

SMR — What we do

Market Analysis

Sales Analysis

- Volume
- Pricing Strategy
- Actual Prices
- Configurations

Market Research

Buyers

- Demographics
- Size
- Wants & needs
- Preferences
- Estates survey

Market Analysis

Competitor Analysis

- Identify competitors
- Size, Price, Proximity
- Target Market
- Timing
- Advertising

Market Analysis

Product Audit

- Features & benefits
- Advantages
- Differentiation

Marketing Strategy/ Plan Development

- Objectives
- Competitive Advantage/USP
- Positioning strategy
- Market Segmentation
- Target Market Identification
- Marketing Channel Selection
- Creative Strategy
- Communications Strategy
- Promotional Strategy
- Advertising and Media Strategy
- Community Development Strategy
- Pricing
- Budget

Implementation

- Creative Execution
- Sales Collateral
- Advertising Management (incl. online)
- Signage
- Website & Social Media
- Events
- Communications & PR
- Promotions
- Direct Mail/Email
- Community Development
- Award Submissions
- Sustainability

**Maximise Sales
Outcomes
+
Minimise
Advertising Costs**