



Marketing Strategy
Development Case Study

AT A GLANCE

Challenges

- Lack of internal resources to evaluate marketing opportunities
- In need of a cohesive marketing plan

Benefits

- Increased focus on best customers
- Developed tactics for approaching key market segments

PROBLEM

One of our favorite case studies is about an industrial transportation company whose owners thought they was missing market opportunities. However, they didn't have the internal resources to evaluate the market and develop a plan to take advantage of these opportunities.

APPROACH

With our Strategy First process, we evaluated the company's situation and conducted primary and secondary market research to develop insight into the market structure and trends. We also analyzed customer profitability. We synthesized findings from the research and analysis into a set of strategic alternatives and presented them to company management. With management buy-in, we developed a detailed marketing plan to implement strategic objectives.

RESULTS

The company increased focus on its best customers and got more business from them. The company also had a better understanding of the industry market segments and its strengths and weaknesses in serving them. Within the marketing plan, we developed tactics for approaching key market segments. As a result, the company generated more leads in these key segments.