



 **Strategus Portfolio**
- Strategic Marketing

 **OutMarketing**
- Outsourced Marketing Management

 **NED Services**
- Non-Executive Director Services

The Strategic Portfolio

A range of strategic marketing services for the dynamic business environment

Strategic Marketing Planning

What is it?

A Strategic Marketing Plan focuses on aspects of the business that define what products or services should be developed, how they are priced, what methods are used to promote them and how they are delivered to the customer. This is commonly referred to as the four P's. However, it is more than simply producing a sales forecast and setting a budget. It is a structured way of:

- Identifying a range of options for the business
- Making them explicit in writing
- Formulating marketing objectives which are consistent with the business's overall objectives
- Scheduling and costing specific activities most likely to achieve those objectives.

Benefits

Having a Strategic Marketing Plan means:

- Activities of individuals who interact within the business are coordinated
- Identification of expected or unexpected developments.
- An ability and a means to deal rationally with these situations
- An ability to meet changes when they occur
- Better communications, especially amongst senior management
- Minimization of conflict and the subordination of business goals against those of individuals

Why YMML?

Delivery - YMML will co-ordinate, facilitate and manage, all or any of the stages involved in developing and implementing a Strategic Marketing Plan.

Methodology - Developed through experience. We use tried and tested tools and techniques, and proven methodologies to deliver.

Objectivity - Our independence and objectivity means that we apply rational and pragmatic thought devoid of historical baggage and internal politicking. Our only bias is being customer orientated, which is, after all, the principle perspective of marketing.

Who will benefit from this?

- Anybody responsible for strategy at Senior Management or Board level
- Any organisation that is going through change, or restructuring
- Investors, such as venture capitalists or business angels, who want to have independent and professionally generated evidence their investment has a future
- Start-ups looking for finance or investment that requires a cogent and robust Strategic Marketing Plan to support their proposition
- International organisations looking to establish themselves in the UK or use it as a beachhead into Europe

New Product Development

Mitigating the Risk

A commercially viable product is one that addresses the needs of customers and can be delivered to market profitably. It is a risky business. To mitigate that risk a vigorous and robust process must be gone through. That process should start with an idea or concept and continue beyond the commercial launch. Mitigation of risk comes from assessing at key stages, the viability of the proposition before committing further resources to it. We call it the Staged-Gate Model. Elements include;

- Initial Commercial Screening
- Developing the Product and Business Case
- Test Marketing and Trial
- Market Launch
- Conclusion

YMML's Role in Facilitating the NPD Process

YMML manage the NPD Process from a marketing perspective. We will take responsibility for co-ordinating and managing interaction with cross-functional areas, and for project managing the whole process. We ensure that the quality of assessment is maintained and by working closely with the senior management or your Board and make sure that the direction the process takes is aligned with the fundamental goals and objectives of the business.

YMML's independence and objectivity, backed by our experience in project management, ideally lends itself to leading cross-functional activities such as this. Our tried and trusted methodologies ensure the robust and effective implementation of the NPD process

Customer Relationship Management

There is no doubt about the benefits of CRM based on the premise that it is less expensive to sell to an existing customer than find and sell to new ones. But implementing a CRM strategy can be complicated and demanding - although very effective and efficient once it is up and running.

YMML manages CRM projects from needs-analysis through to implementation. We have first hand experience working in sales, marketing, and IT environments, and managing these cross-functional activities. Our programme and project management skills ensure delivery.

Communications for Change Management

Change can occur in any situation, including restructuring, down-sizing, business integration, merger, acquisition and even the implementation of a major new IT system. Change is unsettling, not just for those it directly affects but for all stakeholders in the business whether they are internal, or external - customers, investors, suppliers, etc.

One of the most important elements of Change Management is the timely and effective management of communications. YMML has experience working with change management to facilitate all aspects of the internal and external communication mix this substantially increase the effectiveness and overall success of any programme of change.

OutMarketing™

The outsourced marketing management solution for the dynamic business environment.

Many businesses do not need, nor can they afford, full time professional marketing management and associated resources.

