


M.A.P. TO SUCCESS

IN THE DIGITAL AGE

2023 BUSINESS STRATEGIES



The background features a complex geometric pattern. It includes a large, faint, light-gray dotted shape in the upper half, resembling a stylized cloud or a collection of points. In the lower half, there are several overlapping circles and arcs, some solid black and others dotted. A network of thin black lines connects various points, creating a web-like structure. A prominent red line with several red dots curves through the lower right quadrant. A purple line with a single purple dot also curves through the lower right. The overall aesthetic is modern and abstract, suggesting themes of technology, science, or complex systems.

“In a world that’s changing so quickly, ***the biggest risk*** you can take is not taking any risk at all.”

- Peter Theil

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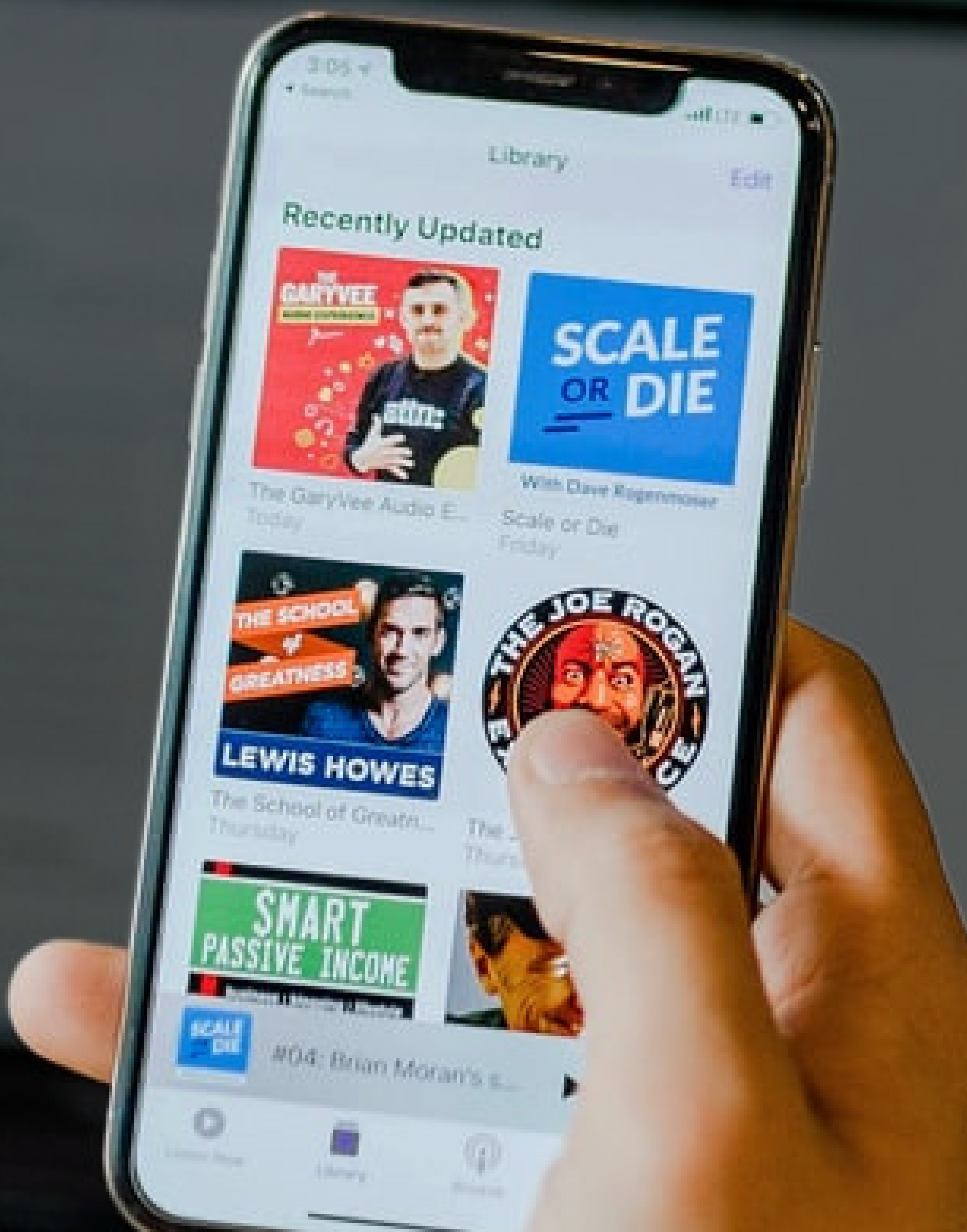
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INTRO

YOU CAN'T MOVE UP
IF YOU DON'T **STAND OUT...**

THE NEW BARRIER TO ENTRY

In 2006, Wired Magazine sold to Condé Nast for \$25 million.

Later that year, one of the original founders of the magazine, John Battel, was recognized as being one of the first media executives to point out a simple fact - That for the first time in history, there's absolutely nothing stopping companies from being media brands to attract the audiences we all need.



The New Barrier To Entry For Every Business Moving Forward

When consumers can choose from limitless amounts of content, on their own terms and on their own devices, the battle for their attention has now become the **barrier to entry** for any business competing online for the same audience.

