
Marketing Assessment

Building a business is like building a house.

A good foundation starts from the building blocks and doing construction work, subsequently adding features and details to increase value and usability.

Therefore, the blocks you use need to be stable and of good quality. One of the essential business blocks is the marketing strategy of your company. When designed well, it will serve as a blueprint for optimum utilisation of your resources.

Adding features, i.e. defining the business objectives will make the input for strategic planning that will help you reach and connect with your target audience, increasing sales and growing your business in the long run.

The evolution process of a strategy can be divided into four categories:



Ideation



Problem definition



Problem solving



Implementation

When completed carefully, the resulting strategy will become a tool for enhancing details that create additional value to your customers, which means that you get the opportunities to build brand equity, increase market share, create competitive advantage and eventually increase sales and grow your business.

SEEBA helps you throughout this process and offers full support in all its aspects.
We don't only help you build your house. We make it feel like home.

How we address this challenge

Our main objective is to help you create a vital marketing strategy for your business. With our personal and professional approach, we discuss and analyse the situation, identify the issues and develop a plan on how to address them.

By analysing the environment, we create a bigger picture for you. It consists of internal and external factors that have an impact on your business, allowing you to see how your company is positioned, which conditions are set on the market and which opportunities you could go after.

However, our support goes beyond that. After helping you understand all the information, we continue to guide you in creating the appropriate strategy and design the steps for its implementation. For a smart business, you need a "SMART" strategy. Our experience allows us to oversee all relevant factors and integrate them in the most effective solution that adapts your situation to the circumstances.

S	Specific. Analyse the environment. Determine who, how and why is involved. Define your objectives and your current position.
M	Measurable. How can we measure those objectives? How do you track changes and progress?
A	Attainable. What are your actual capabilities? What opportunities there are? How much potential do you have to reach desired outcomes?
R	Relevant. Do your goals match with the target market's demands? Does your customer need your product? How does he perceive it?
T	Timely. How much time do you need to develop the desired CRM? How fast do you plan to increase your sales? How many resources are you ready to allocate in this?

It is vital to create a clear image of your ideal customer and map his needs and preferences. Good knowledge of market demand is a foundation for adequate resources management. We help you allocate your resources to the most prolific areas.

What we do



Marketing Analysis

Understanding a company's current position is a precondition for any decision-making process. To do so, we conduct a brief analysis of your company's internal and external factors and the environment. This allows us to portray the market conditions and determine what role your business plays in it. Gathering the information and knowing what to do with it can be challenging and time-consuming, yet it is highly significant for forecasting and situation analysis. Obtained results create a foundation for making a blueprint of a good marketing strategy.



Marketing plan

The secret behind a quality marketing plan is in identifying your target audience and understanding its needs. Once you have illuminated your ideal customer, you can observe and understand his needs and behaviour, which allows you to create your product's additional value, hence making a competitive advantage and building brand equity.



Roadmap & planning

Next step is to determine your goals and which tools and tactics to use to achieve them. We help you build your marketing plan blocks and implement the measurable strategy to achieve the most effective and realistic results by creating a visual path of steps to undertake within the specific timeframe.

Why is this important

One of the main things to understand for all SMEs is that, whether you are entering the B2B or B2C market, you have to be prepared for strong competition and abiding challenges. Good preparation and tools help you reduce the risk of being beaten by competitors in various aspects, such as sales, market share and number of customers.

Most SMEs are challenged to swim with the big fish in the business and consumer market. Failing to recognise the significance of marketing strategy and doing good preparation, eventually makes you lose to your competitors in terms of sales and market share, allowing you to gain and retain a smaller number of customers.

Putting your focus on resolving those issues will further have you miss out on the opportunity for better targeting and creates gaps you cannot fill, thus leading to poor execution.

Remember, to build a house, you need to make the best use of your tools and resources. The right approach and smart decisions are what makes a business successful.

There are numerous factors to be taken into account when developing a marketing strategy. Proper decisions will create an additional value for your business which is the primary interest of your customers.

We help you increase and retain those customers.

The package includes a marketing assessment, three consulting meetings and the creation of short-term and long-term plans, that will help you and your company to navigate confidently towards the desired destination.

Closing the gap between **business** and **technology**



SEEBBA Nordics - Head Office

Östermalmstorg 1, 11442, Stockholm,
Sweden
+46 8 – 501 645 20



SEEBBA Balkans - Branch Office

Ferhadija 16, 71000, Sarajevo,
Bosnia and Herzegovina
+387 62 932 757

www.seeba.se
info@seeba.se