

IN THE FACE OF INTENSE GLOBAL COMPETITION, MATURE MARKETS, AND OVERNIGHT CHANGE, EVEN THE BEST-MADE MOUSETRAP NO LONGER GUARANTEES SUCCESS.

Whether your product or service is for consumers or businesses, is “high tech” or “low tech”, the battle for buyers’ attention is as competitive as ever.

READY-FIRE-AIM MISSES TARGETS

If you operate without a plan, business rarely succeeds. “Winging it” typically results in crisis management instead of proactive, strategic program management.

REALISTIC, ACTIONABLE MARKETING PLAN

Borrowing from the children’s fable *The Three Little Pigs*, the marketing plan must be created with bricks rather than straw. The strategies must be strong, built on a foundation of solid data and market intelligence. Tactics and programs must be targeted and actionable, yet nimble to accommodate customers’ demands and react to competitors’ movements. And to make sure the marketing plan does not crumble, it must be strategically aligned. Recommended strategies and tactics must be appropriate for the company and aligned with overall corporate goals, objectives, and budgets.

“Organizations cannot survive by simply reacting to new developments as they occur. Ad hoc marketing will result in inconsistent actions and expenditures, leaving the company vulnerable to more forward-planning competitors.” Philip Kotler

The most successful companies take a planned approach to the marketplace.



Gates and Company marketing specialists analyze a client’s current market position, recommend a course that will help company leaders achieve their objectives, and create innovative and creative marketing programming that directly supports the company’s goals.

SUCCESS IS NOT MEASURED BY THE QUALITY OF THE MARKETING PLAN’S CONTENTS, BUT BY THE QUALITY OF ITS RESULTS.

Clients find our project-based approach effective, flexible, manageable, and valuable.

Methodology

Marketing Research — Market research generates, transmits, and interprets information from the “outside world” that relates directly to the success of the firm’s marketing plans and strategies. **When your competitors know more than you do, you are at a disadvantage.** *Gates and Company* offers a variety of forms of market research and analytical techniques to help bring market understanding into all marketing decisions. *Gates and Company* consultants use their expertise to analyze and interpret data and make recommendations for action.

Channel Development and Integration — Clients and channel members share a common interest: Selling more products and services. *Gates and Company* provides the market insight to help clients design and implement effective and efficient channel strategies. We can determine appropriate channels and the types of activities and support necessary for success within those channels.

Media Planning and Advertising — Different media forms are used for different purposes. Generally, no one specific medium can accomplish all the objectives of a media plan. *Gates and Company* can analyze various media and make recommendations regarding appropriate vehicles and frequency for message delivery that fit your goals, budget, and target audience.

Public and Media Relations (PR) — There is no better way to get press coverage for your company, products, or solutions than through coordinated and focused PR activities. Articles and coverage produced by reporters are generally viewed as unbiased, and therefore tend to be more highly regarded than paid-for advertising. But getting good PR is not easy. *Gates and Company* can help you design and implement a well-defined and targeted PR program.

Communications — To be effective, the communications and promotional strategy must focus on the needs of the target customer and integrate with all other elements of the marketing mix. *Gates and Company* helps clients define messages for target audiences and determine the best campaigns for message delivery.

Corporate Image Development and Brand Building Branding, whether for a company or a particular product, is vital to success in today’s marketplace: Creating and sustaining an emotional tie to the customer. But brand equity doesn’t just happen. *Gates and Company* can help develop your brand(s) into an asset through a strategically planned, well-managed, and integrated combination of marketing programs; provide ideas for corporate and product identity; and create continuing campaigns to sustain the desired brand image.

Other Marketing Activities — *Gates and Company* has helped clients with a myriad of marketing activities such as trade show planning and management, customer service and support program development, pricing, sales force automation and customer relationship management system selection and implementation, and more.

Benefits

Gates and Company’s experienced and talented marketing consultants have been product managers, worldwide marketing directors, publicists, spokespeople, strategic marketing executives, and channel managers, with proven track records of developing innovative, creative, and effective marketing strategies and tactics for companies from early stage through *Fortune* 500.

Our team has successfully positioned companies as leaders in their respective markets and has secured major media (such as CNN, *Washington Post*, and National Public Radio) and strategic partner attention.

Please contact us to learn how your company can benefit from our success-based expertise in effective, powerful marketing strategy.

MARKET TO WIN.