

Integrated Planning For Sustained Growth

Personas Reach the right targeted business and technical buyers, influencers, **Use Cases** and other stakeholders **Discover Ideal Customer Profiles** and scenarios that best solve their business issues Campaigns Develop existing customer reten-**Verticals** tion, new customer acquisition, referrals, partner recruitment, Account Based Marketing, sales Construct key industry plans, enablement, and product launches through association strategies, and omni-channel tactics **New Growth** Solutions Expand territories, distribution channels, markets, departments, Nurture and expand products and solutions, and other new look-a-like service launches, expansions and markets upgrades Infrastructure **Technology Planning**

Integrate financial, office productivity, CRM, MA, ERP, and data strategies to accelerate productivity and growth

Develop a solid foundation for strategy, segmentation, brand, product, and marketing mix

Build a scalable staffing model, programs and tools to support the business

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