
Arrowspires Ltd – Marketing Newsletter

21st November 2007

Strategic Marketing Management
Business Performance Excellence

A focus on one of the services Arrowspires Ltd offer:

Which Way Is Best?

Following on from last weeks ‘Ways To Get There’ the following needs to be asked when reviewing the potential paths to follow, the following should be asked:

Does the marketing strategy create value for shareholders?

Are there alternative marketing strategies that would create more value?

What risks are there with the assumptions made or what changes may happen in the market?

In studies carried out into marketing effectiveness it has been found that successful companies have the following outlook:

- ✓ A focus on identifying and meeting customer needs
- ✓ A leader who sees marketing as a guiding philosophy for the whole company
- ✓ A willingness to look at longer-term marketing goals rather than just short- term financial targets
- ✓ A vision of expanding the business
- ✓ Importance is given to marketing training

The above questions can be tough to answer if you haven’t collated the right knowledge – This is where Arrowspires Ltd can show you how and guide you through the process.

Arrowspires Ltd – Helping you make the right decision

Colin Lamb

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Arrowspires Ltd

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