Companies have recognized these developments overtime and are reaching towards the same conclusion:

We are all now in the media business...

Before the internet, brands had to rent consumer attention by interrupting someone else's audience.

Today, brands are focusing on creating content to attract the audiences they want. We're now behaving a lot more like media companies.

Overtime, brands have been gradually moving away from interruptive advertising to creating a digital network of potential buyers.

WE'RE ALL MEDIA BRANDS NOW

On average, US adults are now spending more than ***11 hours a day*** (which is two-thirds of their waking time) consuming media in some form or fashion. Pretty crazy right?

Think about it, if you weren't reading this right now, you'd be consuming information somewhere else.

The brands who are succeeding now are the one's creating content to dominate their industry category.

Ready or not, we're all in the media business (we just happen to be selling products and services).

Digital media is changing the



world. We can either watch it happen or use it to become the biggest digital brands in our industries. ***Just as it was in broadcasting.***

Welcome to the media business.

Up Next

Exclusive!

**CONFESSIONS FROM A
TECH BILLIONAIRE**



WHY CONTENT IS KING

CONFESSIONS FROM A TECH BILLIONAIRE

Content is King... What the Hell Does That Mean?

The phrase “content is king” came from an essay published in 1996 on the first page of Microsoft by the soon to be self-made billionaire, Bill Gates. In his essay, Gates publicly predicted what was predicated for the success of any person or business that wished to grow a business online.

Content is King - From the 1996 Essay

“Content is where I expect much of the real money will be

made on the Internet – just as it was in broadcasting.”

“... the broad opportunities for most companies involve supplying information or entertainment.

No company is too small to participate. I expect societies will see intense competition- and ample failure as well as success-in all categories of popular content.

Those who succeed will propel the Internet forward as a marketplace of ideas, experiences, and products - ***a literal marketplace of content.***”



M.A.P. TO SUCCESS IN THE DIGITAL AGE

PART ONE

GROW YOUR **CULT-URE**



BREAKING THE SOUND BARRIER – REDBULL

Felix Baumgartner became the first human being to break the sound barrier when RedBull spent \$65 million to produce one video so that we could all watch someone skydive 24 miles from outer space. ***Who the hell does that?***

RedBull doesn't waste time explaining the benefits of their energy drink like everyone else is doing in their industry.

Instead, they create content to tell stories of what's possible to the audience they want to attract. Peak performers who are always looking for an edge.

Why RedBull is Actually a Media Company:

RedBull doesn't position themselves as a beverage company.

They're a peak performance media brand that happens to sell 5 billion cans of their product to consumers every year.

RedBull's team doesn't create content for "why" to buy from them. Instead, they promote content for peak-performing athletes so that when they're at a store ready to buy an energy drink, they choose the one they identify with the most.

Their founder, Dietrich Mateschitz, is ranked #53 on the Forbes list of the richest people with a net worth of \$19.5 billion and counting because he focused on creating a network for his audience to belong to.

In turn making him the richest man in Austria and easily the most famous individual to come out of his country since Arnold Schwarzenegger became Mr. Olympia.

REDBULL'S SECRET TO SUCCESS

In order to take the beverage industry by storm, Deitrich had to operate unlike any of his competitors. He accomplished that by creating a movement for his audience to belong to, more than his desire to promote the product he was selling.

RedBull no longer competes on speed, quality, and price.

They built an entire network of the most driven people on planet earth. Their product is



just caffeinated water, but what they promote is content that attracts people that identify with their peak performance lifestyle.

The more we make the customer the hero of the story, the more they identify with the brand.



BORN IN IRAN – MADE IN AMERICA



Now I know what you're thinking. "That's awesome for a massive billion dollar b2c consumer brand with a f@#\$ing RedBull sized marketing budget. But how would you do this for an insurance company?"

Meet Patrick Bet-David, an Iranian born entrepreneur who turned the financial world upside down when he set out on a mission to save the insurance industry from their own, up-tight, self-destruction.

How does one make an insurance company "cool"?

They do so by focusing on what their audience of

entrepreneurs actually cares about instead of pitching products.

Just a few years ago, Patrick launched a YouTube channel to attract entrepreneurs with a content mission dedicated on creating information that supports and encourages millions of entrepreneurs hell bent on solving the world's biggest problems.

Patrick founded the PHP agency in 2009 (at the height of the recession) alongside one of the most viewed channels on YouTube with now 3 million subscribers, called **Valuetainment**.

Valuetainment adds value to their audience by teaching other entrepreneurs everything they've learned about growing a successful business.

One of their episodes, "the life of an entrepreneur," depicted the ups and downs of what it's like trying to start a business that went viral with over 23 million views.

They connect with business leaders that share a passion for chasing success and created online audience of like-minded problem solvers.

Passionate entrepreneurship is the mantra for their show and for their company and community. Patrick didn't simply launch a YouTube show. He created a movement for people to follow.

