

YOUR BUSINESS MODEL WORKSHOP

Your business model is the blueprint for your marketing strategy. It is the purpose of your business – how you plan to make a profit from the value you sell to customers. Get this right and your marketing strategy will be easier to develop and more likely to succeed. But knowing where to start or visualizing how everything the business does can affect your value proposition, can be a real challenge.

HOW WE CAN HELP

We can help you answer these questions or simply bring clarity to what you know.

We'll lead you through a total analysis of your business, your market, your value, your ideal customer, and your competition.

Step one - Business model analysis

Get your post-it notes and pens at the ready!

A thought provoking practical session to stimulate thought and bring out the essential points for your business.

Step two – Shaping your marketing strategy

Time to add detail.

Working through our marketing strategy template we will help you build a plan of action to help your business model become a reality.

ASK THESE QUESTIONS

- What is your value proposition?
- Which customer segments are you targeting or looking to target?
- What channels will you deploy to sell and distribute your product?
- How will you manage and maintain customer relationships?
- How do you support your strategic partners?

GET IN TOUCH

To learn more about our marketing strategy workshop or how our other services could help your business, please contact us.