

WHAT IS ACTIVMarketing?

It is a unique, market-tested approach for preparing, executing, and capturing thought and market leadership to drive demand and revenue growth.

Market leadership and revenue acceleration doesn't happen by accident or luck. It is planned for and acted upon with focus, energy, and dedication. ACTIVMarketing brings to you and your organization the ability to:

Annihilate the Competition

Create a Highly Leveraged Operation

Create Aura & Buzz for Your Company

Minimize "Hand to Hand" Combat

Natural Pipeline Sufficiency

Executorial Focus and Results

Solid, Predictable Business Value Growth

THE BENEFITS OF ACTIVMarketing

ACTIVMarketing drives a method-based approach to marketing, eliminating guesswork, poor spending, and wasted effort. Based on over 20 years of hand-on marketing leadership, ActivMarketing delivers:

Strong, Defendable Differentiation

More Predictable Sales Pipeline

Message, Value, Benefit Consistency

More Accurate & Productive Targeting

Fewer Competitive Sales Battles

Integration of Sales and Marketing

Greater Marketing Return on Investment

LEAD LIKE NEVER BEFORE.™

HOW DOES ACTIVMarketing WORK?

Each client engagement is unique, based upon individual business needs. To achieve our customer goals, we have a full range of ACTIVMarketing options from which to draw:

Market/Customer Surveys: A first line of offense in discovering perceptions, needs, and issues - from an outsider's point of view.

Industry/Market Analysis: Identifying, quantifying, or validating perceived or real opportunity. Understanding segment priorities and expectations.

Competitive Analysis: Digging deep into competitive offering, value proposition, positioning, messaging, product/service advantages and competitive disadvantages. Key preparation in determining best how to win, the first time and every time.

Value Propositions: Mining existing products, services, and solutions to identify clear, differentiable client value that can be exploited in the marketplace.

Positioning: Discovery and validation on positioning options, where to create new positioning or categories to drive revenue and business value.

Messaging: Identifying, testing, and formalization of differentiated and actionable messages for inclusion in elevator pitches, customer presentations, sales literature, advertising, and selling activities.

Branding: Identifying internal and external brand levers, formalization of brand attributes, launch/re-launch/infusion of brand across company and marketplace.

Product/Service Naming: The discovery, testing of alternatives, and recommendation of product or service naming for consistency with overall value proposition and positioning, while creating differentiation for competitive advantage.

Strategic / Tactical Marketing Plans: Creation and formalization of 12-18 month integrated marketing plans, detailed down to required weekly activities, estimated budgets, success measurement criteria, ownership, and dependencies.

Marketing Return on Investment Analysis: Best practices and recommendations to link marketing activities to sales/opportunity management to revenue - for marketing spend optimization and improvement.

Collateral/Web/Presentation Reviews: Detailed review and recommendation of existing marketing materials for clarity, consistency, completeness, usefulness, and impact; recommendations on improvement and anticipated outcomes.

Technology Exploitation Strategies: Strategies to maximize marketing return and spend, recommendations on use and integration of common technologies for revenue acceleration and brand impact.

Partner Marketing Strategies and Plans: Strategies for exploitation of existing client relationships or partnership and plans for integrated marketing activities, including success criteria and measurement intervals.