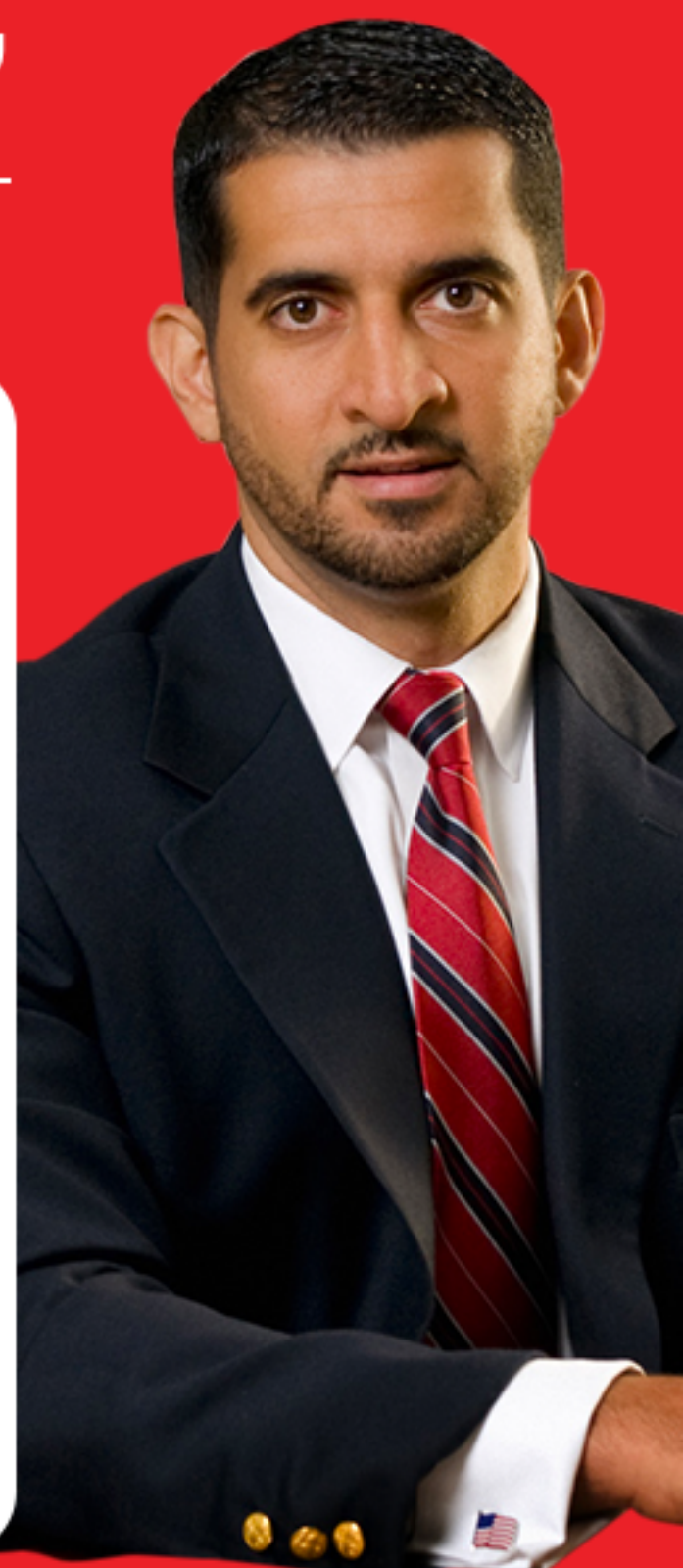
He's redefining how businesses should communicate online.

"You're part of a movement."

// Patrick Bet-David

valuetainment

represents capitalism, freethinking and the resolve to push forward when everyone else quits. Our goal is to provide you content that embodies all those things with a perfect balance between value and entertainment. Wear the Valuetainment logo proudly, knowing you are one of the few who will change the world. **#iamanentrepreneur**





THE SECRET TO SCALING YOUR SALES TEAM

VALUETAINMENT

Patrick doesn't sell insurance through his content. Instead, he celebrates, encourages, inspires, and teaches others to grow ***their*** businesses.

His team shares intensely valuable in-depth insights and encouragement for continual improvement. They're an example that nothing is impossible.

Valuetainment has become a leading voice of business information online. They dominate their category.

Patrick shares interview with celebrities, pro athletes, Mafia bosses, to share stories of

how to achieve the life of their dreams. They share stories.

Seth Godin once said that in order to rise above all the noise online you can't be another brand that just adds to it.

The internet doesn't need more content. People want content they can learn from and tribes or networks to belong to.

Bet-David is now a multi-published author, global speaker and internet influencer, by focusing on how to deliver content to other people who share a similar

passion for running and growing a businesses.

Thus, turning him into a platform worth following.

100% of PHP’s insurance competitors are producing content explaining why their insurance product is better.

Which one would you rather follow?

Patrick built an audience of millions of business owners



MARRIOTT TRAVELER

Marriott Started a Media Network to Build an Audience of People that Share a Love of Adventure

Marriott International, learned the power of content marketing after launching Marriott Traveler, a media site that attracts 3 million unique visitors (up 78 percent from

the previous year).

Visits to the individual hotel landing pages via Traveler were up 80 percent and revenue from hotel bookings went up 200 percent compared to the year before.

share their love of culture and adventure through the content they share on their site.

