

# STRENGTHEN YOUR MARKETING – FROM ORGANIZATION TO CAMPAIGNS

Is your Marketing spend as efficient and effective as it can be?

Find where the weaknesses lie within your Marketing spend—including ad campaigns and go-to-market tactics—so you can optimize spend and improve ROI.

Our Marketing experts will ensure that your Marketing strategy is clearly defined and effectively executed.

We'll also explore customer engagement and channels in recent campaigns, to improve future performance. The result? Improvement in lead quality and a shortened Sales cycle.

## TURN TO ROSERYAN WHEN YOU NEED:

### Evaluation of Go-to-Market Strategy

How do you know your strategy is the best one? How can it get better?

As you prepare for a new product launch or strategy change, we'll make sure you're making the right moves.

- Implement practical, proven solutions for process improvements and product innovation
- Bring a fresh, expert perspective to your target audience, Sales goals and messaging
- Qualitatively and quantitatively validate the approach before you launch and invest
- Align your Marketing channels and Sales plan with the company's goals

### Assessment of Marketing & Sales Operations

All too often Marketing and Sales teams are operating under disparate priorities and failing to meet expectations because of inefficiencies.

We'll start the process of improving their performance with an expert assessment.

- Evaluate processes, efficiencies and alignment between Marketing and Sales
- Understand current strengths and weaknesses and their effect on your company's growth
- Create customized solutions that improve efficiencies and quicken/close up sales



## Advertising & Paid Media Effectiveness

ROI is not always obvious when a company is working on multiple campaigns, through multiple channels.

- Assess the goal setting and results of recent campaigns
- Evaluate the effectiveness of the message—are the channels the right ones with the right spend?
- Follow the lead-to-sale cycle and uncover any trouble spots
- Use recent insights as Marketing sets future priorities

## ABOUT ROSERYAN

Award-winning RoseRyan is a ZRG company offering on demand leadership, advisory and consulting services in the Finance & Accounting, and Marketing disciplines out of Silicon Valley. Since 1993, our deeply experienced and innovative consulting professionals have unlocked the potential of more than 1,500 companies through outsourced, customized, and full-stack solutions.

Find out more at [www.roseryan.com](http://www.roseryan.com)

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GUIDING YOU TO GREATNESS

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