

MARKETING CONSULTING

Expand your markets and increase your profits

Every product, service, and company has unrealized sales and profit potential. Market research and a well designed marketing strategy can enable company to realize its potential in a full measure.

VGM Partners offers marketing consulting services which can expand your markets, significantly increase your product sales volume, customer base and customer satisfaction and improve your corporate image thus increasing company's profitability. Our company is deeply engaged in marketing audit, research and analysis of the product market, consumer attitude and behavior, present or potential performance of a product on the market, marketing strategy development and implementation.

VGM Partners uses a collaborative approach, working with clients to find individual solutions for each company.

Our Services

▪ Marketing Audit (Diagnosis)

Our marketing audit service provides a thorough assessment of the strengths and weaknesses of your marketing strategy and programs. Marketing audit will help you to understand how your marketing strategy is currently performing and where your company stands in comparison with competitors.

The end result is an objective assessment of how well your marketing program is performing and what kind of marketing strategy should be implemented in your company.

▪ Marketing analysis

Marketing analysis service includes:

- Finding out groups of potential customers, target markets;
- Demand forecasting;
- Consumer attitude and behavior towards product;
- Potential customers' needs;
- Products or services which should be developed to meet their needs;
- Competitors behavior and strategy;
- Analysis of pricing policy efficiency;
- Distribution channels for products and services;

VGM Partners also calculates the level of correlation between investments in advertising, promotion, distribution and such standard performance measures as awareness, consumer behavior, market share and etc.

▪ Marketing Strategy Development

VGM Partners offers the following marketing strategies for products and services:

- New product/service development
- Market segmentation and targeting
- Brand Positioning
- Advertising strategy and media optimization
- Customer service strategy
- Sales and distribution channel strategy Development

We explore all the strategic alternatives available to you, select the one that makes the most sense and then prepare a marketing plan on how to implement that strategy.

▪ Guided Marketing Implementation

Marketing implementation is very important, because it is one of the main reasons of marketing strategy failure. The combination of strong marketing strategy, strong marketing planning and strong marketing implementation is the key formula for success.

VGM Partners offers guided marketing implementation services. We take a three-phased approach to marketing implementation:

- The first phase of marketing implementation is organizational preparedness
- The second phase is a pilot test
- The third phase of marketing implementation is preparations for launch



- **Analytical Modeling**

VGM Partners develops research methods, models, approaches, algorithms, and technology, such as:

- Methodologies and Technology for discovering what consumers really think and how they behave
- Applications of mathematical models for simulated test marketing
- Measuring brand equity
- Marketing investment planning and optimization (ROI)

- Quality of service assessment
- Elaboration of models for specific brands, which allow defining impact of advertising, price, distribution and other factors on sales volume, market share, brand perception and other business indexes

Our marketing planning services replace “guessing with science” and include modeled marketing

