

Strategy and Planning – it is common to confuse the two. Simply put, strategy is thinking and planning is doing. Top-line business growth is only achieved with an effective marketing strategy. However, the problem most companies face is in trying to achieve the ‘how’ without first discovering the ‘what.’

OUR APPROACH

We start with your target audience – who they are and why you want to market to them. Through collaboration, we support your organization in making important strategic and planning decisions to meet your company’s short-term objectives and long-term growth goals. With in-depth business analysis, we work towards achieving clear competitive advantages on your most critical issues and opportunities.

WHAT WE DO

Results are what matter and we believe strategy is the foundation for effective marketing campaigns – no matter the size. Our combination of CoMarket + CoCreate allows us to discover and develop a customized strategy and plan around your specific business opportunities including:

- **Competitive Analysis**
- **Existing Collateral and Resource Overview**
- **Budget Insights**
- **Audience/Sales Channel Definition**
- **Product/Market Sector Analysis**
- **Multiple-year Roadmap Development**