

# Three months to increased sales and improved profits

## Month 1 – Discovery & Focus



Quantitative Customer Insight Research: create, publish, collect, and analyze a professional quantitative research to determine key segments and their purchasing drivers

- ▶ Desk Research: customers, segmentation, key drivers
- ▶ Company marketing audit
- ▶ Trend analysis: category vs. own data



- ▶ Inventory available tools and software to optimize segmentation and persuasion
- ▶ Determine tools needed for the full marketing stack

Create a Marketing Budget



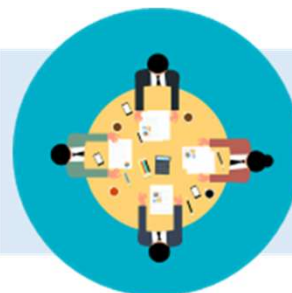
## Month 2 – Strategy, Build, Training

Set sales goals, KPIs, strategy, some tactics



Presentation to the board, executive committee or investors as needed

Approve plans: Budget, creative executions, media, and other items



- ▶ Hire 3<sup>rd</sup> party agency or execute by internal team
- ▶ Train internal team or onboard external team as needed

## Month 3 – Implement & Improvement



Implement



Track & Analyze



Continuous improvement

