

# Platinum Marketing Strategy

## A MARKETING 'ROAD MAP' FOR YOUR BUSINESS

A Platinum Marketing Strategy is an affordable **marketing road map**; providing new promotional pathways and direction for your business.

'Businesses worry too much about the cost of doing something, when they should be worried about the cost of doing nothing.'

**Philip Kotler**

PhD, Marketing  
Author/Professor.



**Maximise your market presence** – A directional marketing strategy is a vital tool to maximise your presence in a competitive marketplace. Our plan is affordable, detailed and will give you a leading edge.

**Stand out from the crowd** – while others watch and wait in a cooling economy, those who market themselves well will succeed.

**Focus your resources** – target your marketing and be ready to capitalise on the most profitable opportunities as they arise.

**Meet your business objectives** – when standing still is not an option, marketing is not a risk but a necessity.

We undertake a **5-step process** to formulate a **Platinum Marketing Strategy** for your business.

- 1: UNDERSTAND**
- 2: REVIEW**
- 3: IDENTIFY**
- 4: FORMULATE**
- 5: RECOMMEND**

Your business objectives

Your existing marketing and the competitive environment

Your target markets & competitive advantage

Your business' key value proposition statement

Marketing strategies for your branding, offline and online promotional mix

Call Platinum Mix today on **9380 6929** for more details on a Platinum Marketing Strategy that will make your business realise its potential and tackle the current economic climate head on.

