

MARKETING VISION & STRATEGY



RECOMMENDED SOLUTION —

Analyze. Execute. Track. Repeat. Four steps to devising an effective Marketing strategy.

Onboarding should yield an informal audit. Use it as the baseline to **conduct a perception study** and **draft an evidence-based marketing plan framework**. These are tools for devising a strategy steeped in growth marketing methodologies, that is anchored by planned “always-on marketing communications.” These tools support the four key steps.

MARKETING VISION —

Execute **THE** most awesome marketing experience for the Company's external audiences and the Department's internal clients...so that all flock to us like a moth to a flame.

1

Nascent in-house Marketing Department must contribute to achieving 20% increase in revenue, while instituting mission-driven strategy that effectively supports the Organization's values.

2

Organization can benefit from an 'always on' marketing strategy; with embedded tactics that raise awareness (demand generation), generate leads, and drive 'sales' via a curated experience.

3

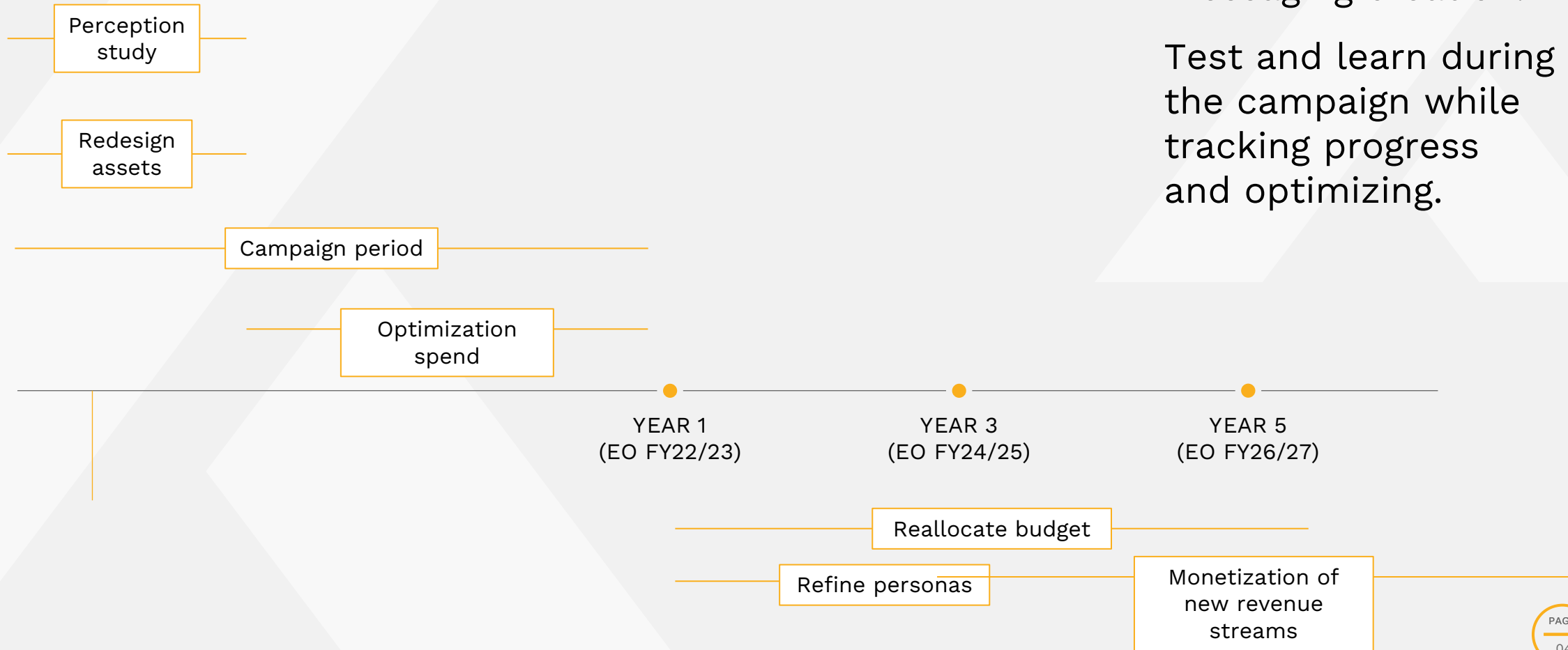
Limited budget
'Jumbled' marketing assets, channel usage
Brand/Messaging must resonate with enterprise- and ecosystem-level audiences

ANALYZE. EXECUTE. TRACK. REPEAT.

LEARN.

Use study findings to inform persona and audience-specific messaging creation.

Test and learn during the campaign while tracking progress and optimizing.



NEW



THE MARKETING DEPARTMENT —

Marketing will focus on implementing growth marketing methodologies to complement the Company's organizational strategy

Operating with a \$200,000 budget, the 2-person Marketing team will produce intuitive 'tools' for Organization-wide use

A scalable, testable, and trackable approach for every stage of the funnel



TOP GOALS TO KICK OFF —

#1

Deliver compelling experiences for all stages of the marketing funnel

#2

Identify “best customers” and Audience-specific messaging *after* data analysis

#3

Design curated (content) approaches that resonate with prospects

Assumption: Company’s organizational strategy is focused on the Business-level; with short- & long-term goals, defined audience targets, and a lasered approach toward differentiation (from competitors) within the industry or sector it operates.

- Overall strategy for external campaigns, including brand positioning and brand strategy
- a. How would you begin to identify, scope, and execute on this deliverable?
- The Organization would be visible (i.e., positioned) on social media networks where prospects are known to frequent, in relevant trade publications, at trade/industry events that include speaking engagements, and in paid advertising; while leveraging all owned channels
- I would speak on behalf of the Organization via the following –
 - = Leadership – speeches, blogs, advertorials, event presentations (content marketing)
 - = Team Members – ensure all departments have access to one-sheets, talk points, and are fully aware of the brand positioning and strategy for promoting the Organization
 - = Website – ensuring SEO has been applied across all pages and the customer experience is consistently top-notch while speaking to our capabilities

