

Brand Filter

- Market Position
- Brand Profile
- Tactics

Market Review

- Industry Considerations
- Competitive Advantages
- Promotional Research
- Corporate Environment
- Purchasing Behaviour
- Price/Value Proposition
- Market Opportunity
- Purchasing Process
- Recognition
- Market Demand
- Communications Program

Database

- Customers
- Influencers
- Prospects

Results

- Program Analysis
- ROI/ROO

Program Plan & Execution

Myriad's Strategic Target Planning Process™

Tactics

- Telemarketing
- Trade Shows
- Sponsorship
- Direct Mail
- Seminars
- Events
- Webcasting (Live & On Demand)
- Online Advertising
- e-Marketing

Marketing Response

- Electronic
- Written
- Voice

Closing the Loop

Lead Generation

- Data Capture
- Data Analysis

Results

- Fast Track to MARCOMM (On-going Campaigns & Communications)
- Into Sales

Sales Strategy

- Audience Prioritization
- Tactical Outreach (Or Execution)
- Contact Management
- Pitch/Offer/Close
- On-going Communication Updates

Myriad's Closed Loop Marketing Process

MARCOMM

