

Marketing Strategy Solutions

Strategic solutions to help you dominate your market

INTRODUCTION

A successful marketing strategy in today's cluttered and ultra-competitive marketplace is pivotal to your success. Novaris Group guides your business to the best marketing solutions available and determines successful implementation strategies for the solutions.

Before a marketing strategy can be implemented, your business needs to determine who the target audience is, the best way to reach that audience, and a successful market position.

Unfortunately, a common misconception is that a good marketing plan is simply designing a logo, pamphlet, and advertisement to mail to potential clients. This leads to a disorganized image and unprofitable advertising for the business. In today's marketplace, it is vital to the success of your business to have a clear marketing campaign that is easily distinguished from that of other companies in the same field.

With the help of Novaris Group, your business can create targeted and successful marketing campaigns. By determining a target audience and designing campaigns to appeal to clients' needs, your business will enjoy more profitable benefits from its marketing endeavors.

HIGHLIGHTS

As a full-service marketing agency, Novaris Group is equipped to develop a well-rounded and in-depth marketing strategy. Novaris Group establishes a complete marketing plan to guide a business through the entire process.

A complete marketing plan establishes specific markets, goals, strategies, and consumer needs for your business. With

a complete and effective strategy in place, your business can utilize resources to the fullest and gain greater success in the marketplace.

To determine an effective marketing strategy for your business, Novaris Group employs several avenues:

- Analyzes your market competition
- Develops a SWOT, detailing strengths, weaknesses, opportunities, and threats
- Conducts research to determine environment trends and an appropriate target market
- Employs focus groups, surveys, and other methods to verify needs of the target market
- Creates effective implementation and product launch strategies
- Assigns specific goals and objectives
- Monitors the performance of marketing strategies
- Establishes how to measure marketing campaign success

DETAILS

Novaris Group's marketing strategy solutions are designed as a single integrated package. However, Novaris Group can provide many of the marketing strategy solutions individually.

Market Competition

Your business may have excellent products and prices, but perform unsuccessfully in the marketplace. If competition is unknown, your business has no opportunity

to successfully compete in the market with other companies selling similar products at competitive prices.

Novaris Group guides your business toward competitive success through research of competition in the marketplace. Competitors with similar brands and products are evaluated by Novaris Group regarding their strengths, weaknesses, products, pricing, and target market. Once Novaris Group has evaluated the data and applied it toward strengthening your business, your business is better equipped to gain competitive market advantage.

SWOT Analysis

Marketing research involves knowing the specifics of your business, as well as the details of your marketplace. For Novaris Group to develop an in-depth analysis of your business and its competitive market, a SWOT is developed, classifying the strengths and weaknesses of your business, as well as the opportunities and threats your business faces.

Strengths

Many businesses do not realize what sets them apart from their competitors. By capitalizing on the advantages your business has over other similar businesses, a foundation of characteristics are identified that can be built upon to improve effectiveness.

Novaris Group helps your business examine internal advantages that are a benefit in your marketplace, determines financial standing compared to your competitors, and provides protection against threats.

With an understanding of your business assets, Novaris Group can then guide your business in a direction that capitalizes on internal strengths.

Weaknesses

Many businesses may not understand internal weaknesses that dampen their position in the marketplace. Unfortunately, these weaknesses can cripple a business and hinder opportunities. Weaknesses also burden the effectiveness of a business, its performance, and its ability to overcome threats and meet objectives.

With the assistance of Novaris Group, your business can proactively identify areas of struggle that weaken market position. A problem must be realized before it can be corrected and Novaris Group analyzes weakness in your business and develops solutions to overcome deficiencies and capitalize on strengths.

Opportunities

Changes in the marketplace happen often and may go unnoticed for a time. These changes represent opportunities for your business to take advantage of and profit from opportunities before your competitors do.

With alertness to new developments in the marketplace, Novaris Group enables your business to gain advantage over the competition in new areas of opportunity. If a new need arises in the market, new technology is developed, or a new trend emerges, Novaris Group assists your business in developing an effective plan to enter the area of opportunity and create success in a new arena.

Threats

Potential problems for your business are encountered when you are not prepared to respond properly to market threats. A changing marketplace could make your business obsolete if alterations are not made in your business.

Novaris Group can proactively identify external forces that create pressure for your business and guide your business toward solutions for threats in the marketplace. Changes must be made to overcome threats and Novaris Group helps you implement the necessary changes to respond and thrive in a changing market.

Environmental Trends

Potential trouble arises for a business if trends are not watched. In today's fast-paced world it is easy for a business to fall behind on new aspects in the marketplace and lose ground to competitors. Without proper knowledge of changes in business and customer environment, it is impossible for a business to accurately reach customers.

