

Marketing Strategy | *Planning Services Portfolio*

Crafting effective Marketing Strategy is our core passion. Strategies that clearly position and differentiate products or services. Marketing direction that fits with and contributes to overall business strategy. We guide (or help) you in assessing market and customer conditions, developing marketing objectives, and creating strategies designed to deliver on those objectives. We complete the planning process with detailed product, pricing, distribution promotion and customer relationship sub-strategies. We are known for strategies that deliver objectives and build business.

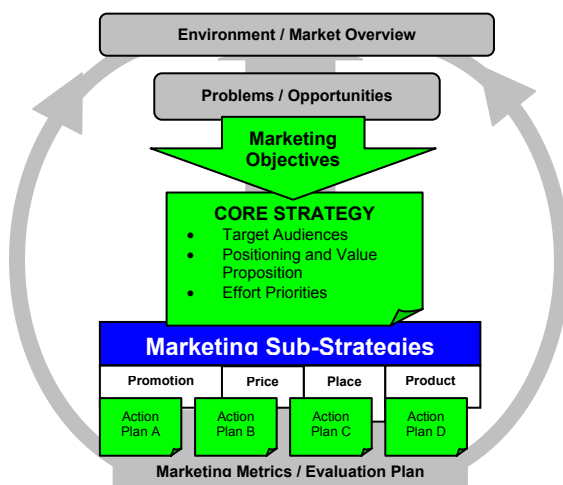
The Challenge

The late 1990's marked a sea change for marketers. Organizations and consumers embraced the Internet and globalization touched many aspects of marketing and brand planning. Mass markets have become segments and "micro-markets", while customers more cynical and cautious. As a result, marketing planning became more complicated - and even more important.

Effective Marketing Strategy is about balance – marshalling the resources of the organization to match the needs of the market while achieving business or stakeholder goals. We believe that Marketing Strategy is based on a longer-term view and is the responsibility of everyone in the organization.

Our Planning Model

TMW uses a multi-staged approach which is strongly driven by the market environment *and* the capabilities of the client organization. This approach allows us to establish clear linkages between Business Strategy and Marketing Strategy. Our planning model is designed to identify the most compelling market position and value proposition, as well as few things that must be done well from a marketing perspective.



Benefits The benefits of engaging with TMW for Marketing Strategy include:

- **Knowledge transfer** - our approach is very interactive and participatory. Our clients learn from us during the process - and become better planners as a result.
- **Better business results** - our strategies have consistently helped to differentiate and effectively position our clients' products or services.
- **Better integration** - our approach ensures that your organization's marketing objectives and strategy will reflect the marketplace - significantly increasing the likelihood of success.

Better Marketing Performance