

Strategic Marketing for e-Marketing Companies

WHO IS IT FOR?

Companies developing e-commerce and web sites for enterprises and professional services organisations who want to offer additional services to their clients.

WHY SHOULD YOU BE INTERESTED IN THIS PROGRAM?

Expertek will work with the partner to extend its understanding and reach into their client's organisation, working to help the client develop its marketing strategy; delivering added value to the partner by winning additional revenues and clients.

WHAT IS THE PROPOSITION FOR THE CLIENT?

1. Strategic Marketing Services

Strategic input to a tactically driven marketing area:

- Greater understanding of the value of the client's web presence within integrated marketing communications.
- Resolving issues and improving marketing effectiveness through better development of products/services, segmentation, positioning, propositions, messaging and communications channels.
- Improving the competitive strengths and positioning of the end clients products and services.
- Facilitation of strategy discussions and workshops, using core marketing frameworks.

2. Implementation

- Developing and execution of marketing campaigns.
- Enable Sales to exploit website and e-marketing initiatives.

Extends services to existing clients and provides a new facet to business development, helping to win new clients.

From the end client's perspective:

- Provides an independent view and improvement of marketing strategy.
- More effective use of their marketing budget through the elimination of ineffective expenditure and focus on business generating activities.
- Exploit marketing investments to win more business.

From the partner's perspective:

- Win additional clients and revenue by deeper engagement.
- Develop higher level relationships through assisting with marketing strategy.
- Increase income per client
- Differentiate service

HOW DOES IT FIT WITH EXISTING SERVICES?

WHAT ARE THE BENEFITS?