A site by the way, where you can also book a room for your next vacation.

Those results certainly make a solid case for content marketing.” – *Inc. magazine*

a successful blog authored by their chairman,. They updated their marketing strategy to approach people based on their passion for travel and love for adventure (instead of just pitching hotel room benefits like everyone else).

They turned into a full media site that promotes travel, food, drinks, culture, health & fitness which entertains millions of travelers who

MARRIOTT BONVOY
TRAVELER™

BOOK A ROOMOTHER MAGAZINES ▾

PLACES ▾COUPLES + FAMILYCULTURE + STYLEEAT + DRINKHEALTH + FITNESSTIPS + TRENDS🔍



Eat + Drink

From Buzzy Bistros to Beer Gardens, These 10 Cities Have Great Outdoor Food and Drink Scenes

JYSKE BANK

The only media company that owns a bank.

Jyske Bank is on a mission to make banking as easy as possible for their customers.

Instead of inundating their clients with cumbersome decision- making processes (like all other banks), they created a live studio inside one of their own banks to create content to help people with financial advice. You can find their content 24/7 on Jyskebank.tv.

Jyske built a media network and captured an audience of people who consume their content. Turning the idea of banking upside down.

People today are searching the internet for information, they want answers, and Jyske Bank is giving it to them.

From articles about housing markets, to pensions, they go above and beyond other financial institutions to give their customers all the information they're seeking to make the best financial decisions.

Jyske leaders are not just getting out into the media. They created their own media network!

★ Featured Videos



March 18, 2020
Finance Letter Extra
(Wednesday, March 18): Coronary crisis vs. Financial Crisis



March 16, 2020
Coronavirus: What are the implications for the global economy?



March 11, 2020
The Empire: When the World Shuts Down



March 10, 2020
Borgen Late Night: Elbæk - That's why I had to go

GENERAL MILLS LAUNCHED TABLESPOON.COM MEDIA SITE TO CAPTURE LEADS

General Mills created a media site for people interested in creating food for the ones they love when they launched Tablespoon.com.

They publish articles, how-to videos on meal prep, coupons, and built an entire membership community that allows users to save their favorite recipes.

So the next time their audience is in the baking aisle for a pie crust, what other brand will they choose other than the one that took the time to show them how to make their child's first birthday cake?

And every breakfast, lunch and dinner all year long...

tbsp.

Apps & Snacks ▾ Parties & Holidays ▾ Dessert ▾ Meals ▾ How-To ▾ Recipes ▾

Join Free

Log In

Search Tablespoon



Taco Recipes Tasty Enough for Any Day of the Week



Make-Ahead Breakfasts for Non-Morning People



HOW BLOOMBERG SELLS A \$25K SOFTWARE

Did you know Bloomberg TV isn't actually in the TV business?

Would you be surprised to know that Bloomberg makes all its money selling a software? Bloomberg TV is in fact a marketing platform to attract customers interested in what they really sell: the #1 financial software used by every major stock trader on WallStreet.

Long before billionaire and former Mayor of NY, Michael Bloomberg, became a presidential candidate, he was once the general partner at an investment bank called Salomon Brothers. Where he was heading IT development.

In 1981, at the age of 39, he took his \$10 million severance package and started a

company called Innovative Market Systems, that later become known as Bloomberg LP as we recognize them today.

Bloomberg is Actually a Software Company:

Michael Bloomberg originally developed and built a computerized system to provide real-time market data, financial calculations, and other financial analytics to Wallstreet firms. The Market Master Terminal, later called the Bloomberg Terminal, was released to market in December 1982 selling just 20 units.

Over time, in order to capture the attention and build a

loyal audience of financial traders online, they created a media network that became so effective it now consists of a wire service (Bloomberg News), a global television network (Bloomberg Television), websites, radio stations (Bloomberg Radio), subscription-only newsletters, and two magazines:

Bloomberg Businessweek and Bloomberg Markets.

The company now has 167 locations and nearly 20,000 employees. By operating first as a media network to attract the buyers they wanted to sell to.



**Bloomberg
Television**

**Michael Bloomberg
Didn't Just Advertise
On Media Networks. He
F■■■■ing Built One!**

How Bloomberg Created a Massive Audience:

1. They launched a 24-hour financial television news network that entered into cable broadcasting in 2000 to offer 24-hour programming aired to 200 million households.

2. Bloomberg is regularly criticized in the press for not being a profitable news organization. But what their critics don't realize, is that Bloomberg media wasn't necessarily meant to be profitable. (Not when the company's main source of revenue is the Bloomberg Terminal subscription). Their

news media is just a beautiful way to attract an audience generated for the terminal clients.

3. Bloomberg TV gets the company name out there, cements the brand and reputation.

4. Bloomberg captured his audience and converted 320,000 paying customers around the world at a subscription fee of \$24,000/year to access their terminal software.

That's \$7.6B in annual revenue on their terminal product alone. Which is pretty impressive given they only made 20 sales their first year in business.

Brand Summary:

By focusing on creating a network, Michael Bloomberg built a very significant brand (not to mention \$59B net worth making him 8th on the Forbe's list of richest people).



