

# Strategic Marketing

Strategic Marketing means market-oriented company management.

## Description

Every company should act according to the needs of its customers as well as in accordance to the needs of the target markets. In specific situations, either because of market recession, fierce competition or simply when starting a new business, it is even more important to operate strategically.

A universal marketing process, with the aim to communicate the right messaging to the right target audience, may look like this.



## Ashore Consulting

At Ashore Consulting we advise and support you actively in finding the right path to achieve your business goals. We believe that acting in an oriented manner improves the working efficiency dramatically. In practice that means concentrating resources where it matters in order to achieve the desired results.

### **Our offering**

- Market intelligence & market analysis
- Definition of value proposition
- Marketing campaigns
- Business plan
- Marketing strategies
- Communication

### **Our contact details**

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