



Marketing Minds Consulting Services

Marketing Minds with a difference: business first; marketing second.

Recently, much of the discussion on marketing strategy and brand has been driven by advertising agencies, brand consultancies, and others who have grown up on the “marketing communications” side of business.

This has coincided with considerable debate about the ROI of marketing and the strategic contribution it is able to make to business prosperity.

The Marketing Minds approach originates from a business strategy and senior management background. Successful ownership of marketing strategy, not just agency or consulting backgrounds, has given us a highly commercial perspective.

We believe there is much truth in the statement that “marketing is too important to leave to the marketers”. Marketing should be an interwoven element of a company’s business strategy, and is therefore a topic for general management and executive directors.

Our experience

The sales and marketing professionals behind Marketing Minds have deep marketing and business strategy expertise, acquired through two decades in leadership roles at major organisations.

We have first-hand experience of the many challenges which growing businesses face, especially the need to increase profitability through improved alignment of marketing, sales, brand, and product management activities.

Our approach

Our approach is to focus initially on the bigger picture and then develop a marketing direction that both informs and aligns to medium-term business priorities. In our assignments we work to:

- Understand your challenges and objectives
- Consult with all stake holders to gain clarity and ensure the relevancy of the engagement to the broader organisation
- Agree achievable, actionable outcomes with you
- Seek to minimize expenditure and conclude assignments as rapidly as quality work allows
- Maintain objectivity at all times, focusing on your needs rather than ours
- Collaborate and consult with you through the duration of the assignment, and provide suitable check point progress review opportunities.

Market Strategy and Go-to-Market advisory, implementation, & training services

- Marketing plan development
- Market positioning strategy
- Customer franchise improvement
- Demand generation strategy
- Sales channel planning
- Customer profitability review
- Marketing efficiency review

Insights and Challenges

Market positioning

All businesses should take ownership of their positioning, and differentiate themselves in terms of value delivered to customers.

The best way to predict the future is to create it. Those companies which anticipate and shape market trends have the best opportunity for long-term prosperity. Wherever possible, businesses should improve their competitive positioning by:

- Shaping the nature of market demand,
- Gaining a raw competitive advantage over rivals around customer access, and the delivery or supply side of business.

Customer franchise

Customer franchise is at the heart of demand generation and customer retention activities, since it encompasses customer preference for a brand, buying patterns and behaviour, and sales channel preference. It is related to brand value - although customer franchise goes way beyond brand itself.

Lately, some marketing thought leaders have begun to refer to “customer equity” (linking customer franchise to probable lifetime sales resulting from such relationships).

Delivering customer experience

Brand promises are delivered at all points consumers interact with a brand. These touch points, and the relationships delivered through them, occur right across an organisation. Making this happen requires a clear vision of what attracts customers to the brand, long-term effort, management focus, and - sometimes - cultural change throughout the business.