

Insight Consulting

MARKETING PLANS—THE SMART APPROACH

Marketing plans contain three major components:

I. INDUSTRY AND MARKET ANALYSIS

"You win not by chance, but by preparation." - Roger Maris

Fresh insights into your market evolution and competitor behavior will help you compete more effectively. **Insight Consulting** provides answers to these questions and more: What is going on in your industry? What is the impact of new technology? What geographies are attractive to your business? What are your customers' needs? What are your competitors up to? The results of the market analysis represent the **foundation** for all other aspects of the Marketing Plan.

Using data from research and interviews, **Insight Consulting** will develop an industry and market analysis that helps you zero in on the issues that influence your growth potential.

II. MARKETING STRATEGY

"Nothing is more terrible than activity without insight." - Thomas Carlyle

Segmentation, branding, marketing messages, and positioning provide the **framework** for the image that you project during your communications with customers. Market segmentation defines what industries, geographies, and types of customers are most likely to purchase your products and services. Your brand, messages, and positioning provide a unified image for everything that your customers see including brochures, letters, web site, and press releases.

Insight Consulting will help you set your objectives, define your market, develop your marketing messages, create a brand and tag line to promote your products and services, and increase critical "mindshare" with your current and potential customers.

III. PROMOTIONS PLAN

"Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat." - Sun Tzu

A comprehensive but highly targeted and prioritized promotions plan makes the most of your marketing expenditures. It takes the range of possibilities, including advertising, public relations, Internet marketing, brochures, direct mail, networking, trade shows, and partnerships/alliances, and determines which will be the most effective for your business. The plan provides detailed information about how to proceed with implementation.

Insight Consulting will develop a promotions plan that will integrate your industry and market analysis, apply your marketing strategy, and provide you with a **smart approach** to growing your business. We can also help you implement your plan.

SMART MARKETING

"By failing to prepare, you are preparing to fail."
- Benjamin Franklin

A marketing plan provides a **powerful, cohesive blueprint** that provides insight to your industry and market, clarifies your marketing strategy, and evaluates and prioritizes your many promotional options. The marketing plan represents a fully integrated approach in which each element of the plan builds on every other element.

You might be tempted to save time by jumping straight to the tactics and skipping all those planning steps. And **Insight Consulting** can help you with brochures, web sites, direct mail, and more.

But, **creating a marketing plan first is a smart step** to take when building your business. It provides you with objectives and goals, and details the steps you will take to achieve those goals. The plan focuses on your customers, how your products and services meet their wants and needs, and techniques for communicating with your customers.

Insight Consulting will bring your plans to life by applying our years of **experience**, our business **knowledge**, the value of an **"insightful outsider"** view of your business, modular **flexibility**, and **affordable** pricing. We will develop a complete marketing plan or develop specific promotional materials. Plus, we can help you with implementation.

For a complimentary consultation, call us today!

INSIGHT CONSULTING MARKETING PLAN PRICING

Bronze Level:	\$900
Silver Level:	\$2,000
Gold Level:	\$7,500
Platinum Level:	\$12,000+

Insight Consulting has **flexible pricing** to address our customers' wide range of needs.

During our complimentary initial consultation, we review your marketing needs and determine the pricing plan that is right for you.

Marketing Plan Review: Already have a marketing plan but want an impartial review by an insightful outsider? For only \$500, we will review your marketing plan and provide detailed, written feedback.



Contact Insight Consulting for a complimentary consultation to learn how we can help your business grow.

Visit our website at:

www.insightactionimpact.com

Contact us at:

info@insightactionimpact.com

or

Jean Woods - Indianapolis
(317) 578-8623

Peggy Morrow - Chicago area
(847) 252-7445

Why Insight Consulting?

Customization

- We provide extensive marketing support tailored to the individual needs of your small (up to five hundred employee) business
- We avoid bureaucracy and high overhead costs to provide you the quality consulting services you may have thought only large businesses could afford

Expertise

- We use our technology skills and expertise to evaluate complex issues
- We assess where your company is today and what is happening in your industry
- We help you grow your business by developing objectives and plans to achieve your goals
- We analyze issues and recommend the course of action
- We apply our business experience to provide a fresh perspective to your business challenges

Results

- We develop revenue generating and expense control tactics
- We use efficient and effective processes to obtain your desired results
- We ensure appropriate metrics are in place to validate the impact of actions taken
- We modularize our recommendations so that you can implement according to your timeline