M.A.P. TO SUCCESS IN THE DIGITAL AGE

PART TWO

3 DIRTY LITTLE SECRETS
MARKETERS DON'T WANT YOU
TO KNOW ABOUT

1

B2B BRANDS ARE CREATING THE WRONG CONTENT

To become the leading voice in our fields, we're taught to pay for ads, publish blogs, make videos, build email lists, schedule social posts, start YouTube channels, write books, launch podcasts, and even become public speakers (Oh my). So that is what we've been doing.

But the truth is, we're missing the point. We're creating content for the sake of creating content. Instead, we should focus on creating content that solves a specific problem for the audience we aim to work with.

Tactics without a strategy is like shooting a gun blindfolded.

Recent data suggests that a majority of b2b businesses

are struggling with one or more of the following marketing challenges:

- 9% of b2b brands rate their content efforts as highly effective
- 51% don't have a clear lead gen strategy
- 68% struggle getting enough leads
- 79% leads don't convert to actual sales

While we've been taking steps in the right direction, the truth is, our marketing efforts over the last decade have been reactionary attempts to adapt to a semi-digital approach to generate new leads online.



2

THIS IS WHY PEOPLE DON'T FOLLOW YOU

Up until the digital age, businesses only had to compete against 3 differentiating factors:

1. Speed
2. Quality
3. Price

But now the game has changed with the introduction of a **4th factor**.

Businesses today have the added pressure of not only answering **WHY** a consumer should simply buy from them over a competitor, but also **WHY** they should like, follow, and engage our content online before even becoming a customer.

Businesses today are not brick and mortar, they're digital networks based on

common goals, values, challenges, interests, and beliefs.

We now have to give people a reason as to why they should follow us. **LITERALLY**, you need to spell it out in writing. What problem are you solving for your consumer? What will they gain for watching? What would benefit them from subscribing to your channel?





EXAMPLE

Give People
A Damn Good
Reason To
Subscribe!

The HUSTLE is a perfect example. They provide specific insights to trends in the start- up space. They **LITERALLY** spell out exactly what their followers will receive for subscribing.

People don't follow our social accounts for the bullshit business updates from the new hire/intern (no offense).

They follow because they want helpful and informative content that connects with what they care about.

3

YOU DON'T ACTUALLY OWN THOSE FOLLOWERS

Social media platforms are pay to play.

You know all those followers on social media you worked so hard for over the years? Yeah those aren't actually yours.

At least not in the way you might think. Facebook, for example, limits how many people can view your posts. Especially if you post content that doesn't get good engagement.

Around 2012-2014 Facebook reduced the amount of organic traffic a business account could receive to only 12-16% of organic views compared to previous years. They did this for a few reasons.

The most obvious was to

"encourage" brands to pay for visibility to their captive audience. But they also limit the amount of content people can see if your account isn't getting engagement. That's a red flag that you're not providing a good content experience for their users.

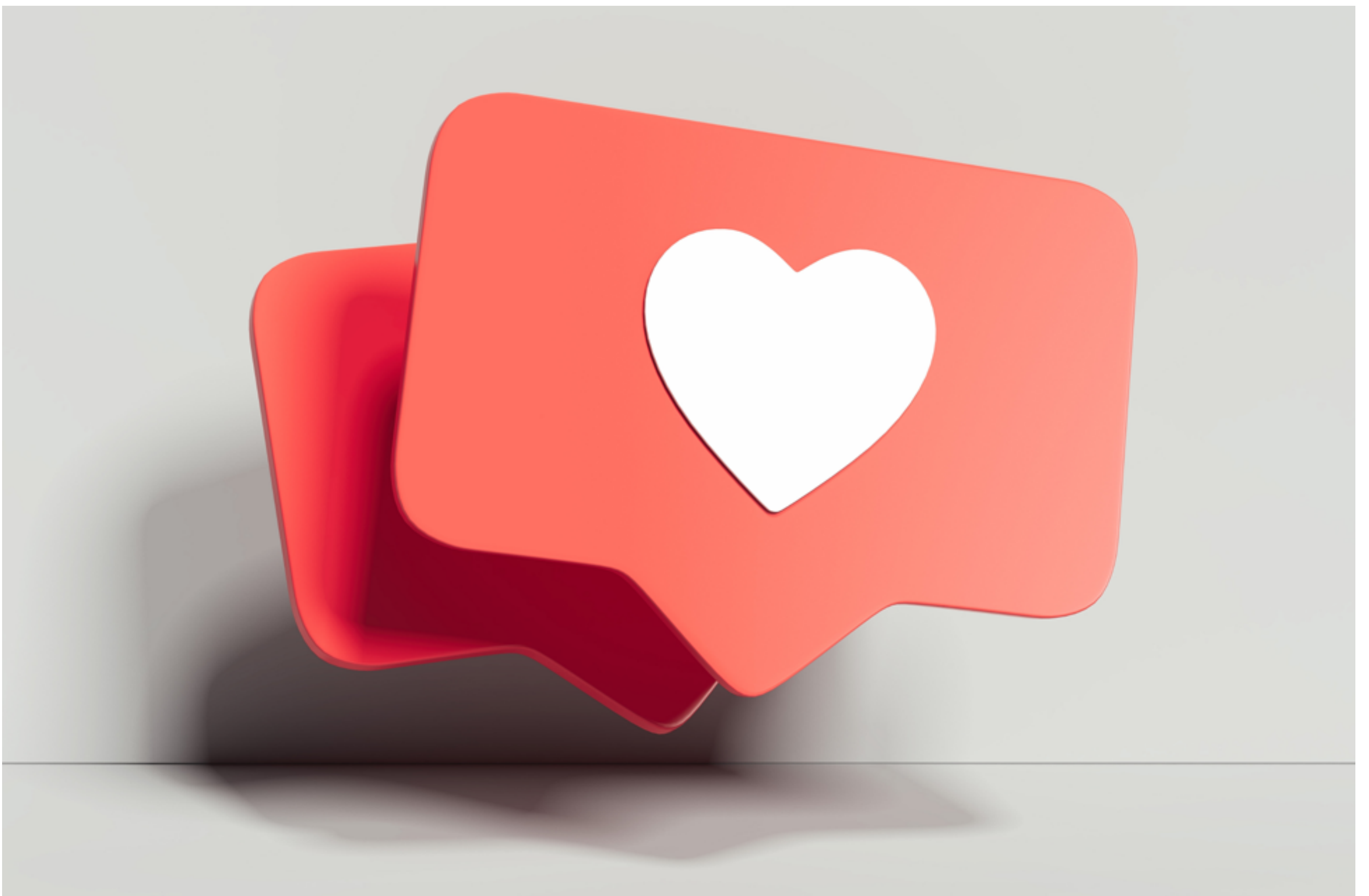
Today it's thought that only about 4-6% of posts on business accounts can actually be viewed organically by your own audiences (unless you start paying for ads). That's one of the reasons engagement sucks on Facebook.

