


## *Marketing Strategies and Solutions that Work*



**WE HEAR YOU.**

I understand the challenges businesses and startups face in resonating within their market. You need a clear mission and robust strategy rooted in market and audience understanding. You need the extra hands and skill-set stack to deliver innovative targeted multi-media campaigns that grab attention. And of course, you want to see tangible results that make your investment worthwhile.

**The good news is, I can help.**

*"Listening is magnetic... When we are listened to, it creates us, makes us unfold and expand." Karl A. Menninger*

## **3 Step Approach**

### **Step 1. CHEMISTRY**

We start with an initial 'Chemistry' conversation that forms the basis for me go away and translate my understanding of your vision and goals. I then provide a '**draft proposal**', **it will start to;**

- Translate the vision, goals and timelines to inform our strategy
- Pose potential marketing activities in a modular package
- Signal potential marketing budgets and KPIs

### **STEP 2. COLLABORATE**

Next, a follow-up session to fine-tune the strategy staying true to your vision and goals and collaboratively develop a practical plan that will drive your business forward. **This is your 'final proposal', it will;**

- Align strategy to goals, objectives, KPIs
- Establish the marketing plan and performance monitoring
- Provide timelines, media budgets and quote for my services

### **STEP 3. CONTRACT**

The final step. I will edit and resend the final proposal for review including the contract to sign so we can start working together.

Until this point all of my input is totally **cost and commitment free**.

I design my marketing plans in a flexible, modular way - anchored in strategic outcomes and results - so that you can tailor it according to available budget and resource.

### **Market analysis**

Keeping an eye on market trends, competition, and addressing the strengths and weaknesses, opportunities and threats that exist for your company, the industry and the market highlights areas we need to focus.

- Competition analysis
- SWOT analysis
- Market trends; challenges & opportunities

### **Audience research**

An in-depth understanding of who your target audience is and their needs enables me to better provide you with an effective plan to influence targeted segments based on common demographics, attitudes and behaviours.

- Identify target segments
- Create personas
- Engagement plan

### **Business Strategy**

Develop a unique value proposition that highlights the competitive advantages of the business, aligning it closely with the identified market trends to resonate with target customers

### **Marketing Strategy**

Once we are crystal clear of our strategic goals and positioning, this gives us a strong footing to create a marketing strategy and plans based on objectives with measurable success metrics.

effectively.

- Leverage market trends and competitor insights
- Position your business strategically in the market
- Strong market entry and sustainable growth

- Set clear objectives aligned with your goals
- Develop targeted campaigns to drive results.
- Data-driven approach to optimise performance

## Brand review

Evaluate brand positioning, messaging consistency, and target audience alignment to identify areas you can improve your brand performance.

- Prepare briefs to tighten/ create new branding
- Positioning, messaging, TOV review
- Detailed brand guidelines and documentation

## Experience review

Review the customer journey to identify pain points, opportunities for improvement and areas of strength leading to improved retention rates, increased customer satisfaction and loyalty.

- Current state journey mapping
- Craft future-state end-to-end journeys
- Personalised, seamless customer experiences

## Campaign planning

Your marketing strategy will include bespoke campaign planning to help your businesses achieve your goals with creative concepts to enter markets, communities and conversations.

- Pitch campaign concepts
- Timelines and success metrics
- The recommended mix of marketing channels

## Creative assets

I will ensure you are in the rare 5% of brands that create tight briefs for their creators. I work hand-in-hand with my network of talented editors, designers and copywriters to fulfil campaign and core brand assets.





### **PERSONALISED**

Every marketing plan is built in a modular way and each module is bespoke to your unique needs.

### **SKILL-STACKING**

I tap in to my network of skilled creators, designers, editors and techies to provide you a full service.

## ***Don't take my word for it...***

*Zoe is a great mix of creative thinking and data driven decision making and would be an asset to any business. – **Head of Business Transformation & Innovation, Ernst & Young***

*"As a unique product, we relied on Zoe's creativity and excellent marketing skills to position our brand and help us break into our target market. Within our fast-paced, often working late, start-up environment, Zoe relished the challenge and brought a continuous positivity to the team to help us drive through our marketing strategy."*

***– Rob | Dinghy Ltd –***







*Schedule a free consultation today.*

Enquire [here](#)

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