

Arvada

strategic marketing

inspiring advantage



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marketing consultants



Arvada Strategic Marketing

A Staffordshire based marketing consultancy delivering practical tailored marketing solutions. We believe in transferring our knowledge and skills by working with our clients and adopting a "How To - Can Do" philosophy. Since 1999 we have completed a wide range of local, national and international marketing projects for a number of companies and organisations (of various sizes) in both the public and private sectors. We specialise in the business-to-business sector offering a range of specialist marketing support services.

Marketing Strategy and Management

Arvada uses its experience, expertise and knowledge to help develop, introduce and execute marketing strategies both quickly and effectively. By using our practical approach we work as part of your team to prepare a tailored cost effective marketing strategy.

New Product Development (NPD)

We offer a "hands-on" consultancy package specifically designed to support companies in the development and introduction of new products. This service encompasses all elements of NPD from conception to launch and provides support in developing the market after introduction.



Developing Sales

Arvada has the experience and skills that can support you in the fast and effective introduction of a sales development plan. Our experience gives us the ability to work both within the UK and internationally.

Product Strategy and Management

We are experienced in International Product Management enabling us to support you in the creation of a dynamic product/service strategy aimed at growing your business. We also work with your product team to help develop "True Product Champions".

Business Development Strategy

We have the ability to develop and introduce a strategic plan both quickly and effectively. Our approach to Business Development Planning is designed to create ownership, visibility and understanding throughout the planning process.

Market Mapping and Segmentation

Mapping your market helps identify the various routes your products/services can take to the market together with identifying key influencers and decision makers, enabling you to target your resources both efficiently and effectively.



Sales Force Development

Arvada can offer practical specialised coaching and mentoring to your sales force. This has proven specifically useful in companies that have grown rapidly and reached a point where they have to take a more planned approach to sales activity.

Customer Surveys

Often the availability of time and resources restrict companies from getting valuable feedback from customers. Using Arvada to survey your customers guarantees a rapidly executed survey, an independent interpretation of the results as well as no disruption to your organisation and customer care staff.

Customer Relationship Strategies

After researching both customer strategies and software packages we have prepared an independent, practical consultancy programme aimed at giving you the ability to introduce a customer strategy tailored to your specific needs.

Market Research

We are known for our practical innovative approach to research, having prepared tailored reports for a wide variety of markets and sectors. Whatever the project we aim to deliver practical strategies and recommendations supported by credible information.



Marketing Training and Workshops

We prepare and deliver bespoke sales and marketing workshops. Arvada adopts a practical approach to training, mixing the principles of marketing with workshop style exercises resulting in the ability to apply the various skills in the workplace. The workshops available are:

- Tailored Sales and Marketing Workshops
- Strategic Marketing
- Strategic Marketing in Manufacturing and Distribution
- Effective Selling
- Key Account Management
- Customer Relationship Strategies
- Marketing for the Non-Marketing Manager
- Proactive Customer Awareness
- Introduction to Product Management
- Product Management Academy
- Successful New Product Development
- New Product Marketing



market advantage



product advantage



customer advantage



business advantage

Arvada **Strategic** Marketing Limited

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