



# Marketing Flight Plan



You can't reach your destination if you don't have a plan.

## Build a Foolproof Flight Plan to Boost Revenue



Our strategic partner, Strother Communications Group (SCG), provides a package to help manufacturers attract new buyers and grow sales. SCG can help you reach your revenue goals—whether doubling, tripling, or more—and reach them faster. Over the past three decades they have perfected a pathway to revenue growth.

## Insights Reveal Opportunities

First, SCG gets to know your company, customers, and competitors to understand the challenges you face and what your customers find most important. Their proprietary Importance/Performance research locates the intersection of what's most important to your customers and where you perform best, revealing your biggest opportunity to differentiate.

## Messaging Brings Focus

Understanding where you shine and stand apart allows SCG to create the right messaging so future customers can discover you offer exactly what they are looking for. Your messaging suite of 3-5 key points anchored by a memorable positioning statement brings focus to your marketing. Getting the messaging right improves everything.

## Strategy Charts Your Course

Your marketing strategy is then built around what's most important to your target audience. Specific marketing tactics designed to align with the strategy convey the right messaging to consistently attract new buyers. You'll be able to assert your brand leadership in the most productive way, turning marketing expense into an investment. Alongside your sales team SCG can help put your flight plan in motion. They will implement your chosen tactics and monitor what's working best while looking for any needed adjustments. Sometimes the biggest successes follow small course corrections.

## Exceptional Results

SCG's approach is tried and true. Combining in-depth insights with expertly crafted messaging, strategy and highly effective creative—all seamlessly executed—have produced exceptional results for manufacturers across Wisconsin.



## WE HELP MANUFACTURING COMPANIES BECOME MORE PROFITABLE & VALUABLE

WMEP Manufacturing Solutions recognizes that manufacturers face various challenges and we provide proven solutions to these challenges in the following areas:

- Operational Excellence
- Industry Certifications
- Automation & Technology
- Growth & Strategy
- Talent & Culture
- Sustainability

## CONTACT WMEP TODAY:



**Mark Hatzenbeller**  
Northeast Wisconsin  
920.246.0051  
hatzenbeller@wmep.org



**Eric Decker**  
Southern Wisconsin  
414.429.2252  
decker@wmep.org