Most marketing activity can be done on a project/programme basis which means there will be times when your marketing resources are under utilised or other times, when projects overlap, when they become so stretched as to be at risk of failure

OutMarketing Delivers...

...Professional Marketing Management as and when required - marketing resources that deliver to specific programme goals and objectives

Benefits

- Total flexibility in the management of your marketing resources as you only engage us as and when we are needed. This can be on a retained, interim or project basis.
- Our expertise ensures that your marketing budget is spent effectively, either saving you money or adding value to your sales and marketing effort.
- Maintains continuity and knowledge of your business and markets without high retention costs
- Facilitates the retention or increase of market share especially in difficult economic periods
- Leverages market potential with minimal overhead

OutMarketing's Core Services

- Management of Marketing Communication Programmes - *branding, advertising, PR, Web presence, etc.*
- Management of Marketing Services Activities - *design and print, exhibitions, seminars and events, etc.*
- Management of Market Research and Intelligence Projects

NB - all services provided by 3rd party specialists or agencies



Ned Service

The Specialist Non-executive Director Service for Small and Medium Enterprises

This service is aimed at SMEs requiring strategic input on sales and marketing matters at board level. This may be to strengthen or balance the structure of the board, facilitate development and growth, or implement change or strategy.

A non-executive director will bring independence and commercial focus to the role, and unlike a 'consultant' is more committed to the health and welfare of the company.

Our principal directors facilitate this service through flexible contract that meet the needs of your business, while ensuring that we adhere to the obligations and duties that are required of any company director. For more information please ask for a copy of our 'Aspects of Non-Executive Directorships'

Other Services for the SME Sector

Although an independent practice our membership of the UK's premier network of specialist management services enables YMMML to offer a range of services, specifically for the SME sector that include:

Corporate Financing
Corporate Recovery
Mergers and Acquisitions
Company Sales
IPR Licensing

Fee and Charges

We operate a flexible system of fees and charges depending on the exact nature of the assignment, type and length of contract and the level of seniority required. Our aim to ensure that what we charge compared with what we deliver is objectively measured and is fair and equitable.

For businesses in the SME sector there is a wider range of options, such as the partial deferment of fees for equity. As an accredited consultancy, for qualifying projects, government could assistance could be available towards our fees.

Principal Directors



Ian A Younger-Ryan
FISMM, MID, MCIM, AIMC

Ian is Chairman and Managing Director of Younger Marketing Management. He initially founded and developed the concepts that the company delivers today in 1995. As a marketing strategist he remains in active practice, but is also principally responsible for business development and building relationships with clients.

His background is in international interim sales & marketing led business management with a proven track record within B2B, telecoms & commercial market sectors.

Experience of client assignments include market growth, NPD, market research, product launch, PR, sales improvement, product marketing, e-commerce, branding & profitability initiatives within leading-edge market sectors.



Belinda Baker
BA(hons)

Belinda is YMML's Company Secretary and the Director responsible for delivery of *OutMarketing*, the outsourced marketing management service. She has a background of implementing and managing a wide range of activities covering marketing services and marketing communications for companies in the Technology, Training and IT sector. She attained the position of Marketing Director with an e-commerce Company before taking time out to start a family and subsequently join YMML.

Belinda is also responsible for YMML's database of associates, consultants and interim executives who have specialist skills that may be required for specific assignments

Our Pedigree

Some of our clients and organisations we have had the pleasure of working with in the past.

IBM

British Telecom

Toshiba

Sanyo

ntl:

Crown Castle

RAI (Italian Public Broadcaster)

eMerge IT

Softvision

Global Communications

Allied Telesyn

Intelink

Morse

Electrovision

Wellance

Intellicorp

Synon

Prince

SHL Systemhouse

CTEC

Case studies, together with references, for a selection of recent assignments are available on request.

Strategus *n.* Commander or general (*strategist*) in the art of war, who manages an army during the course of a campaign as to impose on the enemy the place, time, and conditions for fighting (*tactics*), preferred by himself.

In Sun Tzu's ***Art of War*** the principle of successful operations in the field was defined as having the ability to take pre-emptive measures and seek quick decisions.



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