



Where marketing can make all the difference

Case study 1: Technoforce – Start up / 1-2 years into business

Their challenge: Getting into the industry has been harder than imagined – Technoforce's target customers just do not know who they are. This makes getting appointments for new business very difficult for Technoforce's sales team. While the company's products are great and everyone they speak with is positive, this has not translated into new business. The clients they do have only give them small jobs – for some reason they don't want to take a chance on Technoforce with big contracts and sales spend. How do they create a presence for themselves in the market, build their credibility and increase sales?

Solution: It's time for some clever marketing!

Case study 2: IT World – Established company at a hiatus in sales – where to next?

Their challenge: IT World's current clients are happy but new business is not forthcoming. The market seems to be saturated by other companies that are offering similar products. To keep existing business, IT World has been pushed to make substantial reductions in price but they are concerned that this move will also damage their brand. They see that the way forward for them is to explore new market segments: interstate and with slightly larger organisations... but they don't know how to take themselves to the next level.

Solution: It's time for some clever marketing!

Case study 3: Servers 'R' Us – Re-branding / extending brand & products

Their challenge: Servers 'R' Us has always been very successful in their market segment. Their extensive experience in the market and well known brand has enabled them to develop new solutions. Servers 'R' Us is now looking to introduce their new products to market, but are concerned by the fact that their clients only identify them with their unique product the 'Super Duper Server' (SDS). How will they communicate the real business advantages of their intended new offerings to their current customers and create new customers?

Solution: It's time for some clever marketing!





Give your business a quick 'marketing health check'

1. Have you clearly defined what it is that you are offering to the market? Yes No
2. Do you know your key audience(s) and are you communicating with them? Yes No
3. Do you understand the real needs of your customers and the challenges they face? Yes No
4. Do you have a strategy for distributing your product or service to the market? Yes No
5. Is your brand known in your marketplace? Yes No
6. Do you know who your competitors are and how they market to their customers? Yes No
7. Do you have an 'elevator pitch' for your company and service offering? Yes No
8. Do you have a suite of marketing collateral (brochures, website etc) that clearly communicate your service offering(s) Yes No
9. Have you sought media coverage? Yes No
10. Are you constantly looking at ways to extend your target market or build future markets? Yes No

If you answered 'No' to any of these questions, it's probably time to seek some marketing advice.

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