If your business has been unable to keep abreast of current market trends, Novaris Group can research and analyze those trends for the benefit of your business.

The many facets that Novaris Group looks at when analyzing trends in the market include competitive forces, technological changes, and cultural and economic trends. Once your business is in touch with the latest course of the market it is better able to develop an effective marketing plan.

Target Market

A business cannot survive without a solid client base and a business must know the target market and needs of customers to survive and thrive. Without a specific market to reach, your business has limited potential for success. Without a target market, your dollars are wasted on ineffectual marketing and advertising campaigns, as well as product placement and promotion.

Novaris Group researches and analyzes the market for your business to determine a proper target market. Several variables that Novaris Group looks at when developing a target market include:

- Demographic variables, such as age, ethnicity, income, education, gender, and occupation
- Psychographic variables, such as personality and lifestyle choices
- Behavioral characteristics, such as benefits sought, attitude towards your business, and product usage rate

Once Novaris Group has distinguished a target market, your business can begin to tailor services to meet the needs of your clients.

Research and Implementation

While it is important for your business to determine a target market, the needs, wants, and desires of the market must also be known in order to properly reach the clients. Without knowledge of client needs it is impossible to determine the best products, advertisements, marketing campaigns and promotions to use to reach your customers.

Once the research is completed, it is critical to have an actionable implementation strategy that leverages the knowledge gained through research.

Research Methods

Proper research must be done in order to gain understanding of the best way to reach your target market. Some businesses may believe that randomly mailing surveys will be enough research for the business to build upon. Unfortunately, many of these surveys do not reach the target market nor are returned to the business.

To correctly determine what your market wants, accurate research methods must be employed. Novaris Group is skilled in researching and examining the needs of your customers and uses several research methods:

- **Focus groups:** a small group of consumers who are led by a moderator to freely discuss the subject at hand
- **Surveys:** questionnaires that may be completed in person, through the mail, or online
- **Observation:** information is obtained by observing the consumer rather than directly speaking
- **In-Depth interview:** a one-on-one interview to gain insight into a customer's behavior and thought

Once customer desires have been determined, Novaris Group develops effective strategies that can be implemented in your business to better reach your clients. Specific client desires may include an appealing logo and color scheme, product innovations, and services that will keep customers loyal.

Implementation Strategy

A business cannot launch a new product or service without proper direction. Blind promotions will lead to lost dollars on ineffective marketing campaigns and lackluster sales.

Novaris Group takes the information gained from the market research and apply it to product launch strategies, promotions, and advertising campaigns. The research information will allow Novaris Group to customize these areas in order to best reach your target market. Avenues and designs that appeal to your clients will be used to draw customers to your business and its products and services.

Performance and Success

While your business may have a well-developed marketing plan, how will performance and success be measured? Your products may have considerably high sales and your marketing campaigns may draw in many customers, but what will determine if these numbers are enough to deem a specific marketing campaign a success?

Goals and objectives for your business' marketing campaigns need to be set. Novaris Group guides your business toward reasonable goals and measurable objectives and campaign performance can then be measured against those standards. When Novaris Group has developed these measurable objectives, your business can determine if any changes need to be made to any marketing campaign or to implementation strategies.

BENEFITS

With a custom tailored marketing strategy developed by Novaris Group, your business is situated to reap maximum benefits from its marketing endeavors.

Your business will achieve optimal understanding of your market, competition, and trends. Your client base will be targeted and satisfied with the quality of your products and services. Advertising and marketing dollars will be utilized to the fullest, leading to increased revenues. The success of your marketing campaigns and implementation strategies will be easily measured.

Novaris Group will bring all of these benefits to your business with an integrated marketing system.

THE NOVARIS GROUP ADVANTAGE

Any successful marketing strategy demands an integrated approach. The Novaris Group advantage is this integrated approach. With Novaris Group, you get a "big picture" approach not only for marketing strategy, but for all your marketing, creative, design, and technology needs.

Marketing strategies are a subset of the Novaris Group Roadmap, which is Novaris Group's premier solution set. The Novaris Group Roadmap is the sum of all of Novaris Group's marketing, design, creative, and technology services, customized to suit your needs and available to you for a monthly fee.

With the Novaris Group advantage, you can be assured that your market strategy program will fit seamlessly within your broader marketing and business strategy.

Novaris Group is a new breed of creative services agency serving the needs of businesses competing in the new economy.

Novaris Group's services span the full spectrum of marketing activities. This broad skillset in business, marketing, creative services, and technology leaves Novaris uniquely well-suited to tackle both large and small projects.

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