



DIGITAL

A consultancy for startup and high growth stage health tech companies that are ready to raise funds, launch new markets, and add velocity to sales and marketing activities.



HJK Digital most commonly works with:



Pre-Seed and Early-Stage Founders and Entrepreneurs

- » Entrepreneurs and Founders in the Pre-Seed or beginning stage of startup. The concept and foundation have been started, but Founders and Teams need dependable strategy and support executing go-to market marketing and sales activities.
- » Pre-Seed Founders have the least number of resources and the largest needs for sustainable sales and marketing processes, resources, and easily executable ideas.



Series A and High Growth Stage Founders and Entrepreneurs

- » Entrepreneurs and Founders in the Series A, or high growth stages of startup. The company has been founded and funded, but sales and marketing resources are limited. Series A Founders may also be struggling to make impact post-launch, so an in-depth analysis of market share, competition, brand, messaging, and sales/marketing funnels must be examined.
- » Series A Entrepreneurs and Founders also contend with establishing a qualified talent pool that can execute against established sales and marketing strategies.

Let's roll up our sleeves and get to work!



HJK Digital Sales and Marketing Support Services for Health Tech Entrepreneurs and Founders:



Ready Set – Go-To-Market Planning and Launch Strategy

Answers: *Where is the business now? Where do we want to go? How are we going to get there:* 2 60-minute power sessions virtual per month and Company/Brand Assessment and Documentation.

Includes:

- » Competitive research
- » Audience Profiling
- » Company Mission, Values, and Position Statement
- » SWOT Analysis
- » Audit of current digital channel metrics: social, website, email, etc.
- » Sales Goals, Budgeting, and Financial
- » Resource and Process Planning
- » Custom Marketing Recommendations/Roadmap – includes paid, earned, and owned media/marketing recommendations
- » Messaging Toolkit

BONUS for B2B Health Tech Companies: Custom database of prospect name, email, phone numbers from industry of your choice so you can start filling your sales/marketing pipeline now!



Brand Power Pack

We'll help you build a Health Tech brand and create aesthetics that customers identify with:

- » Audit of existing brand entities and materials (ok if you don't have any – we can help with that, too!)
- » Strategic recommendations for creating or fine-tuning existing brand elements
- » Creation of Brand Guidelines and Aesthetic Board
- » Logo
- » Messaging Kit
- » Brochure/Digital Flier
- » 2 60-minute intensives and brainstorming sessions



PR Plus

Are you ready to let the world know about your company? Let's get your news out there:

- » 2 60-minute strategy sessions
- » PR Roadmap OR PR Campaign Brief
- » 1 Custom Email Pitch for Reporters
- » 1 Written Press Release Draft
- » List of Reporters/Influencers/Podcasters based on industry/location
- » Outreach and Management of your Press/News – scheduling interviews, acting press liaison, follow up to reporters
- » Reporting/Summary on outcomes, pickups, and other metrics important for your business
- » Optional Power Up – Distribution to national newswires for increased reach and distribution. \$500 Add On



Content Machine

Let us produce customer-winning content to help fill your marketing funnel:

- » Documentation of Content Guidelines tailored to your business
- » 2 written blog drafts
- » 3 email sales drafts
- » 15 pre-written social media posts
- » 2 60-minute topic/strategy brainstorming sessions
- » 1 60-minute team or individual training session on social media, blogs, website and email marketing strategy



Investor Relations 101

Ready to start pitching for funding? Let's get your company off the ground and poised for financial success:

- » Pitch Deck Design and Content
- » 1 email draft for Investor cold outreach
- » 1 draft of elevator/positioning pitch
- » Social Media/Communications Strategy document for connecting with, and engaging funding resources
- » 2 – 60-minute strategy sessions



Hourly Power-preneur Session

This is one hour just for you to consult with HJK Digital, Heather Kramer, about any growth or marketing related topics you are struggling with or need input on.

This is where the magic happens. On our private calls, we'll talk through whatever you need, whether it's your strategy, business, marketing, sales, team, relationships, mindset, and/or money.



Monthly Digital Marketing/Fractional CMO Retainer - *Hour block*

Marketing, advisory and consulting package for Healthcare/Health-Tech Entrepreneurs and their teams including block of hours of work time per month allocated towards projects & strategy or your choice and direction.



LET'S GET STARTED!

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