

The company without a strategy is willing to try anything

Michael Porter
Harvard Business School



What is strategy?

A good strategy is simply a roadmap that keeps your business focused on its goals. It's a working document that identifies the key objectives you need to achieve. Your strategy is one of the most valuable documents in your business! Corpwrite Strategy provides scalable marketing services that support internal teams to deliver. We're your on-demand marketing team. Good strategy involves many components working together. Here are some of the elements you should consider..



Discover your value proposition

Developing a unique value proposition can help you drive your sales and allow you to have better conversations with your customers. It puts your core business into words. What's the real customer value of your products and services?



Productising your offer

Product or service features don't represent real customer value. Everyone can claim their product best but how do you make sure your offer is different from the competitors and easily understood by customers?



Market segmentation

Too many businesses don't know what their ideal customer looks like. Without a well-crafted plan that segments your market and customers, you're simply creating more unread collateral. How targeted is your marketing?

We also offer:

- Marketing plan development
- Go-to-market planning
- Coaching, facilitation and training

Want help getting more out of your marketing?

Corpwrite Australia is a strategic, results-oriented communication and marketing company providing end to end business services from foundational strategic planning to execution, facilitation and coaching.

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