

Developing the right marketing strategy

- Do the research first !
- Generate a competitive SWOT analysis taking into account market research including research with client, and a truly "honest and hard-nosed" appraisal by members of the firm.
- Develop a portrait of the firm - a review of the features, benefits, and implications.
- Firm positioning statement - generate this based on the above.
- Develop the "tagline".
- Market segmentation: determine criteria for identification and prioritisation of target markets.
- Segment existing markets and map against targets.
- List potential target markets in rank order
- Determine criteria for identification and prioritisation of target clients.
- Segment the client base by list established clients and mapping against targets.
- List potential clients and rank in priority order.
- Prepare account development plan for each client using some or all of the following approaches:
 - brainstorm alternatives
 - identify barriers to market penetration
 - list factors necessary to ensure success in this market
 - analyse competitive activity and competitive strength
 - formulate market strategy
 - implement, monitor and fine-tune.
- Develop specific sales programme
- Identify training needs and skills development activities.
- Implement an on-going skills development programme: at least bi-monthly workshops.

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