

INSIGHTS TO DRIVE YOUR 2020 PLANNING:

Annual Value Proposition Audit



DO YOU KNOW WHAT YOUR CUSTOMERS WANT AND NEED IN 2020?

The world is moving fast, and you need to move with it or risk being left behind. But if you don't have vast budgets or resources how do you innovate to stay relevant? It can be daunting.

The value proposition of any organization is a statement that focuses on how to become and stay relevant to its customers. But no matter who you are, in the last year much has changed in your value proposition, especially in the wants and needs – and expectations – of your customers.

Book your Annual Value Proposition Audit to assess your offering and plan to strengthen it in 2020.

THE HALMYRE MARKETING ECOSYSTEM™

The Value Proposition Audit is based on our comprehensive Halmyre Marketing Ecosystem model, which factors in all aspects of your value proposition:

- **Value Proposition:** features and benefits, customers, competitors, pricing
- **Service Design:** customer experience, digital design, persona-based marketing
- **Data Intelligence:** using your membership data to greatest effect
- **Creative:** carving out a unique brand identity with strong, disciplined visuals
- **Content & Promotions:** breaking through in a TL;DR society (“too long; didn’t read”)

“We knew something just wasn’t adding up. The Value Proposition Audit Halmyre led in late 2018 unpacked and sorted through a bundle of issues and laid out options for strengthening our value proposition to our members, which continues to guide us through 2019.”

Baijul Shukla, Director, Member Services and Strategic Partners, Ontario Society of Professional Engineers

Plan for 2020 with Purpose

Halmyre’s Annual Value Proposition Audit is designed to help prioritize your resources for the greatest impact.

Our detailed report will

- Unpack bundles of issues
- Identify blind spots and internal “red herrings”
- Prioritize the impact of financial and human resources
- Make the case for investment – or not

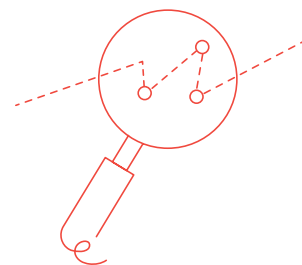
Book your Annual Value Proposition Audit today

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Value Proposition Audit – An Annual Planning Toolkit

Our report will deliver a one-year action plan with best practices, budgets, and a roadmap to keep you on track.



CONTENT	LIGHT	STANDARD	DEEP DIVE
Political, Economic, Social and Technological analysis – review and update	✓	✓	✓
Competitive or “frenemy” review – up to 3	✓	✓	✓
Custom insights: Google Analytics	✓	✓	✓
Customer experience design trends	✓	✓	✓
Research review and recommendations	✓	✓	✓
Pricing strategy audit		✓	✓
Next-level Google Analytics: implementing an ROI model		✓	✓
Membership Data Intelligence Audit: your CRM, what you know, what you need to know			✓
Executive reporting and dashboard review			✓
Analysis of outbound communications, content and promotions			✓
Key benefits	<ul style="list-style-type: none"> • A step back to assess what’s changed • Annual budget, resource and tactical planning inputs • A detailed report 	In addition to those found in the Light package: <ul style="list-style-type: none"> • Identification and outlining of key revenue issues and opportunities • Assistance in implementing tracking for improved marketing ROI measurement 	In addition to those found in the Standard package: <ul style="list-style-type: none"> • KSF and KPI analysis • Assessment of dashboard quality and planning recommendations for improvement • Detailed analysis of digital marketing channel performance for actionable insights
Who is it for?	Those early in their strategic planning capabilities	Those with a defined, existing value proposition	Those who are very data-centric
How much?	\$7,000	\$9,000	\$12,500
How long?	2 weeks	6 weeks	8 weeks

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