

Aim: To develop a marketing plan based on attracting new customers, growing existing and establishing a plan for a consistent presence in the market

A long half day away from the office to work on the business instead of in it. A chance to be challenged about existing marketing habits (what is/is not working) and to be supported to identify and test new ideas.

Agenda:

1. Identify current customers' needs: Stated and unstated
2. Identify where new business will come from
3. Examine the competition (based on pre-research by KPC)
4. Match thinking to existing data (customer information/feedback, website analytics etc)
5. Ensure today's offer meets and exceeds customer needs
6. Measurement and success factors
7. Action and priority plan for on-off line activity

It was extremely useful to think about things from outside of my own business and I appreciated being pushed/ challenged. Going through the journey with three different types of customer was excellent, while the sales journey was excellent at focusing on which bits we are good at, and which bits not.



creative
Always quick on the draw

**Ben Wharin,
Managing Director**

The process of determining our customers' individual requirements and needs was thought provoking and enlightening for us all. KPC helpfully steered the conversation in the right direction and we now have a clearer direction of what we need to achieve. Now to get it done!

furlong flooring



**Mike Symonds,
Managing Director**

**Chris Greenaway,
Managing Director**



I found the session extremely helpful in terms of trying to switch off our normal view of things, which allowed us to get right into the psyche of the person / customer – their requirements, aspirations and goals.