

A service of goo



detailed value proposition

Thanks for the opportunity to discuss your business and the insights you provided to the challenges faced by your business in achieving your desired objectives. After consideration of your situation, we are confident that a GOO partnership will provide a solution to many of your 'pain points' allowing you to get on with the thing you do best – selling your product or service.


Please find below a description of the service a goo client receives dependant on level of goo.

business brand strategy

Strategic audit/s – though a series of interactions (including face to face meeting), GOO will work with you to determine the current state of your strategy; this process concentrates on ensuring that this is a 'fit' between the environment your business operates in, the resources it has at its disposal AND the purpose of the shareholders. In other words together we will ensure what you should do, could do and want to do are aligned. The analysis of the Strength and Weaknesses of your business, as well as the Threats and Opportunities present (and predicted) in the market place guide the assessment and development of strategic alternatives. The tangible output of this element is the provision of a guiding document (business brand strategy) that guides your business decision making, ensuring the coordination of marketing activity and brand building.

brand implementation strategy

Based on the interaction leading to the formalisation of the business brand strategy, a detailed and comprehensive Marketing Plan (brand implementation strategy) for the year ahead is developed. While it will include some fixed elements, there is significant leeway allowed to develop emergent activities based on opportunities that may arise. What this means is that while total spend will be determined, not all the budget will be allocated at the start of the year, in order that you are able to take advantage of insights developed through the day to day running of the business. Of course GOO will take an active role in ensuring that all communication remains on message and is effective (and efficient) use of your money. While obvious element of advertising and promotion are included, GOO operates on the belief that anything that touches the customer (and entices them to purchase) is marketing, and therefore other elements such as on-site communication (staff uniforms, invoices, buildings etc.) are included in this document.

 is a product of

the **flyinglizard**

integrated marketing communication

level 4 | 9 moray place | po box 979 | dunedin | new zealand

www.goo.net.nz

A service of goo



brand building

The ultimate marketing tool for any business is its BRAND, and for GOO clients this is more than just logo development. GOO clients benefit from a comprehensive integration of their brand into their logo, value proposition and customer experience. You will receive a GOO Branding Bible that clearly illustrates the appropriate use of your brand (and associated logo) in any given situation.

GOO also takes responsibility for the design of all brand collateral (if you have an existing relationship with a preferred supplier we are happy to work with them or we can source suppliers from our knowledge base). From business cards to billboards and everything in between is considered and catered for. The brand and all artwork collateral are created and stored digitally and centralised on our servers for you to access into the future. Meaning you and your business partners can access them securely and easily 24/7.


brand future proofing

GOO clients are not clients! They are partners. Unlike some of our competitors or consultants, we don't tell you what to do and then leave you too it. We stand beside you every step of the way, which is why we don't work on a one off fee or hourly rate structure. We want you to call us when you have a business issue, something keeping you awake at night or a recurring bottleneck that needs resolving. While we can't guess everything you will need our help with we have anticipated some of them and offer the following ongoing support to grow your brand and your business. Your GOO level subscription price delivers when and where appropriate, customised customer/market research, competitive monitoring and reporting, ongoing environmental monitoring, and customer relationship management (CRM) advice. To make this a reality we also offer GOO businesses' face to face meetings at your location. These interactive sessions would be around 2 -3 hours long and focus on implementation and getting things done. The content would be developed in discussion with you. We have an online project management tool (goo project) which allows real time communication and proofing of collateral. The online brand tool (goo brand) also allows suppliers to access artwork and artwork files as needed for quick delivery of collateral.

subscription

As highlighted GOO is not a one off solution/application and consequently we don't give a one off fee. We operate a subscription model that encourages us to work together not ignore each other once a single piece of work has been commissioned and delivered. We believe in integration of all elements as our experience has taught us that stand alone components have a larger chance of failure.

Our costs (and billing) are designed to be transparent and to allow you certainty. There is, and will be no surprises. In fact once engaged no additional fees beyond your monthly subscription price will be incurred from goo. You get a buffet menu of services based on the level of goo needed. As an example for minute goo you get, minimum team of 3 (marketing, creative, web developer) are always applied. The annual total therefore is equivalent to less than the 'average' salary of a marketing manager (who is unlikely to be qualified or have the competencies to deliver the complete service provided by GOO).

 is a product of

the **flyinglizard**

integrated marketing communication

level 4 | 9 moray place | po box 979 | dunedin | new zealand

t +64 3 471 8481