

## Customer Acquisition

### Strategic Marketing Planning for Acquiring the Right Type of Customers

Some companies have created a clear and differentiated marketing positioning and are clearly communicating their brand to the marketplace, but are finding that they aren't converting the type of customer they want, or they're spending too much acquiring customers, which creates unprofitable growth.

At this stage, it's all about micro strategies and tactical execution.

#### What I Can Do for You:

I can create micro strategies and tactics that will allow you to profitably target the right customers, focusing on building your pipeline, converting pipeline to customers, and managing them profitably.

This will:

- Provide clarity to your team as to what they should be doing
- Reduce chaos in your marketing and sales department
- Execute your strategic plan for owning mindshare
- Increase the ROI of your marketing and sales investments

#### ASSESSMENTS USED:

My team creates a tactical marketing plan that leverages your brand strategy to acquire the right type of customers. The plan includes recommended marketing and sales activity and channels/campaigns to use. We can include a mix of your resources and/or my relationships with marketing teams to handle the monthly execution work.

#### CERTIFICATIONS:

Over the years I've selected and vetted a small group of marketing professionals to perform this work, who have a proven track record for producing results for my companies and my clients.

