



Creating a Marketing Strategy

Online and print publishers who reach the highest plateaus of success effectively communicate the core value they offer. Discovering this value is an evolving process, as the market is always moving. Great publishers learn to keep their eyes and ears on their audience and their customers' needs. These publishers seek to continually refine their own marketing message—keeping it fresh, vibrant, and focused on what customers need to know.

Sky Road works with publishers to identify the unique value they offer advertisers and their audiences. We then collaborate and formulate clearly focused, expertly communicated messages. We produce a marketing plan that will position you to realize rapid and steady gains in profitable sales, operational, and marketing results.

Initial Meeting: We spend time with key members of your organization in order to understand your vision, goals, and concerns. At this meeting, we collect your existing marketing communications.

Strategy Brainstorming: During this session we set goals and explore various strategies and tactics.

Strategy Formation: We take the time necessary to analyze our findings and discussions. We then shape a strategic plan designed to achieve the results you are seeking.

Presentation of Strategic Plan: We meet to present our concepts and to collaborate with you to identify the best ideas and we work with you to understand areas of improvement.

Actionable Marketing Strategy: We deliver a strategic marketing plan that will be ready for you to implement. During this phase, we can be available to offer advice or help in executing the plan.

Timeframe: Total: approximately 10-12 weeks—a week or two between the Initial and Strategy Brainstorming sessions, six weeks for the Strategy Formation, and two weeks between the Presentation and the Actionable Marketing Strategy phases.

