



MARKETING STRATEGY

Reach your business goals faster with data-backed, focused & bespoke marketing strategy

The pace of business is always changing. One minute it's a global pandemic, the next is historic inflation. As a business owner, there are many challenges that can slow growth and impact the bottom line. Having the ability to be flexible and adaptive is more important than ever and ultimately creates opportunity. A sound marketing strategy that aligns and punctuates your business strategy can navigate uncertainty and help you focus on where you have the highest probability of success. A strong plan will help you:

- Resource plan
- Better understand your target customer & market
- Find & gain the attention of new prospects & customers
- Expand & move customers through the sales funnel faster
- Become more agile in the market
- Stand apart from your competition



Wild Plum can help

Partnering with Wild Plum will allow you to focus on your core competencies while we transform your marketing focus and approach to grow your business. We develop marketing strategies that will stand apart from the rest and focus your resources where you are most likely to win.

The Wild Plum difference

At Wild Plum, we believe everything begins with the right strategy. We will identify insights through thorough analysis of the market, competition, and your unique strengths. Then, we will build and execute the plan to deliver sustained value creation. We're here to ensure your marketing strategy will achieve your business goals. Wild Plum offers:



**Foundational planning
for campaign
development**



**Market research &
competitive analysis**



**Business development,
growth strategies,
& organizational
transformation**



**Marketing process
development**



**Channel strategy &
program development**



**Foundational planning
for sales enablement**

Our promise

Through our pragmatic and intentional approach, your marketing strategy will align and accelerate your business goals and objectives. You'll dazzle prospects, delight customers, and grow with purpose by:

- **Focusing your efforts more efficiently & effectively**
- **Better targeting & messaging to your ideal customers**
- **Becoming proactive with your marketing throughout the buyer journey**
- **Increasing leads, conversations, & sales**
- **Gaining market share**

Together, we will build a strategy tailored to your business that drives your growth plans. It's time to take your organization to new heights!



Reach out to us at hello@wildplummarketing.com.
We can't wait to work with you.



BRAND STRATEGY

Win the hearts and minds of your customers & employees with a compelling brand

We all recognize it when we see and experience it – a strong brand. They stand the test of time and compel us with their promise that often transcends their product or service. Brand is whatever people think and feel about you. It is bigger than a logo, a name, or a color pallet. Your brand is formed by the totality of impressions and experiences. As such, it can be engineered to enable your business strategy and shape your organization to achieve your vision. A commitment to strong brand building will:

- Attract talent & build passion within your workforce
- Interest the next customer & develop the next market
- Keep & deepen important customer & partner relationships
- Earn equity through loyalty



Wild Plum can help

Wild Plum develops your brand blueprint and the strategies to shape and build it. By beginning with a strong understanding of your strategy and ethos, we will ensure your brand is differentiated and backed by action. Our plan will bring your brand and your business forward.

The Wild Plum difference

We believe a sustainable brand strategy is the foundation for building your reputation with current and new stakeholders. We have helped all kinds of organizations from start-ups to Fortune 500, those serving businesses and consumers, managing integrations, or seeking investment. Our services are developed to be uniquely you. Wild Plum offers:



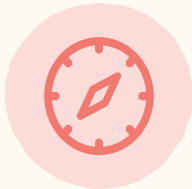
Brand identity & DNA



**Your story, tone of voice,
& messaging**



Voice of customer



**Competitive landscape
assessment**



**Brand campaign
development**



**Employee & partner
program branding**

Our promise

Our thorough, thoughtful, and analytical approach will take the emotion out of the process and put it into your campaigns and the hearts of your employees and customers. We will build your brand strategy that will both follow and enable your business strategy to build:

- **Awareness for your organization**
- **Positive & differentiated associations for your products & services**
- **Affinity to attract new relationships or investments & deepen & evolve the ties with your current employees, partners, & customers**

Together, we will build and activate your brand plan. Let's accelerate your strategy and ignite the passion you have for your organization in others!



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INTEGRATED CAMPAIGNS

Strengthen your funnel & enable your sellers with focused, inspired, integrated marketing campaigns

It takes an average of seven interactions with your brand before a potential customer engages. Today, with so many ways to communicate, buyers are inundated with messages. This creates challenges for businesses to find the right messages and means to effectively engage prospective buyers. By taking an integrated approach to your campaigns, you can cut through the noise and ensure you:

- Focus in the right places & maximize your return on investment
- Manage multiple marketing channels effectively
- Find & gain the attention of new prospects and customers
- Stand apart from your competition
- Communicate the right stories because content is king



Wild Plum can help

Wild Plum is here to bring your business and marketing strategy to life. We translate your objectives into highly targeted, multi-channel campaigns that match the audience's needs with your solution.

