

Marketing Portfolio - Reaching the right customers sustainably

1. Where you stand today

Your marketing portfolio today is a jumble of channels that were planned and channels that were added unplanned. You can't tell exactly which channel has which function and whether some channels even add value or not. You wonder why your marketing often gives leads to sales that later turn out to be a waste of time and misqualified.

2. Where you want to go

Your picture of the future looks different. You want to have a sustainable marketing portfolio that is coherent in the relevant channels and reaches the right customers. You want to measurably increase sales, especially through new customer inquiries, up-sells and cross-sells. You want to get more leverage on the return on investment of your marketing department.

3. Our proven process

- We work with your team to shed bias around existing and untested channels.
- We prioritize channels for opportunities.
- Then we test channels against each other with limited time and money budgets to learn about the channels' contribution to overall performance as well as their individual performance.
- In this way, we put together a portfolio of channels that have a rapid, medium and long-term impact.

4. How long it will take

The process takes 6 months. Afterwards optimization and support.

5. What we need from you

We need top-down commitment from you to avoid building paper tigers.

We need a single point of contact within the company (e.g. Managing Director, Chief Customer Officer, Head of Marketing, Head of Sales).

6. What it costs

From 5.000€ per month + Channel advertising budgets.

7. Frequently asked questions

- Is the Marketing Portfolio a product or a service?
→ It is a service that partly relies on software.
- What is the cooperation with tractionwise like?
→ Very straightforward. We ask you a few essential questions at the beginning to quickly get to know your market. You receive monthly reports on the state of affairs and knowledge.
- What are the outcomes of the process?
→ Channels that work together in the short, medium and long term and reach the right customers.

Company - tractionwise is a customer insights company with the necessary consulting skills for inspiring customer relationships.

Rooted in Bavaria, at home in the world.



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