

Marketing Strategy



**COMPLETE BUSINESS
SOLUTIONS AUSTRALIA**

Business objectives

Business objectives for the new service	What should be the focus of the marketing activity?
To offer successful financial training to new customers	To reach more customers and create awareness
To support existing customers by offering financial training	To inform existing customers of the new service and explain how it will cover their immediate and future needs regarding financial training
To increase customer satisfaction by offering an additional service	To seek feedback and make improvements to ensure customers are satisfied with the new service

Marketing Objectives

Marketing objective	Person responsible
Create awareness of the new services	Amy Knight – Social Media Content Creator Caroline Pierce – Social Media Content Creator
Support current customers by informing them about the new service	John Smith – Administration Officer Alice McDonald – Administration Officer
Improve customer satisfaction by seeking feedback regarding the new service	Adrian Russo - Marketing Strategist

Customer base [The ideal customer]

Company	Industry	Number of employees	Annual Revenue	Budget	Location	Why do they need your service?
Start-up company	ICT	5- 15	\$250,000	\$ 25,000	Australia	They need help managing their finances

Target market

<ul style="list-style-type: none"> • Start-up businesses that need help with setting up • Organisations that changed ownership or go through a restructure and want to review every department • Organisations that have been operating for years but feel the need to review or update their policies, procedures and processes. • Size: Small, medium, and enterprise-size organisations • Industry: ICT, Finance, HR,

The competition

Competitor name	ABC Consultancy	Finance & Budget Ltd	Consultants Now
Strengths	Lower Prices for financial training	Specialising in Finances only. It is their niche.	They have been around longer and have established their brand as consultants offering services similar to CBSA's
Weaknesses	They only offer financial training online	They can only assist other businesses with their finances	They have received negative reviews on social media regarding helping businesses manage their finances
What we will do differently	We will offer both online and face-to-face delivery	We will offer a variety of services and create enticing packages	We will offer great customer service and make sure we work with the customer every step of the way to keep customer satisfaction high. We will monitor our progress by seeking feedback through online surveys.