The Wild Plum difference

Wild Plum believes that all aspects of marketing need to work together, harmoniously to build your brand, close sales, and grow your business. We focus on creating powerful and consistent messages and experiences for all your prospect interactions through...



Lead generation & brand building campaigns



Account-Based Marketing



Product launches & promotions



Sales & channel enablement programs



Digital & social media strategies



Content strategies & development

Our promise

Our integrated approach to campaigns will connect you more regularly with your customers and maximize your brand visibility. We will develop multi-channel approaches for greater insights into your buyer's behavior and needs while making data-based investment decisions. Unleash the power of your brand and get the most from your marketing with:

- **Sound investments that lead to sustainable growth**
- **Increasing leads, sales, & market share**
- **Compelling & thoughtful customer-focused content**
- **Improving knowledge of your industry, customers & employees**
- **Actionable & quantifiable results**

Together, we will chart a course for success. Get the results you've been waiting for!



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CONTENT & COMMUNICATIONS

Create alignment & engagement through creative content & communications

Communication is the foundation for building trust and alignment. These are essential ingredients for devoted employees and customers. Often, communication breakdown is the culprit for failure and frustration in team projects, customer relationships and struggling brands. After all, what good are your intentions and ideas if nobody knows or understands them? High quality content and communication plans help you:

- Align customers & employees with your strategy, vision, & values
- Create messaging more efficiently & effectively
- Identify the right channels to share your messages & content
- Build stronger relationships with employees, customers, & partners
- Stand apart from your competition
- Develop materials that supports your business strategy & represents your brand



Wild Plum can help

Wild Plum can help. We ensure the right people get the right information at the right time in the best way. By focusing on the “what and how,” you’ll convey what is important and stand apart from the rest. Your content and communications will strengthen strategic alignment and build your brand.

The Wild Plum difference

We believe communication is the cornerstone for successful relationships and business initiatives. We will help you ensure the great stories your brand can tell cut through to the hearts and minds of your stakeholders. And we'll create communication approaches that work with your day-to-day operations. Wild Plum can support your...



Content & communications strategy



Employee communications



Media relations & industry relations



Content & messaging development



Influencer marketing



Social media

Our promise

We aim to identify, develop, and showcase your best stories. To Wild Plum, success comes when all functions and initiatives consider messaging as a core element of their daily work. Because, as the saying “it takes a village” alludes, communication is the key to building a strong community. By considering what others depend on you for and what you depend on others for, thoughtful and effective communication will help you:

- **Strengthen relationships**
- **Achieve results faster**
- **Mitigate misunderstandings**
- **Improve customers & employee satisfaction**

Together, we'll plan and implement content and communication approaches that facilitate understanding, build trust, and create cohesion within your organization and with your customers.



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EXPERIENCES

Build your brand & relationships with bespoke, amazing experiences

The past few years have shown us the importance of human connection and led us to discover new ways of networking, engaging, and collaborating, creating heightened engagement expectations. For new customers, existing clients and your employees, how they interact, relate, and identify with your brand means more now than ever. A focus on experiences will allow your business to meet challenges head-on and can help you:

- Find & gain the attention of new prospects and customers
- Create more meaningful interactions
- Build & maintain your reputation & stand apart from your competition
- Increase industry awareness & education
- Attract & retain talent



Wild Plum can help

Wild Plum builds unique, memorable experiences that create lasting connections. By engaging all senses, our proven strategies ignite people's imagination and emotion to build affinity for your organization and stand out from the competition.

The Wild Plum difference

Experiences are at the heart of everything we do at Wild Plum. You'll benefit from decades of knowledge planning and executing highly successful and engaging internal and external programs – from intimate CXO events to Fortune 100 global conferences. Let's delight and excite your audiences at your...



Sales meetings & incentive events



Partner summits & customer round tables



Trade shows & conferences



Experience, demo, & innovation centers



Media & public relations events



Town halls & employee events

Our promise

Through our integrated approach, your experiences strategy will augment your overall business and marketing goals and objectives. You'll unleash the power of unique engagements and dazzle prospects, customers, and employees by:

- **Amplifying & strengthening your brand**
- **Improving customer & employee loyalty**
- **Increasing leads & sales**
- **Improving knowledge of your industry, customers & employees**
- **Creating organic word-of-mouth publicity**

Together, we'll develop a strategy that fits your needs and integrates with your overall plan. Get ready to exceed all attendee expectations!



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