MARKETING DISCOVERY | WORKSHOP

HOW WE WILL PARTNER WITH YOU

- Getting under the skin of your business
- Acting as an extension of your own leadership team
- Measurable objectives so marketing aligns to sales & business goals
- Review of what you do & how you approach the market
- Your business, your goals & objectives
- Understanding complex propositions

10 STEPS TO DISCOVERY

1. About your business
2. Review of your business objectives
3. Review of current positioning & messaging
4. Your brand
5. Target markets
6. Review of past & current marketing activities
7. Discussion of current opportunities
8. Marketing Planning – Creative Idea Generation
9. Discussion around planning
10. Feedback & close

MARKETING-AS-A-SERVICE

- What does marketing mean to you?
- What marketing collateral do you have in place?
- How do you position your products/services?
- What is your value proposition?
- What does success look like?
- Are there any opportunities that exist in your market place?

About your business — 01

Review of your business objectives — 02

Review of your current positioning & messaging — 03

Your brand personality — 04

Revisit your target markets — 05

STEP 1. About your business

- Tell us about your company
- What are you financial goals? (financial, customer related, operational)
- Review of your business goals
- What are you biggest challenges?
- How are you trying to solve these challenges?
- What does success this financial year look like?

STEP 2. Review of your business objectives

- What are your business objectives?
- Keep each goal and objective clear and simple
- Be specific
- Be realistic
- Do your goals align with your business objectives?

STEP 3. Review of your current positioning & messaging

Given your core business objectives now think about your core message to your audience. Is this accurate based on your business objectives?

STEP 4. Your brand personality

Your tone of voice is really important to how your brand is perceived and needs to encompass:

- The benefits your service offers to your customers
- The promises you make
- The way you communicate

STEP 5. Revisit your target markets

- Who are your customers?
- Identify their wants & needs
- Who are your main competitors?
- What do they do well?
- What can we learn from them?

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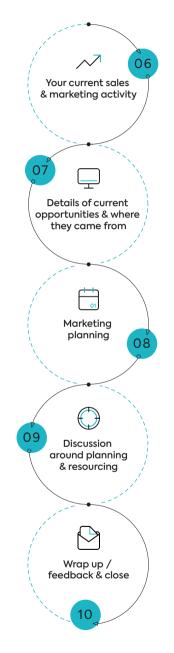
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06 Your current sales & marketing activity

07 Details of current opportunities & where they came from

Marketing planning 01 **08**

09 Discussion around planning & resourcing

10 Wrap up / feedback & close

STEP 6. Your current sales & marketing activity

- What's working well?
- What should we build on?
- What should we ditch?
- What are your biggest challenges in marketing your services now?
- Who are the ones to watch?

STEP 7. Details of current opportunities & where they came from

List leads & opportunities
- Any synergies?
- Patterns?
- Outbound activity that's working really well?
- Joint ventures?

STEP 8. Marketing planning

With specific reference to the top identified target audiences from STEP 5 – brainstorm creative ways in which you can reach these audiences

STEP 9. Discussion around planning & resourcing

- What can you deliver internally?
- What can you / should you outsource?
- Any opportunities for joint initiatives & partnerships?

STEP 10. Wrap up/feedback & close

- What went well for you?
- What's next?