

creo marketing Proven Five-Phase Process for Marketing Results and Continuous Improvement

1 Strategic Planning

- Discovery & Marketing Audit
- External & Internal Assessments
- Market, Competitor Analysis
- Customer Research & Personas

2 Brand Development

- Purpose, Mission, Vision
- Brand Architecture
- Brand Positioning
- Brand Personality and Voice
- Brand Message Platform
- Brand Identity & Standards

5 Measure & Refine

- Results & Metrics Analysis
- Refine, Improve & Continue

3 Marketing Planning

- Marketing Plan Development
- Objectives, KPIs and Metrics
- Budgeting & Resource Allocation
- Go-to-Market & Brand Activation Plans
- Calendars & Production Schedules
- Campaign Planning

4 Marketing Execution

- Ad Campaign Implementation
- Email Marketing Execution
- Website & SEO Development
- Content Production
- PR Program Launch
- Events and Tradeshows

