
Arrowspires Ltd – Marketing Newsletter

31st October 2007

Strategic Marketing Management
Business Performance Excellence

A focus on one of the services Arrowspires Ltd offer:

Where Are We Now?

Before a company can decide where it wants to be in the future it should really look at where it is now. If this analysis is not done then all future actions are based on unknown, or shaky, foundations. You wouldn't build a house without knowing if the ground could take the weight, would you?

The basic steps are to conduct a marketing audit and review current marketing effectiveness. The outcome of these gives the leadership of a company an understanding of:

- ✓ The company's current position in the marketplace
- ✓ The opportunities and threats in the marketplace
- ✓ The company's capability to cope with these opportunities and threats

A critical part of the above is to give time to customer analysis. A company may feel that it understands its customers from day-to-day interaction but truly understanding customer behaviour and tracking this knowledge is a powerful tool to creating, communicating and sustaining a competitive advantage

This Marketing Newsletter just touches the surface of what is needed to conduct a robust marketing audit and marketing effectiveness review – This is where Arrowspires Ltd can show you how and guide you through the process.

Arrowspires Ltd – We build strong foundations
