



## SAMPLE COMPONENTS: Marketing Services

While scope varies widely depending on a client's stage of development, needs and resources, some typical components of Marketing Services are outlined below. We do not generate tremendous amounts of paper in the process, just enough to generate buy-in and results. Timing and overlap of components in actual projects vary.

STRATEGY	EXECUTION		
MARKETING CORE	IMPLEMENTATION ROADMAP (WITH TIMELINES)	IMPLEMENTATION MANAGEMENT	SUCCESS METRICS
Competitive Assessment	Marketing Programs Definition	Stakeholder Briefings	Key Performance Indicators
Market and Product Segmentation	Marketing and Sales Organization, Responsibilities, Interaction	Organizational Alignment, Training, Recruiting	Performance Targets
Channel Strategy	Cross-Functional Operational Impact Map	On-Site/On-Call Management	Reporting & Feedback Mechanisms
Partner Strategy	(Phased) Implementation Roadmap		
Marketing Technology Strategy	Business Case Development		
SWOT Analysis			
Growth Strategy Recommendations			
Marketing Portfolio Strategy			