Now, before anyone complains about the algorithm, you have to remember that all our

accounts were free. When something is free, we are the product. They're advertising platforms and once they get big enough they will become increasingly more pay to play.

collecting information to convert a follower to a lead or opportunity, then you don't really have a marketing plan. We'll cover that in a bit.

All of which is to say, don't build your audience on rented land. Build your list not just your social account. Convert your audience to your site where you can capture their contact info. If you don't have a defined strategy of



A man with dark hair and a beard, wearing a dark suit, white shirt, and dark tie, is shown in profile. He has his right hand pressed against his forehead, looking down with a stressed or frustrated expression. The background is blurred, suggesting an office setting.

M.A.P. TO SUCCESS IN THE DIGITAL AGE

PART THREE

MARKETING HAS A
MARKETING PROBLEM

WHAT THE HELL IS MARKETING?

Marketing Myopia.

Ask anyone today what marketing means and they will respond with some form of promotion.

But in reality marketing has changed so much over the years, nobody really knows exactly what it means anymore.

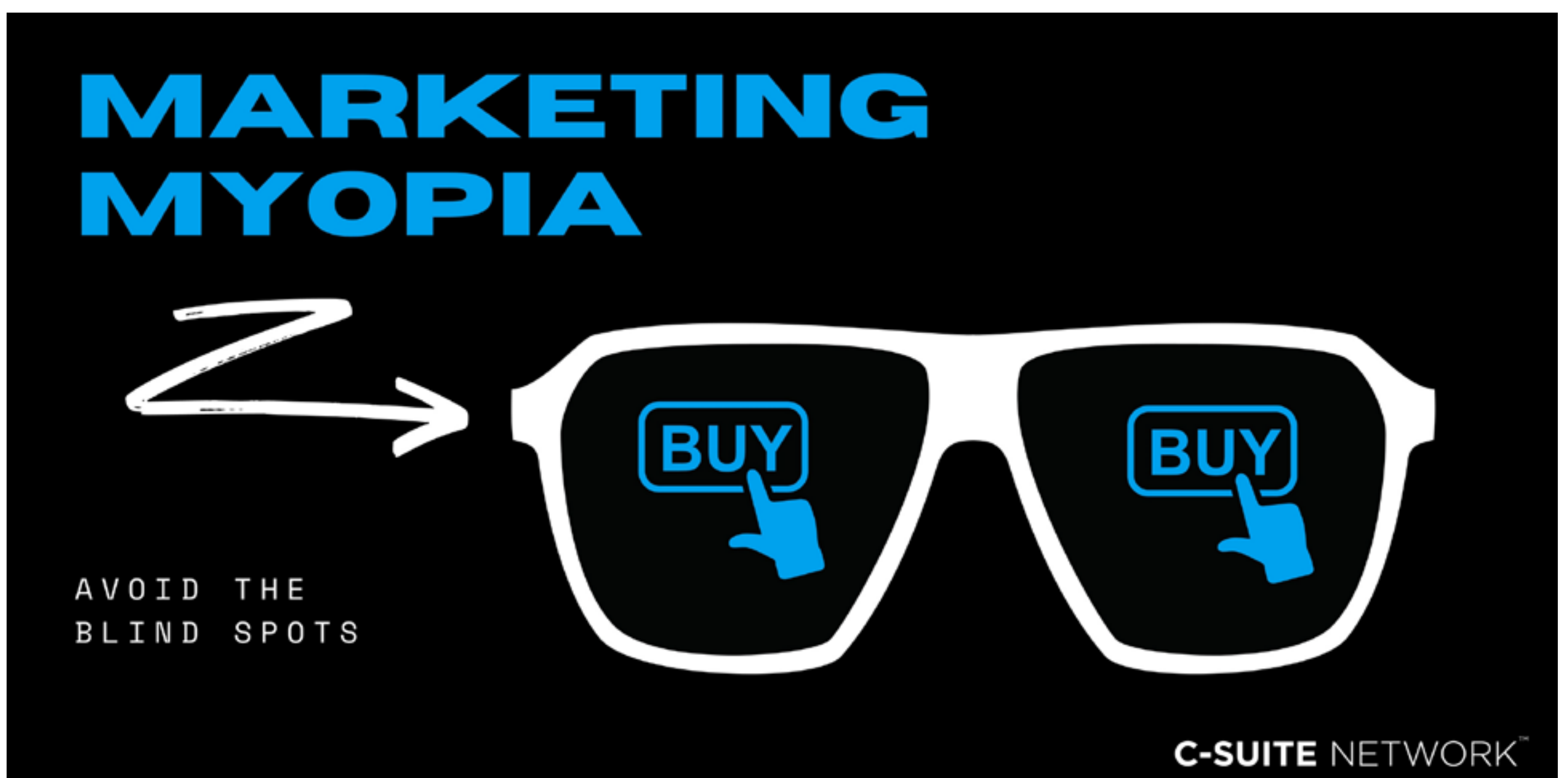
Philip Kotler once said: "The art of marketing is the art of brand building. If you're not a brand, you're a commodity.

