

Pathfinder™

Don't get left. Take the right path.

New Path seeks to remove the friction between forward-thinking businesses and their implementation of modern marketing and advertising systems. Pathfinder™ is a collaborative approach that is customized and unique to each client based on their goals, existing assets, strategy and research

Pathfinder™ Process

DISCOVERY

Discovery > Listen. Learn more.

Knowing where you're going is important. To set a realistic path forward, you must also know where you are starting from.

We will work with you to inventory the current state of your marketing and advertising and access the organization level of digital maturity. This is where we will begin to define what success looks like [if not already established].

Research > Focus. What matters most?

A critical step on the path to digital maturity is identifying and understanding your most valuable customers.

We will work with you to develop a well-researched persona and path-to-purchase models that will help guide future marketing and advertising efforts – from content and creative development, to paid media and measuring the impact.

RESEARCH

STRATEGY

ConnectTECH™ > New way. Do more.

Since technology is continually advancing, it is essential to have a solid strategy that helps you evaluate MarTech resource allocation. It is easy to get distracted by something simply because it is new.

That's why we evaluate custom solutions for our clients that will solve for marketing and advertising management, digital asset maintenance and governance, and data aggregation and visualization.

Plan > Strategy. Delivered.

Alignment across marketing and advertising tactics is critically important to maximize impact and ROI.

New Path uses all of the inputs from pathfinder™ discovery, research, and ConnectTECH™ to create customized strategy documents for clients. The outputs of this phase will likely include website redesign recommendations, content roadmaps, media, creative briefs, and measurement architecture and tagging plans.

PLAN

Ready to get started? View our [Services](#) or [Contact Us](#) today!