over 12 years of experience working with startups and tech companies. His strong background in sales, marketing and product at companies from startups to multi-billion dollar, international brands gives Kevin broad expertise with which to help any organization looking to grow.

When he is not guiding companies through the marketing wilderness, he enjoys his time off with his family and doing outdoor activities.



MARKETING IS THE

JOURNEY TO GROWTH

Most entrepreneurs know that marketing can help their business grow, but when inundated with too many options, choosing the best path can be overwhelming. Marketing Trail Guide provides the guidance and map so leaders can find their way through the wilderness to take their business to new heights.

WE GUIDE

TRAVELERS IN NEED

We have demonstrated success with funded, pre-revenue startups and established businesses and non-profits with \$1-25M in annual revenue in a variety of verticals: Software and SaaS, IT Infrastructure, Consulting & Services, Supply Chain & Logistics, Education, and Non-profit.

WE HELP THEM WITH

CHOOSING THE BEST PATH

Our services include marketing funnels, design/development, and content production such as video, pitch decks, and copywriting. Recent additions include re/branding, Marketing Automation/CRM consulting vis-a-vis a new partnership with HubSpot, and Virtual Chief Marketing Officer (vCMO) services.



MARKETING EXPERTISE YOU CAN TRUST TO GUIDE
YOU SAFELY THROUGH THE WILDERNESS.



CAPABILITIES

VIRTUAL CHIEF MARKETING OFFICER

Get expert help in creating profitable marketing strategies for your company and take your business to new heights.

WEBSITE & DEVELOPMENT

Our team of StoryBrand-trained experts don't just design pretty websites - we design pretty websites that convert.

VIDEO PRODUCTION

We can guide you through every step of video production. From pre-production to distribution and integration to a viewing platform.

THE "BEST STORY WINS" WORKSHOP

Be expertly guided through a tried and true process to craft the most compelling story for your brand, product, or service.

MA AND CRM MANAGEMENT

Target your audience and implement systems so you can deliver the right message to the right person at the right time.

PITCH DECKS

Using the ingredients common to all the Great Stories and the right mixture of facts and emotion, we'll make your presentation memorable and effective.

RE/BRANDING

Be guided on a well-charted path to create a new brand identity or enhance your existing one to transform your future.

B2B MARKETING FUNNELS

Get our expert advice to implement a marketing funnel to educate and nurture your prospects to the point of sale.

COPYWRITING

We craft clear and compelling messages that connect you with your customers as the guide who helps them overcome the obstacles and reach what they desire.



OUR PROCESS

BASE CAMP **COMPANY ANALYSIS**

Our journey together begins at Base Camp. Understanding your business's greatest distinctive strengths and opportunities, as well as weaknesses and threats is critical to achieving your goals.

Through guided interviews, research, and the use of various frameworks, we will gather critical data and key insights to identify the best positioning, and messaging, for each of your markets.

CAMP 4 **KICK OFF**

We'll gather the team around the campfire to communicate training and project plans, distribution of duties, milestones and timelines.

CAMP 2 **DEFINE GOALS AND KPIS**

Based on the groundwork laid in the previous step, it's time to define a well-founded goal to achieve your vision. We will help you create a S.M.A.R.T. Goal for your marketing activities - that is, goals that are specific, measurable, attainable, relevant, and time-bound.

This goal is the "lag measure" - something you can't directly control but is effected by your activities or "lead measures" defined in the next step.

CAMP 5 **PLAN EXECUTION**

Marketing Trail Guide will work with your team and ours to execute the marketing plan.

CAMP 3 **PLAN DESIGN**

At this stage, we prescribe and cost-estimate detailed marketing activities that will enable you to achieve your S.M.A.R.T. Goal.

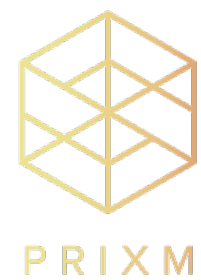
These "lag measures" might include high level tasks like crafting a clearer brand identity and message, or lower level tactics like creating X number of social posts or blog articles per week, or attending certain events or trade shows.

CAMP 6 **PERFORMANCE REPORTING**

Receive weekly updates and monthly reports, and participate in quarterly business reviews.



TRUSTED BY BRANDS ALL OVER THE WORLD





WHAT OTHERS ARE SAYING

“As our Virtual CMO, Kevin put the infrastructure and team in place for our future success. I highly recommend Kevin.”

Calen Schultz - COO Emerios



“You were engaged, believing, the expert, and also a blast to work with. This is going to be a remembered pivot point forever. Thanks for believing in us and propelling us forward.” **Lizzy - Prixm App**

“Kevin was a true pleasure to work with and was very knowledgeable on the StoryBrand methodology which resulted in us getting the desired marketing deliverables.” - **Greg Memo - EcoForce**



“You were very thorough and took the time to really get to know and understand us before making any recommendations.” - **Noel Burcelis, Ronald McDonald’s House Executive Director**



WHY WE'RE DIFFERENT

With so many Marketing Guides to choose from, it's hard to know who's the most qualified to help take your business to the next level.

We know there is no one-size-fits-all, magic marketing wand. That's why we draw from a variety of methodologies, including Storybrand, Pragmatic Institute, Sandler Sales, and Inbound/Hubspot to produce the best results.



Kevin Krusiewicz

Founder & vCMO

Background in sales, product marketing & management, video production, storytelling. SB guide since first class of 2017. Marketing since 1999.



Lily Villeda

Creative Director & Project Manager

Background in advertising, graphic design and digital marketing. BA in Communications and MBA. Marketing since 2006.





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CONTACT US

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