

konsultori

Go-to-market strategy

**We will guide you through
the process.**

Konsultori

- works closely with you to produce a marketing concept
- challenges your positioning and any scheduled campaigns
- works with you to analyse marketing competitors
- focuses on the best ROI activities
- challenges your applications for financing
- works closely with you on international expansion
- assumes responsibility for business development project management
- helps you to implement business development
- lends you support for the commissioning of agencies and external providers



**ANNA OBERDORFER
& STEFANIE SUMMERAUER**
VISIONISTAS

"Petra Wolkenstein from Konsultori was very supportive and gave us an additional perspective. That is very important because in a company you often perceive things differently than from the outside. We got a lot of good input on the topics of target groups, strategy in the crisis and positioning. The counselling helped us to see our own strengths."

The outcomes for you

- **Positioning and customer segmentation**
- **A comparison of methods for market entry**
- **A persona for your customer segment**
- **Analysis of competition**
- **A long list of marketing activities**
- **Prioritised action plan**
- **Summary of your go-to-market strategy**
- **Playbook for continual international expansion**
- **Project management and support for leads management. This is what we refer to as a business development run.**