

Marketing Performance

"Developing the right product is sometimes the easy part, getting to market & selling it profitably is where most fail".

Whether you're trying to diversify in to new markets, launching a new product, or simply need good marketing support to help generate sales, sometimes the best solution is to get external help.

You Need Rowan's Solution

To improve your marketing function & planning

We review, refine and build marketing functions that will improve how your team works and how it interacts with the rest of the business.

- Marketing planning & strategy
- Marketing organisation design
- Marketing process improvement
- Marketing audit

Product development assistance

Market research can provide all the stats you could wish for. However market intelligence will tell you more than research, it will put you in the strongest position to deliver a product that customers want.

- Emotional drivers, form and function
- Pricing, potential profitability
- Market dynamics
- Competition
- Test selling
- Positioning

To find and exploit new routes to market

Depending on your strategy Rowan can help you with direct, channel & reseller identification, opportunity portfolio management and contract negotiation.

- Market entry strategy

- Implementation

Communications, messaging and sales support material

From brochures to website, direct marketing to PR, Rowan can deliver integrated communications that resonate with your audience.

- Value proposition development
- Sales message construction
- Marketing support services
- Marketing collateral
- Tactical/campaign marketing materials

To resource the change needed to meet revenue & profit objectives

Rowan provides ongoing, outsourced marketing support services to lead the change and bring in the revenue.