

Five-day marketing multiplier

Designed to provide fast, actionable feedback to a marketing challenge with an existing product, or to create draft marketing plans for a new opportunity, this is a 5-day engagement with a defined, prescriptive deliverable. It is also designed to generate fast results without the imposition of overhead and distraction on the client company.

The major topic areas shown below will be covered in a level of detail appropriate to a specific engagement.

Product and market understanding

- Immersion in client's business, target product, market, positioning and sales objectives. Particularly:
 - What problem is the product trying to address and for which target audience?
 - What customer needs analysis exists?
 - Use clear logic to identify top 3 competitors
 - Determine unique benefit, positioning and messaging
 - Pricing objectives and possible strategies
 - Define success and metrics – what does marketing need to achieve and how will it be measured?

Competitive landscape

- Review and compare products, positioning and market presence of up to 3 competitors
- Create positioning matrix and SWOT analysis

Implementation plans

- Campaign and communication strategies – how are we going to reach the target audience and with what objectives?
 - Awareness
 - Demand generation
 - Lead conversion
 - Sales
- On-line tactics
- Off-line tactics
- Metrics

Create budget

Deliverables and presentation

- Positioning matrix and SWOT analysis
- Draft marketing plan / presentation