

Actionable intelligence to grow your business

Strategic Marketing Formulas

Gain a competitive advantage with a marketing plan formulated to bring you more business and out-perform the competition.

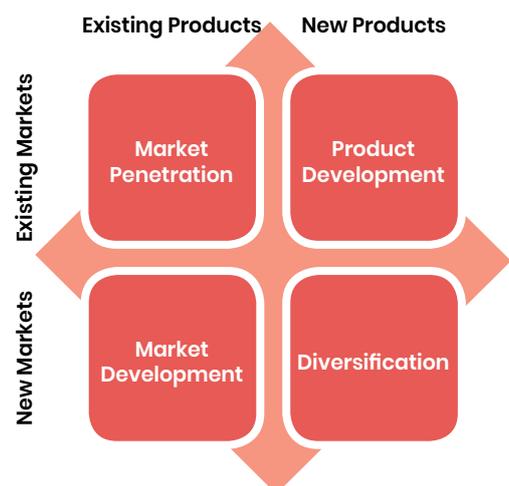


What would you say to gaining the insights that will propel you right to the top of the food chain?

Imagine having a clear understanding of your customers and product, and using it to accelerate your growth.

Together we seek out the **market insights** to understand where you are, and what steps are needed to **dominate your niche**.

It's your personal formula for business success.



Have You Optimised the Four Pillars of Marketing?

- Price:** List price, price allowances (reductions), discounts, payment periods, and credit contracts.
- Place:** Distribution channels, outlets and transportation to get the product to the customer when they need it and within expectations.
- Promotion:** Direct marketing, advertising, public relations and sales promotions that create brand awareness.
- Product:** Features, packaging, branding and warranty of the product.



This is how it works...

STAGE 1: RESEARCH & ANALYSIS

You won't get to there without understanding the lay of the land first.

- Assessing competitors
- Knowing your customers
- Product positioning
- SWOT Analysis

Everything we uncover is combined into a clearly detailed report.

STAGE 2: ASSESSMENT & STRATEGIC DEVELOPMENT

Working together we'll use the insight from the analysis to shape a robust plan that will incorporate:

- Customer and market fit
- Communication planning
- Marketing strategy
- Key actions and KPI's

The end result is a comprehensive and strategic marketing formula and programme of work that will provide clear direction and deliver winning results.



Would you like to be sure that your business is growing and on the path to industry dominance?

Don't let the competition get any further ahead. **Get your strategic marketing blueprint underway today!**

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