

Marketing Strategy

We help you understand and clarify your marketing process, propositions, positioning in the market; strengths and weaknesses; audiences; perceived and true USP's.

What we do

We'll identify your intent, objectives, strategic and tactical themes, and your channels-to-market, plus how to exploit your competitor weaknesses and defend your own.

What you get out of it

We believe a focus on practical down-to-earth analysis and planning is the key to providing a marketing strategy that will actually be used, rather than sitting in a file.

By the end of the project you will be able to clearly see:

- Intent
- Success Criteria
- PESTLE Review
- Proposition - complete
- Product & Service Definition
- Positioning
- Competitor Differentiation
- Company Strengths and Weaknesses
- Competitor Strengths and Weaknesses
- USP's
- Overarching Message and Support Pillars
- Lead Definition
- Channels-to-Market
- Sales and Marketing Process
- Sales and Marketing Pitch
- Measurement
- Risks and Mitigation
- Quick Wins

Ready to talk?