



Six elements of a marketing strategy helping you to capitalize on business opportunities

1. Analysis:

Investigate target group and environment

2. Un-met need:

Understand the prospect's problem

3. Positioning:

Develop a powerful message

Attention: Arouse interest for your content

Benefit: Offer a solution to the prospect's problem

Superiority: Show unique value

Validation: Support with success stories and testimonials

Behaviour: Ask for action, for example to contact you

4. Modes of expression:

Address all senses creatively to build your brand

Language: Determine your vocabulary and core message

Visuals: Use suitable and consistent images

5. Channels:

Find effective communication routes

Personal contacts: Connect and network with people

Electronic media: Websites, videos, social media

Publications: Articles and books

Mallings: Print and electronic newsletters

6. Customer Relationship Management:

Collect and store data, start a dialogue with prospects and clients

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