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COMPANYX

DEVELOPING BUSINESS OPPORTUNITIES
THROUGH IMPROVED PROMOTIONAL
TOOLS AND INCREASED, TARGETED
MARKETING INITIATIVES

FINDINGS OVERVIEW AND RECOMMENDATIONS

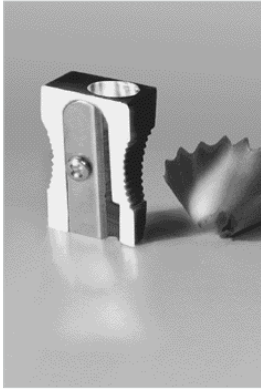
January 20XX

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marketing design advertising



notes

FINDINGS OVERVIEW

The following findings are based on answers submitted on the online questionnaire presented to the the board at a meeting held at XXX on XXX (and includes several subsequent responses which were consistent with the initial findings). This document is not intended to address any management or procedural issues associated with the questionnaire, but outlines how these findings can be used to improve CompanyX's public perception and will form the basis for a revision of CompanyX's branding, presentation and sales tools.

1 Competition

CompanyX appears to have the confidence of its customers in terms of its experience, professionalism and service. This has been sufficient to retain many core customers, but it was felt, largely by existing customers, that ComapnyX's marketing profile may allow others to make inroads into its customer base and that new customers may feel more inclined to go with the competition in preference to Companyx.

Areas related to competition, where improvements were suggested include creating a more dynamic web presence for CompanyX, specifically velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

By this we mean that the web presentation and profile of companies like Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

If Companyx's presentation was able to convey a broader, busier, more corporate business, backed up, as it would be, by its proven experience and high quality service delivery, we believe the company would have a much lower wastage of customers, as it would prove harder for aggressive businesses to lure them away.



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2 Performance, growth and resources.

It was felt, by the majority of respondees, that Companyx's performance in most areas was very good. There seemed to be recognition that Companyx's organic growth is being maintained and that this growth would help to increase resources so that deadlines and expectations are met.

However, the survey revealed some reference to a *perceived* lack of resources, mainly where contracts are conducted using overseas teams and it would seem advantageous to stress overseas credentials and local offices on all advertising as well as on the home page of the website. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Several respondees felt that Companyx should encourage more feedback and generate more communication with its customers, possibly through regular eNewsletters or communication related to specific projects that are being conducted for that customer.

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As stated, this is not a management report and, from a marketing perspective, we can only address the perception issues associated with these comments. In other we need to address customer perception, to find a way to convince current and potential customers that Companyx has the resources to satisfy their needs and we need to help these customers readily appreciate the tools and personnel they will be working with. (see recommendations)



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3 Marketing activities and generation of relationships

Companyx had clearly developed much of its early business, and therefore many of its current and most loyal customers, around one to one interviews, conferences, events, lectures, seminars and training workshops. There were clearly many strong, mutually beneficial relationships still in place that had been generated by this activity.

It was significant that there were no recent cases of businesses that had become customers as a result of this kind of activity. It seems obvious that a regeneration of these activities will be responsible for a greater take-up of CompanyX's services. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Competitors spend much time and resources on corporate entertainment. Although the findings may be influenced by a desire on the part of respondees to benefit from this type of activity, it would appear that entertainment does influence their buying decisions and should be considered more seriously as part of other activities if conducted on a closely targeted basis.

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FINDINGS SUMMARY

The clearest indications from analysis of the online questionnaire, and following discussion in the subsequent related board meeting are:

- Companyx needs to be seen as a busier, more modern, cosmopolitan business with great depth in expertise and resources. Its competitors are often seen as more active and dynamic.
- The business needs to stress and detail its overseas resources on all advertising and web communication.
- CompanyX needs to initiate stronger communications where current hardware projects are being undertaken, including a dedicated series of project updates for service managers and customer team leaders. This would ideally be an extranet. The only caveat is that there needs to be an internal imperative that updates are conducted weekly and customer notifications are deployed.
- Importantly, CompanyX needs to reopen lines of business with current and potential customers through lorem ipsum dolor sit amet, consectetur adipiscing elit, sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- Much of CompanyX's competitors spend time and resources on corporate entertainment, often allied to customer events. Although there is a reluctance to allow CompanyX employees too many resources for entertainment, we would suggest this would be worthwhile activity if conducted on a tightly targetted basis.
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- The business needs to major on its strengths, demonstrating a strong track record, using customer quotations and case studies.



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THE RECOMMENDATIONS

We need to re-appraise the corporate tagline in the light of suggestions for company role and where CompanyX is currently positioned. There were some very good phrases from the survey (for discussion).

WEBSITE

The site needs to be redesigned to portray a busier, more dynamic, vibrant business with clearly indicated product sets. The look of the site should be more Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

The site should demonstrate a clear calendar/timetable of industry events, both third-party Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

There should be significantly stronger emphasis placed on overseas offices and resources, with clear links to take visitors to dedicated natural language areas.

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We should look at ways to encourage more use of the website for client projects, password protected but more easily accessible. Some kind of forum or 'chat room' might well be a way to encourage site activity. (see eMail marketing)

Relevant competition/parallel sites:

<http://www.CompetitorOne.com>

<http://www.CompetitorTwo.com>

<http://www.BusinessPartner.com>

<http://www.OverseasCompared.com>

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THE RECOMMENDATIONS (CONTINUED)

ADVERTISING

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We believe the theme of advertising should echo the new website and portray a more dynamic business, so should be stronger and more thought provoking than recent Companyx advertising. Again stronger emphasis on overseas resources is important.

EMAIL MARKETING - ECARDS AND NEWSLETTERS

An eCard template should be created as an outbound marketing tool to encourage site visits, promote lectures and events and act as a newsletter device for specific groups of individuals.

These cards could be edited directly by Hartley-Stone or we could create templates that can be edited by CompanyX personnel and deployed by them (for discussion) These cards can then be sent following a telesales call, or after a chance meeting. They can also be sent before a call and followed up soon afterwards. They should be used as a sniper approach in tight, clearly defined groups and not a general 'spam' broadcast.

Replies will go to appointed eMail and to appropriate web pages.

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Prices for the activities proposed here are contained in our previous proposal, also attached with this document.

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