

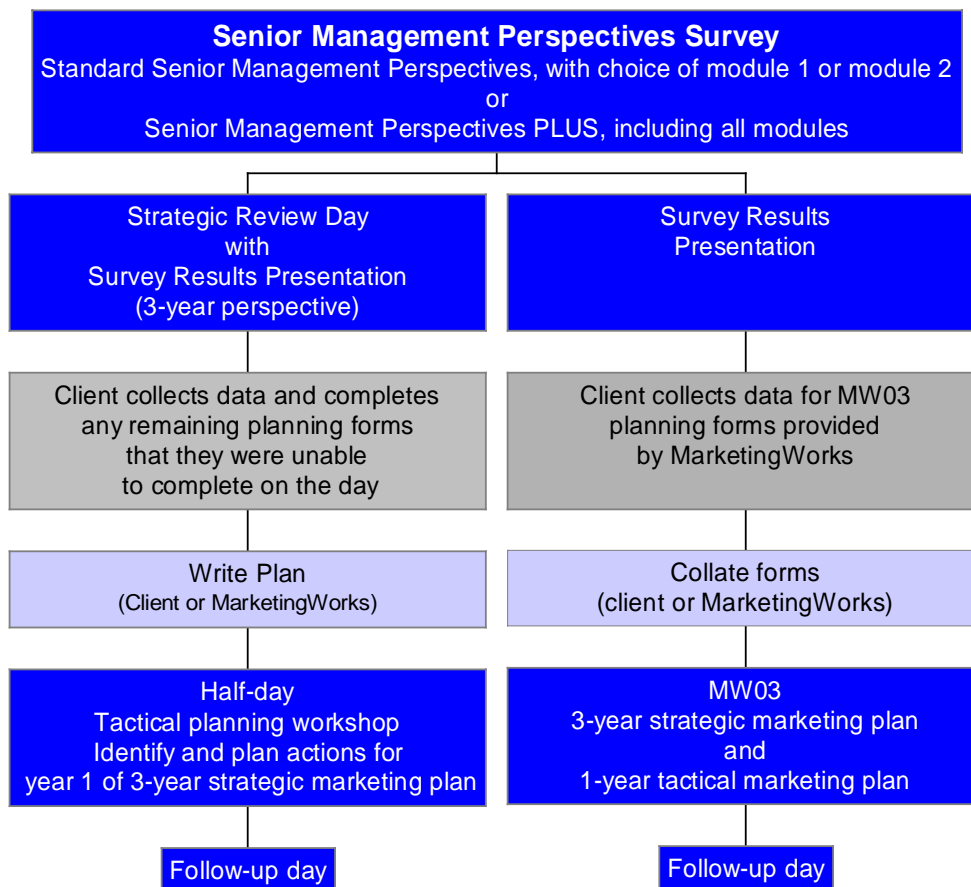
Stress-less marketing planning

Three reasons to follow the MarketingWorks market planning map:

1. It's a logical, easy to follow fast-track process for construction professionals not regularly involved in marketing planning
2. It ensures your marketing activities underpin your business plan
3. It secures the buy-in of senior management
 - a. You leave the day with a clear plan of action
 - b. You avoid the risk of shared vision at strategic level and different interpretations at operational level

We propose one of the following alternative approaches.

MarketingWorks Strategic Marketing Planning Process





The Senior Management Perspectives Survey is the ideal mechanism for rapidly capturing the perceptions, ideas and concerns of your management team and creating one concise picture of your business competitiveness.

MarketingWorks provides an accurate, unbiased and constructive analysis of your information and gives advice and a range of options and recommendations for future strategies.

It is the logical first stage of any business planning cycle and helps senior managers to realign the key areas that need addressing in any cultural change process. This confidential process draws out senior managers' views on the services provided to clients and whether they believe they will be playing a continuing role in existing clients' future plans. Our recommendations on the findings provide the foundation for a change in approach to winning profitable new work.

Next Steps

For details of the Senior Management Perspectives Survey, click on the link below:

<http://www.marketingworks.co.uk/business-analysis/business-solution.php4>

For details of the knowledge transfer workshop, 'How to develop and implement your marketing plan' to guide you through the marketing planning process, see:

<http://www.marketingworks.co.uk/marketing-planning/market-solution.php4>

Prices for the Senior Management Perspectives Survey start from £98/ head +VAT (minimum 10 respondents), and workshops from £1495 +VAT.