

# The Essential Marketing Package

**Business success comes from knowing your customer, understanding what makes them tick and how to get your message direct to them. If you don't really know who you are selling to, how can you sell to them?**

You can increase your revenue with effective marketing, and the Essential Marketing Package is just that. We will help you to understand your market, target your message and communicate effectively with your customers.

This step-by-step process culminates in a report that provides your business with the 'Marketing Essentials' that will ensure every marketing dollar is spent wisely.



## STEP 1 - Target Markets

Who are your existing customers and what do they have in common?

We group your customers by characteristics and buying behaviours, and help identify potential new customer groups.

## STEP 2 - Buyer Motivation

Each target market will have common 'needs and wants' factors that are most important to them.

By identifying these traits we can form specific messages aimed at converting sales.

## STEP 3 - Key Messages

Different customers buy for different reasons. By developing targeted key messages directly aligned to market needs you will increase your success rate.

## STEP 4 - Effective Communication

By identifying the best communication channels targeting each customer group, you increase the opportunity to speak directly to that customer, maximising engagement and sales conversion. One size does not fit all, especially in marketing.