

BRAND ARCHITECTURE®

Many companies fail in the execution of successful marketing and sales programs because they do not start in the right place. All successful sales start with the clear depiction of the target audience and a clear understanding of how the company can meet their needs. This is the beginning of the creation of a successful brand.

We define brand as the powerful affinity of a customer to use the company's services or products over and over again. Companies will create this affinity by consistently meeting and satisfying customer expectations in a way that is relevant and beneficial.

Through a simple, yet sophisticated, facilitated process we guide senior leadership teams through the development of a detailed, actionable and executable brand positioning plan. This plan articulates who the company is and what value they provide to their clients and customers by first examining all the steps indicated on the pie chart.

DIALOGUE MARKETING® – THE PROCESS

An effective dialogue-marketing program sets specific communication objectives at each level of the relationship, as well as processes for identifying the best opportunities for further communication at the sequential stages of client relationship management.

Awareness: At the awareness level, the firm aims to establish recognition of its products and services among a targeted client base. Any marketing medium can be used, but should reflect the degree to which a mass appeal or targeted approach is appropriate.

Consideration: Once a firm determines that a prospect's needs are consistent with its capabilities, it should respond with a series of high-impact materials and programs that spark dialogue specifically around how the firm can meet the prospect's needs. Using a more customized marketing curriculum, the firm begins to tighten the communications loop.

Preference: At the preference stage, the firm's dialogue should become extremely precise and direct—demonstrating that it has heard the prospect's needs and can provide specific solutions to meet them that are better than those offered by the competition.

Sale/After Sales: In this last stage of the relationship, the seller aims to solidify the sale, establish customer loyalty, generate future sales and referrals, and develop friendly, long-term relationships. To maintain and deepen client

Dialogue Marketing™

DIALOGUE MARKETING®

Dialogue Marketing® works because it is based on a simple principle of human nature: people tend to interact with those they already know and trust. It rests on a core concept known as the hierarchy of effects, (a.k.a., the purchase funnel), which describes the process a client undergoes – from first developing a general awareness of a company's capabilities, to understanding the specific benefits the firm can offer, to choosing to become a customer, to finally remaining a client and making referrals.

INWARD'S DIALOGUE MARKETING® METHODOLOGY

Based on this fundamental marketing theorem, Inward Strategic Consulting has developed its proprietary Dialogue Marketing® process. Executed through a powerful two-day Brand Architecture®– Dialogue Marketing® Workshop, we accomplish clarity of vision and management alignment at a highly accelerated pace.



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relationships, high-level company personnel should make the effort to ensure that individuals at client organizations understand they are important and valued.

DIALOGUE MARKETING® – INTEGRATED MARKETING COMMUNICATIONS PLANNING

With a clear brand Positioning Statement as the cornerstone, integrated marketing communication and sales plans can be developed. Tactical plans and programs with specific accountabilities and timetables are quickly developed for each phase of the Dialogue Marketing® process. Integrated Marketing Communications Plans are then developed for the target audience. This accomplished, the development of one, two and three-year strategic marketing plans and budgets is a relatively simple task and can be revisited often at a corporate as well as business unit level.

With the inclusion of database management and a software component, companies are empowered to have an integrated marketing and communications process which:

- Can be customized to clients/classes of clients based on sophisticated data mining/CRM methodologies.
- Supports both traditional as well as e-business models for marketing and/or customer fulfillment.

Inward's approach quickly provides tangible action plans and recommendations that would generally take traditional consulting firms and advertising agencies six months to produce at four times the cost.