

Pamela Rasey

Market Intelligence

The Value of Strategy

I work with CEOs, high level management and teams to develop strategies, tools and messages that drive business results.

For any type of project I do with a client, from research to analysis to validations and tool creation, there is always a layer of strategy that sits on top of the development.

This layer involves understanding a client's current offering and market, any related industry trends, competitors and looking at how they position themselves to recognize patterns and differentiators.

It is this evaluation, combined with years of experience analyzing products and services in a range of markets, that gives me the ability to make strong recommendations based on facts.

Telling a Great Story

Who is your target audience? Are you doing a presentation for investors? Creating a website? Working with partners? Or, doing digging to better understand competitors and how their products are pitched and sold?

- Are sales and marketing teams aligned in their messages?
- Can 3rd parties and the media easily understand and talk about your products or services?
- Are there market opportunities being missed?

Good stories are not only found in books. Companies must be able to tell their story just as effectively. And, opportunities don't just happen – they take research, planning and implementation.

Services

Research

- Targeted Market Research
- Competitive Analysis
- Opportunity & Gap Analysis
- Voice of the Customer Validations
- SWOT Analysis and more...

Strategy & Tools

- Market Positioning
- Go-to-Market Strategy
- Brand Strategy
- Marketing Tools

Process

- Understand project goals and expectations
- Elevator Pitch Test
- Review current materials (websites, brochures, sales pitches, etc.)
- Gather a competitor list
- Gap & opportunity analysis
- Determine next steps and scope of mandate together with client

“

Do people easily understand your offering, what category it is in and the benefits it brings them?

”