



Stratford Managers Marketing Services

Essential Services That Connect Products to Buyers.

MANY COMPANIES struggle with Marketing. It isn't their area of expertise. They don't know if they are receiving sufficient return on marketing dollars spent. In the end, it becomes a frustrating choice between over-spending and under-investing. The result is that too often, the sales team is left to fend for itself and the full market potential of the products and services remain unrealized. What's needed is a pragmatic approach to getting the most from marketing initiatives.

Drive Marketing to a Higher Level

At Stratford, we're experts at marketing innovative products and services. We bring clarity to go-to-market strategies and strengthen the value proposition to target markets, breaking down resistance faced by the sales team and bringing prospective buyers to the table. Working side-by-side with your marketing team, we provide continuous coaching and sound advice. Through day-to-day engagement, we ensure that your staff learns from our experience and is prepared to manage your marketing at a higher level.

Marketing Return on Investment

Draw upon our experience to accelerate revenues and improve marketing return on investment. We develop effective marketing plans, create metrics to track their performance and manage them to completion. Our services include:

- Marketing Strategy and Planning
- Value Proposition Development
- Product/Market Launches
- Demand Generation Programs
- Branding and Awareness Building
- Executive Marketing Coaching
- Interim Marketing Management

Marketing communications is just part of the solution. Real marketing is the critical function that connects a company's products and services to communities of buyers. It's what helps monetize the investment in product development and supports the success of the sales force. If that sounds like what your company needs, contact the marketing experts at Stratford Managers today.

Marketing Services

Executive Marketing Coaching

- High- impact one-on-one coaching for marketing executives
- Focus on the high-return marketing opportunities and challenges

Marketing Strategy and Planning

- Strategic planning facilitation
- Align primary marketing objectives to business unit and sales objectives
- Prioritize marketing initiatives (impact, timescale, cost)
- Establish marketing metrics
- Develop high level budgets and resource allocation
- Establish quarterly implementation plans and reporting

Value Proposition Development

- Rebranding
- Craft corporate/product storyboard
- Develop product collateral
- Develop corporate collateral/website

Go-to-Market Programs

- Integrated marketing communications programs
- Develop and implement channel programs
- Manage channels
- Develop sales tools

- Develop and implement product launch/market entry plans

Demand Generation

- Profile target market(s)
- Develop and implement outbound campaigns
- Develop and implement prospect nurturing and customer communications
- Track and measure website effectiveness and all demand generation campaigns

“State of Marketing” Audit

- Identify target market/audiences
- Review website, collateral and messaging
- Review marketing communications activities
- Review lead generation/management processes
- Review sales and channel support processes
- Review new product introduction (NPI) processes
- Review standard, promotional and special pricing processes

Interim Marketing Management

- Provide part- or full-time executive marketing management services
- Guide top-talent recruitment of permanent marketing staff



Doug Michaelides Head of Marketing Practice

Doug has extensive P&L experience and a diverse background in marketing, sales, product management, and professional services in technology-related businesses. He has a 25-year record of leading new ventures and businesses in transition, implementing market strategies to deliver revenue growth and profitability. Doug holds a B.A.Sc. in engineering and an MBA.



Sandra Pacey Director of Marketing

Sandra has over 13 years of marketing communications and employee communications experience at major multi-national companies. She has executed countless complex marketing campaigns and provided marketing leadership for brand transitions and post-merger integrations. Sandra is a highly accomplished marketing leader and an inspiring manager of marketing teams.