

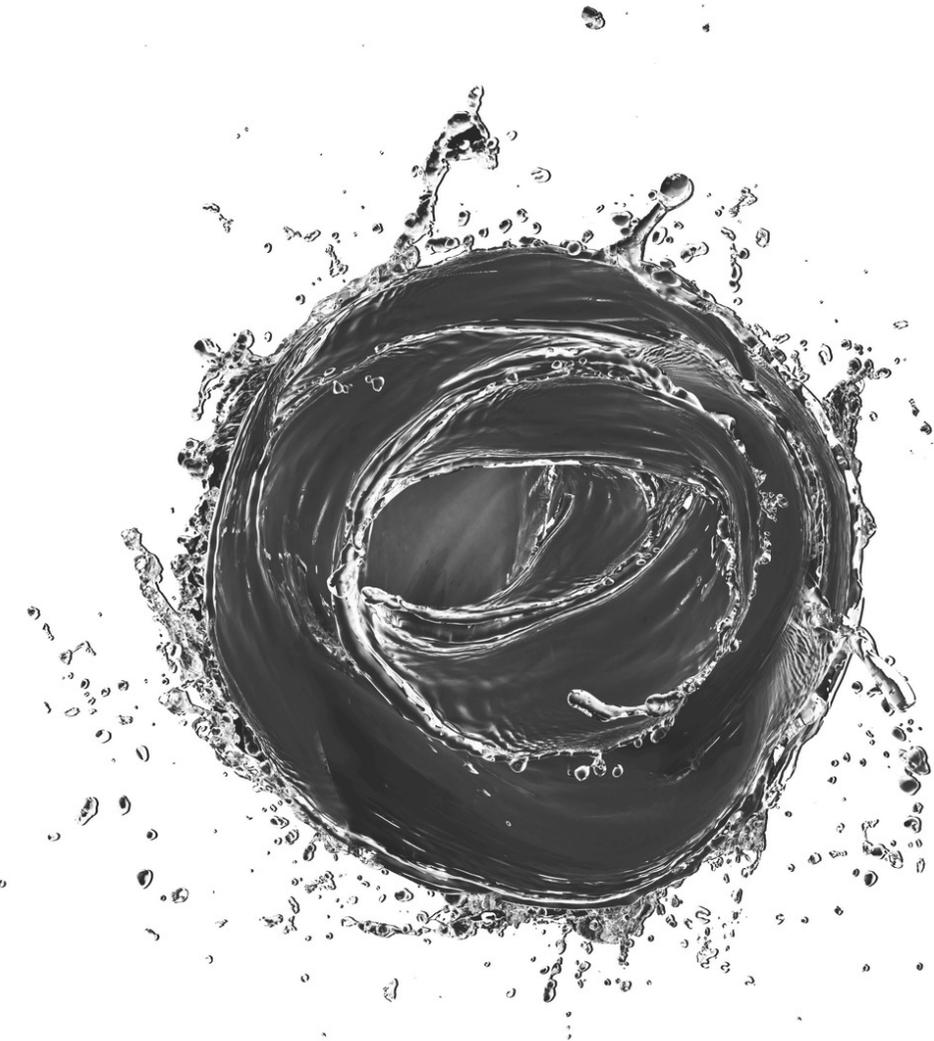


LOU MCGREGOR
STRATEGY

PRESENTS...

THE PRIORITY REPORT

**A Marketing Strategy approach
relevant for today's business.**



THE PRIORITY REPORT

Is a Market approach that considers the proliferation of marketing choice that business owners and corporations are currently faced with.

It is NOT a 50-page in depth 5-year marketing description based on theory and potential activities that 'could' occur in the the next 5 years.

The Marketing priority cuts through the confusion and should be used as a blue-print to begin and continue activities that will make a different to your business from the time you start implementing it.

After working with many clients I have found that they are confused as to

how to integrate their Brand Message with traditional and digital activities

1

How much time and money should they spend on each?

2

Do they need Publicity?

3

Who REALLY are their audiences?

4

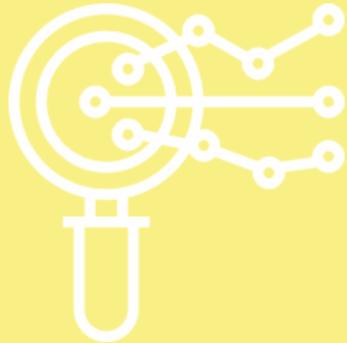
Are they guessing how to reach them?

5

Are they following what the 'experts' say not considering their own unique business purpose?

THE PRIORITY REPORT WILL

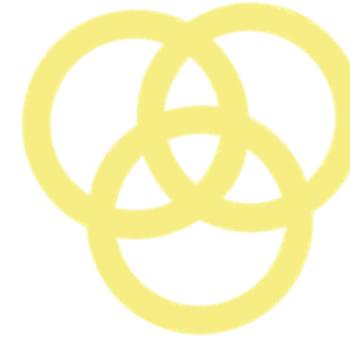
Analyze your current marketing activities; what is working and what is not.



Summary (one page)
Swot with a core focus
on any impending
challenges and
opportunities



Delve into all elements of the marketing mix with their respective mix of tactics, channels, media and activities to determine what is the right mix for your brand or product to move forward:



Advertising
Sales
Promotion
Public Relations
Direct Marketing
Social Media

Schedule a 12-month calendar of recommendations based on the above in order for you to implement with your internal marketing team or external resources immediately.



Priority Report can also assess your marketing budget and recommendations of distribution spend and split.



START ALIGNING YOUR MARKETING PRIORITIES FOR 2017/2018 FROM JUST \$4,200 + GST

*Formal quotation provided once
assessing company
size and needs*

*Combine a Brand Workshop with the
Marketing Priority Report and receive a
15% discount on the total price*


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CREATING BRANDS WITH **FORESIGHT**

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