

# The methodology to our madness.

When you enter into an engagement with Adjacent, you get the benefit of our years of experience, without the long-term commitment of a full-time team or huge agency.



## 1-Minute Self Evaluation

Start here to establish a baseline of how you're equipped to meet your goals and if it makes sense for us to work together.



## 30-Minute Exploration

This initial discussion helps each of us see if we can help you with what you're trying to make happen.



## 20-Day Discovery

Here we talk with you, your employees, your customers, to produce a Snapshot which will include immediate recommendations.



## 30-60-90 Roadmap

The Roadmap is part growth strategy, part marketing plan. Detailing how to execute the Discovery with proactive change management.



## Activation

Work with us to bring the roadmap to life. Content strategy, video production, branding, digital design... we'll customize a go-to-market plan for you.



## Monthly/Quarterly Reviews

Let's get together and see how it's going. We'll work with you to make data-driven decisions to maximize your investment with us.