Then price is everything and the low-cost producer is the only real winner."

So what is it then?

The best explanation of what the art of marketing is, was published in 1960 by Theodore Levitt titled, ***Marketing Myopia***, by the Harvard Business Press.

In his book, Levitt explained the fundamental difference



between sales and marketing is that sale's job is to sell the current product the way it is. While it's marketing's job to figure out how to sell what the consumer actually wants. Because it turns out the reason people buy from us isn't usually the features we promote.

For example; Levitt explained that the railroad industry didn't lose market share over time due to the introduction of new innovative competitive

products like the airplane or automobile.

Rather, they lost market share over time because they thought of themselves as selling railroad services.

They failed to realize, that from the consumers' perspective, they were really in the transportation business.

THE REASON COMPANIES FAIL

It's a buyers market out there.

Marketing Myopia suggests that to avoid failure over time, companies must act on their customers' future needs and desires, not just bank on the longevity of selling their current products in the same way as their competitors.

In every case where growth is threatened, slowed or stopped, is not because the market is saturated. It's because there has been a failure of management to adapt to new consumer expectations.

The truth is, marketing is failing today because marketing has become more fixated on **HOW** to promote our products and services than **WHAT** consumers actually want and are actively searching for online **RIGHT NOW**. We're using the internet the same way we did offline. Before you can sell anything you have to first capture their attention with content.

At any given time, only 2% of people using the internet are active buyers ready to make a purchase. 98% of online users are searching for remedies to symptoms of problems before they even know what the problem is (let alone the solutions to buy). That's where a content strategy comes in.

The Customer Is in Control. Not You!

"The customer comes first." How many times have you heard that? Now, when was the last time you actually applied this "rule" to your marketing?

STOP FOCUSING your marketing efforts on just selling your product or service (that's the easy part). Instead focus them on becoming a media company that is answering **THESE QUESTIONS** for your audience:

What kind of information would be helpful to your target audience? What are symptoms to the problems they face (as they relate to your product or service)?

What kind of content can you create that would be helpful to them?

When you think and act more like an actual media company rather than an advertiser, you give your customers the content they need in order to make a good impression.

Put your customer at the heart of your strategy by focusing on creating an inbound audience by providing quality content that adds value to the situation they face. Don't interrupt the content your customer wants, be the content they want.

DON'T INTERRUPT. ATTRACT

"If you have more money than brains, you should focus on outbound marketing. If you have more brains than money, you should focus on inbound marketing." - Guy Kawasaki

Figuring out how to find and get people's attention online to generate leads for your business is the #1 obstacle for businesses making a transition from traditional sales to digital.

In order to successfully transition through that shift requires an understanding of the difference between inbound and outbound marketing. I have nothing against traditional sales. There's a saying where I'm from, if it aint broke don't fix it. But will traditional lead generation really have the scale you're looking for? In today's digital economy, **NOT likely.**

Inbound Versus Outbound Marketing

Almost everyone is doing some form of outbound marketing. Outbound marketing involves proactively reaching out to consumers to get them interested in a product. By contrast, inbound marketing centers on creating and distributing content that proactively draws people into your website.

The downside of outbound marketing is that once you've reached out to all of your contacts and followers, that's it. Causing you or your team to bounce from tactic to tactic. After a few months or even years later, you're no farther

than you were before.

