

BIG PICTURE THINKING + ATTENTION TO DETAIL:

THE KEY PIECES OF AN EFFECTIVE MARKETING PLAN

Where does your idea fit in the marketplace?
Why will it win? Where and how should you sell?

Gain a realistic view and a clear, compelling Marketing strategy, through market research, product positioning, creative development and campaign launches, and e-commerce and Amazon consulting.

TURN TO ROSERYAN WHEN YOU NEED:

Market Research

Successful companies know their customers. What are the largest potential target markets? Who are they? What do they want? And how best to reach them?

Identify and quantify your best prospects, and use these insights to improve your Marketing effectiveness.

- Understand how users and potential users view your product and competitors
- Unearth insights about how they find, learn and buy your product or service
- Define how best to reach them in messaging and distribution

Brand & Product Positioning

We'll map the market to identify white space opportunities and competitive vulnerabilities to help determine what makes your company unique, and then we'll develop scalable Marketing plans that will make your brand stand out.

- Develop a relevant and unique market and product positioning that will drive your growth
- Define compelling messaging that will persuade your target to consider and buy your offering
- Identify the optimal channels for messaging and distribution

Advertising Channel & Messaging Pre-, Post-campaign Testing

Your team has a great concept in mind—but will it be effective?

Put your campaigns through the paces before they launch and then evaluate how they were received.

- Hone your Marketing messages to meet your latest priorities
- Gain practical insights from Marketing experts and prospects as we analyze post-campaign results
- Revisit current strategies, based on real data, to ensure the company only runs the most effective and efficient ad campaigns

E-commerce Consulting

Whether your e-commerce storefront is clunky and lacking visitors, or you're planning to launch your product through Amazon—or both—our e-commerce savvy consultants can set you up for a strong performance.

- Create a scalable, cost-effective e-commerce platform for your product
- Refine your product positioning for a digital audience
- Expertly navigate and improve your partnership with Amazon

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



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