



Services Guide



We want to see a world where strategic marketing is common, simple, effective, and understood.

Why Us?



Our vision is to see strategy become common, simple, and effective within business. We believe that for this to happen, there must be a shift in how consultancy is delivered, and that is why we have re-orientated our consultancy method around **education**. When leadership, management, and consultants are aligned, simple, effective, and coherent strategies prevail.

Problem

Consistent **misalignment** between leadership and consultants.



Solution

Initiate the consultancy process with stakeholder **alignment**.



Result

Efficient, and **coherent** strategy development and implementation.



Our Process



1

Education

At Understand Your Marketing we recognise the importance of common knowledge when it comes to delivering effective strategies.

2

Consultation

We're not just consultants; we're partners on your journey to success. Let's elevate your strategy, drive innovation, and navigate the path to sustainable growth together.

3

Management

We provide hands-on support during implementation, offering guidance, monitoring progress, and helping your team make tactical adjustments.

Management

Alignment

Monthly call with agencies and management involved in strategy execution to ensure alignment.

Assessment

Analyse and assess the monthly performance reports.

Communication

Ensure leadership understand what is being measured and the value it is delivering.

Investment



	Exploration	Strategy Consultancy	Strategy Consultancy + Management
Marketing Gap Analysis			
Education Session			
Sector Horizons Report			
Report Analysis			
Company Horizons Report			
Strategy Design & Delivery			
Implementation Connections			
Management (3 mth)			
Price	Free	\$9,999 + GST	\$15,999 + GST

Let's Work Together



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