



STRATEGIC MARKETING ADVISORY

Independent guidance for marketing decisions, spending, priorities, and vendor accountability.

STARTING AT

\$3,000 per month

Three-month minimum

AD CREATIONS MARKETING

What this advisory does

Ongoing strategic guidance for businesses that already have people available to carry out the work.

THE PURPOSE

I independently review the evidence behind important marketing decisions. You receive clear recommendations without adding another person who needs to manage the work.

BEST FIT

- Your business has employees, contractors, or agencies available to implement.
- Marketing decisions involve meaningful spending, risk, or competing priorities.
- Leadership wants an independent view of performance and recommendations.
- You need continued oversight after a Marketing Clarity and Accountability Review.
- You can provide access to reports and involve the people who make final decisions.

The decisions this advisory supports

01 Where should we focus next?

Set priorities using the business goal, available budget, internal capacity, and current evidence.

02 Should we approve this expense?

Evaluate proposed campaigns, tools, vendors, hires, and other marketing investments before committing.

03 What does the performance information support?

Review reports for useful signals, conflicting numbers, missing context, and claims that need scrutiny.

04 Does this work match the strategy?

Review major plans and deliverables before the team begins or leadership approves the next phase.

05 What needs to change?

Recommend what to stop, continue, adjust, or investigate as new information becomes available.

Strategic decision support

WHAT I REVIEW

- Proposed campaigns, channel plans, tools, vendors, and marketing hires
 - Budget allocation and changes to existing spending
 - Competing recommendations from internal teams or outside providers
 - Readiness for launches, major campaigns, and website investments
 - Tradeoffs between the available options
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WHAT YOU CAN EXPECT

I will tell you what the available evidence supports, what remains uncertain, and what information is still needed. You make the final business decision.

Performance and evidence review

Reports should help leadership make decisions. More numbers do not automatically create more clarity.

EACH REVIEW MAY INCLUDE

- Agreed marketing, sales, and customer reports
- Progress against current priorities and business goals
- Material changes in performance or customer behavior
- Conflicts between platforms, vendors, or internal reporting
- Missing information that limits a conclusion
- Questions the implementation team needs to answer

IMPORTANT BOUNDARY

The client or implementation team prepares routine reports and maintains the tracking systems. My role is to evaluate the information and recommend what happens next.

Vendor and deliverable review

WHAT I CAN ASSESS

- Proposals, scopes of work, strategies, and implementation plans
 - Major campaign concepts and planned deliverables
 - Performance reports and recommendations submitted by vendors
 - Whether work reflects the agreed priorities and available evidence
 - Gaps, unclear reasoning, or questions that need an answer before approval
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THE CLIENT REMAINS RESPONSIBLE FOR

- Hiring, scheduling, supervising, and paying vendors
 - Communicating approvals and enforcing the vendor agreement
 - Managing deadlines and routine project communication
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What monthly participation looks like

01 Two advisory meetings

Two 60-minute meetings focused on active decisions, performance, risks, and priorities.

02 Review capacity

Review of an agreed number of significant reports, proposals, plans, or decisions each month.

03 Written decision summary

A concise record of recommendations, open questions, priorities, and responsible parties.

04 Focused email access

Email support for questions connected to current priorities. Responses arrive within two business days.

05 Quarterly planning

A planning session to set the next quarter's priorities and identify what should wait.

What you receive

01 Meeting agendas

Focused agendas built around the decisions that need leadership attention.

02 Recommendations

Clear advice on the options, tradeoffs, evidence, and remaining uncertainty.

03 Priority list

An updated record of what deserves attention now and what should wait.

04 Direction for the implementation team

Questions, requirements, and corrections the client can give employees or vendors.

05 Risk and information gaps

Issues that need more evidence, specialized review, or a decision from leadership.

The first three months

01 Month 1: Establish control

Confirm goals, reporting sources, responsibilities, active priorities, and the decisions that need attention first.

02 Month 2: Evaluate and adjust

Review performance and implementation progress. Address unsupported assumptions, vendor concerns, and emerging risks.

03 Month 3: Plan forward

Assess progress, set the next quarter's priorities, and decide whether ongoing advisory support still makes sense.

The three-month minimum gives us enough time to establish a useful decision process, observe implementation, and adjust priorities using real information.

What this advisory does not include

Implementation can be scoped separately only when both parties agree. It does not quietly become part of the advisory relationship.

- Campaign setup, management, or optimization
- Website edits, development, or routine platform administration
- Email, content, social media, or advertising production
- Routine reporting or technical analytics implementation
- Project management, vendor management, or employee supervision
- A complete rebrand, full marketing strategy, or original research project
- Legal, accounting, cybersecurity, or formal regulatory advice
- Unlimited meetings, document reviews, messages, or urgent availability

Investment and scope

STARTING INVESTMENT

\$3,000 per month

Three-month minimum. Monthly fees are paid in advance.

FINAL PRICING REFLECTS

- The number of active marketing channels, vendors, and stakeholders
 - The volume and complexity of materials requiring review
 - The number of offers, audiences, locations, or customer paths
 - Measurement problems or marketing risks requiring deeper analysis
 - The level of written documentation leadership needs
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The final monthly fee and review capacity are confirmed after the fit call and documented before the engagement begins.



PUT EVIDENCE BEHIND YOUR NEXT MARKETING DECISION.

The next step is a fit call to discuss your priorities, current marketing operation, available information, and the level of advisory support you need.

STARTING AT \$3,000 PER MONTH

Three-month minimum

Dr. Sam Dean

Ad Creations Marketing

adcreationsmarketing.com