



Strategic marketing is a core business capability specifically aimed at achieving the growth objectives of the company.

Our strategic marketing practice supports clients with marketing planning, product development, market intelligence and partnering initiatives to create new business ventures, strengthen competitive performance and build substantial, profitable growth.

Consulting services are designed to:

- Support product development for clinical services and other business ventures
- Identify and assess market opportunities and competitive threats
- Formulate marketing strategy and prioritize marketing investments
- Align marketing initiatives, structures and capabilities, and improve marketing performance to achieve strategic goals and growth objectives
- Track the effectiveness of marketing initiatives, calculate marketing return on investment, and measure contributions to growth

Strategic Marketing Consulting Services

- Strategic marketing planning
- Market research and competitive assessments
- Clinical service line, product and program marketing
- Marketing audits and performance improvement
- Marketing structure, capabilities and process improvement
- Promotions, events, sales and channel strategies
- Marketing staff retreats and workshops

Contact Us

The Strategy Group™ (www.thestrategygroup.com) is a management consultancy specializing in competitive strategy in the health industry. For more information about how we can help you gain a competitive and sustainable advantage, contact Pete Dawson at 757.640.8515 or dawson@thestrategygroup.com