



What do your customers and prospects think about you?

What do you do best?

Where could you improve?

What do they think about your competition?

Who do they think is better?

Why?

Think how much more effectively you could market your business if you had all these answers...

Now you can have all the answers.

Hartley-Stone's Marketing Analysis Programme (MAP) will help you answer these questions, giving you valuable insight into the effects of your marketing and helping you streamline your marketing processes, making them more productive and more cost-effective.



MAP will help you anticipate what your customers want, so you can tailor your products, branding and promotions to what they expect from your market - to what they expect from you.

This means...

- **Marketing revenue and resources are focussed on more productive projects**
- **You can identify the most influential media**
- **Less wasted marketing revenue on dead-end projects**
- **Your company can trade on its perceived strengths**
- **You can understand your competition's perceived weaknesses and use them to your benefit.**
- **You can create messages and branding that communicate your products and services more effectively.**
- **You can correct areas of weakness with a planned strategy**
- **You can identify and reach target customers more easily**



How does MAP work?

Hartley-Stone's interactive 3 stage MAP programme has been created specifically to give you a **dynamic insight** into your **branding** and **promotion**, your **market**, your **competition** and the **attitudes of your customers** and **prospects**. MAP will help you maximise your marketing resources and develop the right message for your customers.

■ Stage 1: Online Questionnaire

We will work with you to create a **tailored questionnaire** leading to the creation of an easy to complete online form, introduced via a link through a deployable email, the online form can be branded with Hartley-Stone's and your own livery (if you wish to be linked to the survey and do not want to remain anonymous. We have found that Individuals respond more openly to requests for opinion in an online form, conducted by a third party, and do not feel pressured as they would with a telephone survey.

Once the questions have been agreed, the bespoke **on-line form** ([see example](#)) is written, coded and tested, for **external** deployment to customers, suppliers, business partners etc. and/or for **internal** use, addressing any number of employees.

The tone of the **introduction** is critical, it needs to convey that the survey is being conducted explicitly by a third party and should stress the importance your company places on the opinion of the person being surveyed. We usually emphasise that responses can be kept **confidential**.

The introduction to the online form can be **deployed** by any of your personnel, from sales people to Managing Directors, to external or internal individuals or to any database. We can also deploy the introductions to the online form on your behalf.

The programme can variously include existing, potential and past customers as well as "friends of the family", suppliers and staff. Any number of online form variants can be created to address each group specifically.



■ Stage 2: Findings and report

All **responses** are gathered by Hartley-Stone for analysis. The findings are collated into **spreadsheets, graphs and tables** ([see example](#)) created to identify **common traits** and **notable exceptions**.

For example; the majority of respondees may believe that your competitors have a much higher presence in your sectors' trade publications, they may not be aware of a product that is very profitable for you, or they may believe you have stopped a product or service that was useful to them.

Respondees may feel you should spend more effort on seminars etc. or that your website should be made more user-friendly and dynamic or that it should have an eCommerce facility. They may believe, for example, that your branding and/or collateral is outdated or does not reflect the true nature of your business.

We find that most interest is often focussed on the way in which the competition is perceived and how the client's business stacks up against them.

Once all the questionnaires are in and have been collated, graphics and tabled information will be presented to you for **discussion and analysis**, in the light of your own understanding of your business and your competition.

"This process was so much better than a telephone survey, it's in no way intrusive and subjects don't feel hurried, they can fill in the online form at their leisure.."

*Joanna Bennett Coles, Managing Director
Atlantic Risk Management*



■ Stage 3: Analysis and Recommendations

Following the **findings meeting**, and based on your response to the trends and opinions that have been identified as significant, Hartley-Stone will produce a considered analysis with recommendations. ([see example](#)).

These **recommendations** will form an overview of your market, your competition and your products and services in the light of the findings stage and our subsequent meetings. They will identify **strengths, weaknesses, opportunities and threats** and detail how these can be addressed from a marketing perspective to help you achieve your defined **corporate goals**.

The report will also outline a costed 'menu' of suggested **marketing initiatives** that we believe your business needs to address in order to realise its goals, whether they be **increased sales, lead generation** or **raised market profile**.

We will generally order the recommendations in terms of what we believe to be the greatest urgency, although there will often be cases where a structured campaign is the best solution, such as where there is no point deploying an email campaign because the corporate website is not properly configured to capitalise on responses.

■ In Conclusion

Companies we have worked with, using MAP, recognise the programme as a logical platform to improve their marketing services. They often find the report and recommendations surprising, generally welcome and sometimes frightening.

Even when the findings are expected, the programme helps to consolidate management opinion and provides a platform for action and focussed marketing initiatives.

For more information on MAP or for an informal discussion about how we can help you with your marketing initiatives, please call us today on 0208 605 9996, [email us](#), or [visit our website](#).



Hartley-Stone and MAP

Hartley-Stone is a multi-discipline, full service marketing agency, specialising in the promotion and advancement of all sizes of business in a wide range of B2B marketplaces including; IT, Manufacturing, Industrial, Professional Services and Commercial Property.

Hartley-Stone has developed MAP to help our clients identify and understand the factors that determine how their own customers are influenced by their branding, promotional tools and marketing activities and those of their competitors.

We believe that this programme is an important cornerstone in building integrated marketing initiatives that raise our clients above their competition and help them realise their corporate goals.



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