



## Marketing Strategy Services

by

Brigitte Casemyr of Turfbuilder Marketing, LLC

<b>Marketing Strategy and Marketing Plans</b>	<p>A road map for your go-to-market strategy with new or enhanced product and service offerings, to include a review of target markets, recommendations for lead generation programs, and brand building initiatives. This plan will build upon corporate objectives and business plan, and will suggest activities in phases.</p>
<b>Competitive Research</b>	<p>Knowing the achievements and plans of competitors is crucial to your overall business planning. This research uncovers information about newcomers in your market place, and helps you identify which areas of your own service and product offering that might be vulnerable to a competitive challenge.</p>
<b>Corporate Positioning</b>	<p>A comprehensive analysis and recommendation for your company's desired image and identity in the market place, to include positioning objectives and specific corporate messages.</p>
<b>Development of Lead Generation Programs</b>	<p>Identifying suitable lists for campaigns, managing the rental and production process, developing the direct mail campaign.</p>
<b>Elevator pitch</b>	<p>1-minute elevator pitch highlighting the pain you remedy for companies. This will be useful when you meet people at networking events or any time you need to make a quick introduction.</p>
<b>Marketing Communications</b>	<p>Once your corporate positioning has been defined, the specific messages need to be translated into concrete pieces that will clearly showcase the products, services and business value your company offers: brochures, case studies, articles, white papers, testimonials, web site content, newsletters, outreach through publicity and event, community outreach, and more.</p>

Brigitte Casemyr is a marketing strategist. She has helped organizations increase revenue by initiating influential marketing strategies on national and global scales since the early 80's, through the ups and downs of the economy.

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**Special offer: Get your copy of the The Turfbuilder Marketing Scorecard © at no charge.**

Marketing is often defined as advertising, publicity, direct mail or telemarketing campaigns, planned and executed with creativity, innovation and determination. And yes, it is all that.

But Marketing is first of all a discipline that requires research, analysis, planning and timely executions. Don't have the staff? Let us show you how you can indeed increase your marketing readiness, by assessing each core function of your company. The 100+ questions in the Scorecard will help you, we hope, identify areas where you can quickly improve your marketing readiness and enhance your marketing.

**How to use:**

There are 8 different sections that you can score your organization on:

1. Prospecting
2. Research
3. Marketing Readiness
4. Corporate Positioning
5. Outreach
6. Customer Relations
7. Internal Processes
8. Innovation

Simply enter "1" in the NO column if you CANNOT answer that question in the affirmative; otherwise leave it as "0". When done, go to the Marketing Scorecard Results for a brief analysis.

Email [brigitte@turfbuildermarketing.com](mailto:brigitte@turfbuildermarketing.com) to request a copy of this essential marketing planning tool and we'll send it to you free of charge. We'll simply ask in return that you'd consider us for your next marketing project.

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