

Strategic marketing planning for winning results



Eric P. Jones &
Associates Inc.
Marketing Consultants



Move to the next level with Strategic Marketing Planning

Organizations are dealing with a wide range of challenges: intensifying competition, rapid technology shifts, major swings in customer demand and buying behaviour. The biggest challenge of all is charting an optimal strategic course through volatile markets. Don't let the fast-changing gambits of today's marketplace leave you behind.

Since 1981, the Strategic Planning Group at Eric P. Jones & Associates Inc. ("EJA") has specialized in creating and implementing innovative, integrated strategic marketing plans for commercial, industrial, business-to-business and professional consulting firms.

We help you build a firm foundation for new and existing ventures or to get that all-important head start on growth.

An Objective, Personalized Approach

Each EJA Planning assignment is driven by the individual client's specific goals, challenges and business requirements. We blend your internal knowledge and experience with company- and industry-specific trend data to build marketing strategies that take advantage of the essential "realities" of your organization and your marketplace.

Proven Solutions, Not Just Theories

EJA moves your strategy to the next level - by implementing programs and initiatives to improve business performance and support growth/change plans. We help you meet critical challenges head-on. And, we keep you well prepared to move ahead of changing market conditions.

Let EJA Help You Grow Your Business

Call us TOLL FREE at 1-866-654-2434 and let objective, innovative Strategic Marketing Planning from Eric P. Jones & Associates Inc. make the winning difference for your organization.



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& Associates Inc.**

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EJA Strategic Marketing Planning Group Services

Marketing Audits

Develop a clear marketing vision through an in-depth review of your past and current systems, programs and messages. EJA brings a fresh perspective, anchored by objectivity, to your marketing endeavours. We work with all levels of your organization using a proven, highly interactive process and action-oriented approach to help determine and enhance your competitive edge. By reviewing your enterprise in relation to the overall market, as well as your main competitors and emerging trends, EJA uncovers the key elements that drive your business by:

- Identifying and analyzing **new challenges and opportunities**.
- Determining what is **unique** about your organization, products and services.
- **Focusing** on what you can be, who you can serve best and how to most effectively deliver your message.
- Reaching major segments with **highest potential to buy**.
- Creating increased **marketing flexibility** and **measurable results**.

Strategic Marketing Plan Development

Corporate planning has taken on new meaning and urgency. Through long-term strategic directions and short-term operational plans, EJA helps you develop concentrated programs to improve current market penetration, exploit related sources of revenue, or diversify in entirely new directions utilizing:

- Organizational Capability and Systems Assessment
- Business Model Development
- Business Plan Development and Review
- Planning Session Facilitation
- Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis
- Competitive Analysis
- Segmentation and Positioning Strategies
- Pricing Strategy

Program Management Systems

EJA partners with you, and your team, blending your internal knowledge and our experience to implement your marketing strategies more effectively using:

- Programs and tools that help manage and streamline business operations and increase profitability
- Positioning strategies, sales processes and technologies, sales management systems, marketing campaigns, distribution channel management systems and customer retention programs

Leverage Your Resources With EJA

Whether your organization is looking to set foot in new markets, or simply better penetrate existing ones, the Strategic Planning, Market Research, Customer Relationship Services and DirectContact™ teams at EJA can:

- provide you with the best marketing intelligence available.
- maximize your market potential
- offer counselling and advice in the development and fine-tuning of your strategic plans
- help you develop and apply new marketing approaches
- determine the most effective theme, key messages and convincing arguments for your marketing programs
- position your products/services more effectively in the marketplace





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Unique Marketing Insights

Unique Marketing Solutions

At Eric P. Jones & Associates Inc. (EJA), we specialize in helping organizations better penetrate existing businesses and to develop the markets so vital to their future growth. A full service firm, EJA has provided comprehensive professional marketing consulting services on a local, national and international basis since 1981. Our range of services includes:

- Strategic Marketing Planning
- Marketing Audits
- Market Research
- DirectContact™ Prospect Qualification Systems
- Feasibility Studies
- Customer Satisfaction Surveys
- Industry Research and Competitive Analyses
- Advertising and Sales Promotion
- International Marketing