Even if you are experiencing success from outbound marketing it's usually pretty limited for ***three reasons***:

- 1.** People don't like cold calls and spam they didn't ask for
- 2.** They can unsubscribe to things that don't immediately interest them
- 3.** You have a better chance of surviving a plane crash than converting traffic off a banner ad

In order to avoid this, you need to an inbound marketing strategy. But the challenge is that inbound marketing requires knowing exactly what pain points your customers faces as they related to your product or services. And how to create content that guides them through a journey to ultimately become a customer.





M.A.P. TO SUCCESS IN THE DIGITAL AGE

PART FOUR

WHAT ARE YOU WAITING FOR?

A \$500 MILLION MARKETING LESSON

How to create content like Hubspot?

If you want to draw people into your website you need a clear content vision. Consumers want content from you (as long as it's worth following).

Consider these 2020 b2b brand marketing stats:

- 62% buyers purchased based solely on content they received from brands
- 96% buyers want more content from industry thought leaders
- 50% of buyers are now millennials
- 80% of buyers expect a B2C content experience from the brands they follow

Now here's what that actually means. Consumers are actively searching for the insights to questions they

need answered. There are people searching for help right now. Everyday Google received 5.6 billion search inquiries a day. You just need to produce content they're actively searching for.

Mike Volpe was the original CMO of HubSpot, a leading tech platform for marketers. He'd been with HubSpot since he was their 5th employee and helped scale the company from 12 beta users to 1,000 employees and \$150m in revenue (they're over \$500m today) with a successful IPO leading to a \$1.7B market cap. That's insanely impressive growth from the original 12 beta users. How did they do it?

Mike concentrated his efforts on creating content for people

interested in marketing (instead of promoting their software). That audience then became aware of their service offer and eventually some became lifelong customers.

“You don’t want to interrupt the content that people are trying to consume. Be

that content they want to consume. The buyer is in control but you’re still marketing as if that’s not true.” – **Mike Volpe**.

WHAT THE HELL IS WATER?

American author, David Foster Wallace, was credited with giving one of the the best commencement speeches of all time...

He was the winning nominee for the graduation event at Kenyon College, beating out then senator Hillary Clinton and astronaut turned senator John Glenn. Wallace began the speech with a parable of **“The 3 Goldfish.”** It went like this:

“One day, there were two goldfish that were swimming along the ocean floor, when

along came an older and wiser goldfish. In passing, the wise goldfish said to the two young fish:

“Morning boys, how’s the water?” The two fish kept swimming along for a bit until one of the younger goldfish eventually turned to the other and said, “What the hell’s water?”

The point of the parable is that the most obvious realities that affect us in life (and in our case, business) are often the hardest to see and talk about.

The fact is that in the day-to-day trenches of adult existence, banal platitudes can have a life-or-death importance. The real value for a “real education,” has almost nothing to do with knowledge, and everything to do with simple awareness. Awareness of what is real and essential is so hidden in plain sight all around us at all times; so much so, that we must keep reminding ourselves over and over, ***“This is water...”***

“This is water,” is the current state of nearly every B2B service business when it comes to marketing services to customers. How do we get people to care about what we offer? Why are our marketing efforts not really working the way we need them to? In order to understand the context of where marketing is, we must go back in time to observe how the biggest shifts of consumer communication started and how it impacted the position we find ourselves in RIGHT NOW



BE WORTH FOLLOWING

“Either write something worth reading or do something worth writing about.” - Benjamin Franklin

If you're looking to grow your business in the digital economy, turn your efforts into thinking and operating your business like a media company. Choose the audience you want to help and create content worth following.

Creating your media presence is the key to standing out in today's cut-throat digital economy. But don't simply create content for the sake of creating content. Instead of one-way interruption, digital marketing is all about delivering useful content at just the precise moment that a buyer needs it.

Don't think about social media platforms as promotional distribution

channels but rather treat them like subscriptions to solve a problem and start a movement for people to follow.

Don't just build followers and clicks, build relationships for people you care about.

It's that hard, that simple, and that unavoidable.



CONCLUSION

I met Gary Vaynerchuck in 2014.

“Whether you like it or not, everyone is now a media company. The tools are easy, free, and everywhere. More importantly, producing content is now the **BASELINE** for all brands and companies. It literally doesn’t matter what business you’re in, what industry you operate in, if you’re not producing content, ***you basically don’t exist.***”

Gary was one of the first business owners to embrace creating content for his audience. Everyone gave him shit for it for spending all his time on social media years. Today his marketing agency brings in over \$100M in annual sales by the awareness he generates.

Marketing myopia is happening in nearly every

business struggling to market their products and services. If we’re not producing content worth following, we don’t exist to the future customers we all want and need.

Marketing myopia is happening today just like the railroad days, because we’re trying to sell products and services online to consumers who are searching for content. The game has changed. Digital media isn’t a trend. It’s the new economy.

Written By:
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Chief Marketing
Officer,
C-Suite
Network



M.A.P. TO SUCCESS

IN THE DIGITAL AGE

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For resources to launch your media brand in less time, go to **C-SUITENETWORK.COM**