

Marketing Program Management



Scuderia Partners provides your business marketing management through a comprehensive life cycle process. We will work with you to set marketing strategy, identify market opportunities, set objectives and targets, build processes, and drive leads that convert into opportunities.

Process

- Market assessment
- Messaging and positioning
- Strategy and tactical development
- Educate internal teams and partners
- Tactical implementation
- Ongoing management and continuous improvement
- Reporting

Benefits

- Act as a leader, partner, and resource to all internal stakeholders to achieve company's objectives of sales and profitable growth
- Set strategy, lead, and provide tactical guidance throughout the organization
- Enhance product life cycles and sales cycles through collateral, lead generation, customer satisfaction analysis, and long-term customer relationships
- Create tactics based on the global nature of the target customers, teams, markets, and social factors
- Manage external agencies and vendors

We guide the marketing life cycle enabling long term partnerships with both internal and external customers, reduced sales cycles, brand recognition, and increased market positioning.