

[Rewrites indicated in Purple]

What makes our Canadian marketing company distinct is our proven and effective approach to successfully market businesses today. NEXT Marketing does much more than just create innovative and beautiful **marketing plans**, lots of agencies can do that! The NEXT team of marketing consultants in Vancouver look at the business service and products and creates a **marketing strategy** that positions the solutions to the ideal clients so the business is *needed* (not just *desired*)!

We utilize our proven marketing process (4 Marketing Zones), our critical marketing tools outlined in our “MAP” (Marketing Action Plan) and our amazing team of **marketing consultants in Vancouver** to differentiate your business and provide you with YOUR distinct marketing strategy for success.

NEXT’s Marketing Services create the following deliverables:

BRAND CHATTER™ Review – Company Current Brand Awareness Examination

This is a **marketing service** that slices up your current brand presence and examines where your business is strong, or weak. As with many things in life, without knowing where you are now, you can’t get to where you want to be. This examination of your **brand awareness** finds out how often you are being mentioned online, your current PR, Web site personality, and discovers aspects of your company image you probably did not know existed. We also find out what opportunities you have to create further brand messaging with your target audience.

Competitor BRAND CHATTER™ Review – Competitor Brand Awareness Examination

Knowing your competition is essential in any marketing plan. Our marketing competitive research examines where your competition has strengths or weaknesses in comparison to your own marketing situation at present. We find out what **marketing ideas** they are utilizing, how they are reaching YOUR potential customers, and how they position themselves in the industry as a unique offering.

Target Audience Profiling

When we define your **target market**, we are finding out who your ideal customer is, what they like, how they feel about your industry and a myriad of other things. We also take into account the likelihood of their spending on your product or service, not just their income and expected spending behaviour on similar expenses. Our aim is to attract the best customer possible – the one that trusts and identifies with you, and sees you as a part of their own community. These types of customers will spread your message and become your very own brand ambassador, without feeling like they are ‘selling’ your brand to their network of friends online and offline.

Marketing Strategy Model

Our **marketing strategy** model focuses on the way your marketing initiatives will be carried out. Knowing the information in the business and market research steps described above, we can understand what the predicted outcome of your marketing initiatives will be. As a result, it will help us get you results in a timely way, without losing effectiveness over time.

Marketing Key Messaging

~~Identifying your company's message is an integral part of the marketing we do at NEXT Marketing Agency. Knowing your story, your vulnerabilities, your romances and your aspirations will help your target audience identify with you, and see eye-to-eye with what your goals are as an organization. You are not just in business to make a buck—though that is a major purpose we can't forget. But if that were all, there are other things you could be doing, and other things your target audience could be focusing on. We want to deliver the message that shows them what inspires you and motivates you to serve them with what they want and need.~~

Marketing Critical Statements

Building on the above step, the marketing critical statements will formulate special wording, taglines, sayings and headlines – even content for your Web site and marketing material, which will communicate your marketing key messaging in an effective way. As the old adage goes, it's not *what* you say; it's *how* you say it!

Marketing Campaign Themes

Theming creates memorable moments, images and “ah-has” in your **marketing strategy** deployment. Using graphic design skills, marketing skills and proper marketing copy writing, we put together a theme of marketing material that will get your message across in a recognizable way to your target audience.

Marketing Channel Plan & Schedule

Once all of the above is in place, we can execute on the **marketing strategy** and get you ROI for your investment, as any good marketing plan should do. This is when we pick the best marketing channels to deliver your message according to what matters to your target audience. Be it print, radio advertising or Web media, we take care of the marketing channel selection, budgeting, scheduling and content delivery to build your brand awareness.