

# Programme Management

*Launching (and re-launching) products and managing marketing campaigns designed to increase revenues and margins*

## What we do

Are your products launched or leaked? Implementation of marketing plans isn't just a communications activity, it requires programme management expertise and strong marketing skills to set priorities and manage changes. There is also a need to assess the impact on, and manage the interface with, Sales, Manufacturing, Finance, etc.

Expertek provides experienced marketers to manage the process working closely with in-house and external agencies. By providing resource when you want it you can minimise the in-house resources required whilst maximising Marketing's contribution to sales.

## How we do it

### Product Launches

Getting it wrong is not an option, but many product launches fail with sales effort being placed in the wrong area and communication messages being diluted or wrongly targeted. Expertek sees product launch as a long term process across the product lifecycles that requires strong team working and programme management, often when in-house resources are stretched. We will provide focused expertise to get your launch on-track.

Launching a new product or service is a special marketing project that requires more than communications or programme management skills. Expert planning and an understanding of the marketing entry timescales are required together with a strong link to Product Management.

### Sales and Marketing Campaigns

Well targeted and managed campaigns can help increase sales. By working with your sales teams and channels partners we will ensure that campaigns can be effective, minimising wasted effort and delivering on-going improvements to sales. By ensuring the whole process is managed we identify and avoid weak links in the process such as leads management, poor targeting or weak messaging, creating a truly integrated campaign.