



Strategic Messaging That Gets Results

First, we meet with our clients to discuss the project scope, establish timelines, and gather all documents necessary to start the project. While every company's problems are unique, all projects use TCM's phase approach to customize the solution. Each phase is made up of specific tasks. A project can be any one or all three of the phases depending on the client's needs. Each phase is capable of being priced separately and producing standalone deliverables.

PHASE 1: STRATEGIC UNDERSTANDING



MARKET ENVIRONMENT

- Customer Problem
- Market Definition
- Industry Competition
- Market Demand



TARGET MARKET

- Customer Segmentation
- Customer Experience
- Customer Decision Journey



VALUE PROPOSITION

- Brand Blueprint
- Pricing Strategy
- Positioning Strategy

PHASE 2: OMNICHANNEL MARKETING



- Performance Objectives
- Target Segments
- Messaging Strategy
- Digital Channel Integration

PHASE 3: FINANCIAL RESULTS



- Return on Marketing Investment
- Business Performance Pro Forma
- Analyses for Investor

FINAL REPORT: During this meeting we will review all the materials that have been completed for the project and answer any questions or remaining concerns. At the conclusion of this meeting the client will be given a binder that includes all research and analysis, meeting presentations, and campaign activation instructions.

