

# What's on Your Marketing List?



## Long Term

### Expand your Marketing Capabilities and Resources

- ❑ Develop 6 or 12 month marketing communications plan to open new markets and launch new products.
- ❑ Work with an external marketing team to help manage and drive business development, branding and marketing activities.
- ❑ Outsource marketing project management and supplier coordination so business development managers can spend more time building customer relationships.

### Increase Revenue and Market Share

- ❑ Refine market and customer segmentation strategies to drive new business and focus communications.
- ❑ Increase revenues from turnkey services in custom engineering, prototyping, and systems integration.
- ❑ Develop product launch program coordinating sales initiatives with communications and event support.
- ❑ Leverage alliance investments with joint business development and communications.

## Short Term

### Integrate Company Image and Customer Communications

- ❑ Realign corporate identity and communication themes following merger or consolidation.
- ❑ Strengthen value proposition and messaging across updated web site, print collateral, and lead generation tools.
- ❑ Build micro-marketing and communication programs targeting growth sectors and OEM opportunities.
- ❑ Develop a communications program around trade shows and customer events to improve attendance and lead generation.
- ❑ Create an advertising and public relations program to communicate key messages to customers, media and other stakeholders.

### Increased Sales Productivity

- ❑ Diversify lead generation tools to shorten sales cycle times and improve market share.
- ❑ Update sales tools to help sales people better evaluate customer's situation and customize information.
- ❑ Upgrade proposal process to improve win ratios.



- ➔ marketing
- ➔ customer communications
- ➔ business development
- ➔ photo services

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