

Strategic Marketing Planning for B2B Companies

Mezzanine provides a complete marketing solution for mid-market B2B companies. Here's how it works:



Phase 1: Road Map

We rapidly build a strategic and tactical marketing road map.

The road map covers:

- Marketing Strategy: Target markets, positioning and messaging
- Tactics
- Calendar
- Budget
- Metrics

Phase 2: Execution

We can take responsibility for implementing the road map. We do this through:

- Marketing team – Marketing Director as point person with support team of specialists
- Responsible for managing all aspects of plan
- Regular reporting (weekly, bi-monthly, semi-annually) on progress to objectives
- Identify and adapt to opportunities as they arise

DETAILS: 3 Week Strategic Marketing Planning Process

- Team marketing workshop
- Independent competitive assessment
- 12-Month marketing action plan
- Marketing KPIs and scorecard
- Marketing and brand audit
- Marketing strategy recommendations
- Marketing budget development
- Review and confirm marketing plan

The cost of developing a Strategic Marketing Plan for a business starts at \$7500



The Mezzanine Group accelerates revenue growth for business-to-business companies through strategic marketing. We build B2B lead generation machines that combine traditional and digital marketing with marketing technology, systems and processes to deliver powerful and consistent revenues. We've helped over 250 B2B companies in complex and niche industries accelerate growth. www.themezzaninegroup.com

The Mezzanine Group • 500 King St West, Suite 300, Toronto, ON M5V 1L9
info@themezzaninegroup.com • 416.583.5831

Call or email for more information: (416) 583-5831 or info@themezzaninegroup.com