# MI Studio Market

One goal.
To help small businesses in Michigan thrive by building a strategic community of partners based on access to top talent, digital-forward insights, guided testing and digital innovation.

## 01 Insights

Whether you're brick & mortar or forging into targeted streaming ads and personalized funnel, regular insights will keep you current on the future of marketing.

## 02 Sprint Tests

Guided sprints will be offered across channels for participation. Each 60-90 day sprint will feature marketing tests for businesses to opt into based on current best practices. MI Studio Market will provide the roadmap, research and analysis for the opportunity.
Business will manage execution.
Sprints #1-3 include:
-Maxing out free opportunities
-Channel performance
-Deeper product stories

## 03 Local Talent

Do you know how crazy good MI talent is? There is a vetted group of talented professionals that can't wait to help you. You can simply consult or order services direct to complement what you're up to.

Video - Social Content Writer - Media Planner - Strategist - Analyst -Cause Partnerships - Digital Campaigns
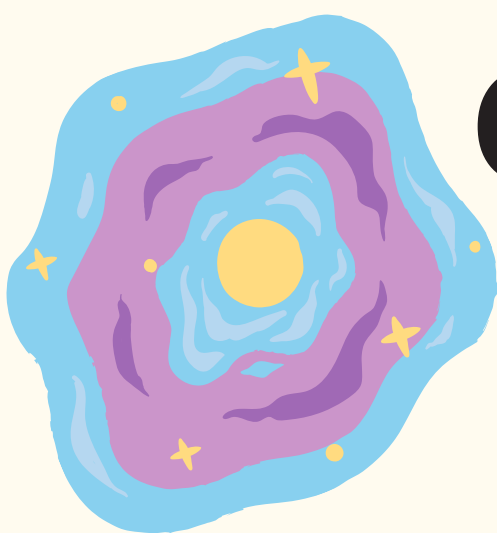
## 04 Localized Data

At this point in marketing, data wins. The aggregate performance data from the sprints will be analyzed and shared to the group of participating businesses and talent to uncover any local success trends and identify opportunities. Machine Learning model will be plugged in here when relevant to fuel local success.

## 05 Challenge *

You've made it.
Once you've partnered with MI Studio Market in Steps # 1 - 4, then you can choose your best fit participation level.

- Continue into paid media sprints

- Toss your marketing growth challenge our way for review. If accepted, this outcome based challenge is paid only when we reach the goal. #GoodNewsforYou

Oh yeah. We'll continue to send new marketing opportunities your way to consider.
We want to help you succeed and are committed to drive value at each step.

*Step 5 is a paid level.