



***Maximize performance. Optimize results.***

## **Marketing Program Planning Custom Tailor YOUR Value Proposition, Branding, Message & Media Mix**

### **What is it?**

Definition of your marketing requirements and objectives, and development of the strategies, plans, schedules, messages, collateral and content required to achieve your marketing objectives.

### **How does it work?**

The Marketing Planning process includes the following steps:

- Define your value proposition... How you provide value from the perspective of your customers
- Define your brand... How you're known to your customers
- Construct your messages... What you say to your customers
- Design the optimal mix of advertising vs. PR and decide which media to use for each... How you'll reach your customers & get the best bang for your buck

### **How does the client benefit?**

You receive a complete and ready-to-implement Marketing Plan custom designed to efficiently achieve your specific marketing goals.