

Market Strategy and Roadmap

National ICT Service Provider



Develop a Scalable Program to Deepen Customer Relations

Case Study

Situation

Our client had increased its customer base over 10 fold but had not implemented changes to how marketing and communications were performed to support this larger group of customers. They needed a strategy and approach to scaling their relations effectively while also deepening them. Additionally, they had a proliferation of brands that were unrelated by product or service as well as a master brand that was losing brand capital because of its specificity. They needed a revised brand strategy.

Project Objective

- Develop a point of view on the brand strategy for the organization
- Develop a market strategy that will assist the organization on focusing its marketing and communication priorities
- Develop a segmentation framework to guide its differential investment strategy
- Create a marketing roadmap that covers marketing programs, channel utilization and relationship management
- Develop a communications and messaging strategy for key stakeholders

What We Did

- Interviewed key customers at various lifecycle stages to glean insights about how to improve communications and marketing programs
- Worked with a primary research company to identify emotional levers with their customers that could be integrated into the strategy
- Presented a point of view on integrating their brands, a timeframe to achieve this integration, and the potential benefits that could accrue to the organization
- Worked with the client to clearly define their long term business strategy that could form the basis of the marketing strategy
- Developed recommendations for programs specific to channels.
- Performed a competitive assessment of their website to their competition and category leaders
- Developed a segmentation strategy
- Recommended a roadmap that would carry customers from being unaware to advocates for the organization that included messaging recommendations, value propositions by segment, channel utilization, measurement guidelines, and phases for deployment.

Results

- Information about results are client confidential.