



## Market Entry Business Rigor™ Series of Offerings

Business Rigor™ Market Entry provides a menu of support services that helps position your company for rapid revenue expansion and increased valuation. This offering is ideal for organizations that need a focused, fast-paced promotional launch program. It is also ideal for executive, sales and marketing teams that simply need to create greater consistency in communicating their company's value. Market Entry also provides an excellent foundation for marketing to the investment community.

Market Entry includes seven phases:

- Positioning Definition
- Message Development
- Pre-Launch
- Launch
- Brand Building
- Investment Initiatives
- Management Reviews

### **Positioning Definition**

Strong market positioning is the foundation of all marketing activity and drives increased revenue generation and market valuation. Positioning your company in the marketplace is the process of creating an image about your company or offering that will continue to reside in your customers' minds.

Positioning Definition, a strategic planning component, is the first phase of the Business Rigor Market Entry offering. It is designed to create and validate market positioning while obtaining management approval for the initiatives and investment required to reach your target customers effectively.

"Positioning" ideally takes place as an exercise during Roadmap Building. This is the perfect time to focus on positioning because your team can draw from the rigorous market analysis that is performed during Roadmap Building.

### **Message Development**

Clear, concise messaging effectively communicates your offering's strengths, your company's culture and its overall value proposition. This helps build a strong image in your customers' minds and gives the sales team a strong, uniform front throughout the selling cycle. During Message Development, GAJ Services helps your team decide what is most important for your customers and/or investors to hear and how you can say it most effectively. Using your corporate presentation as a tool, GAJ Services guides company executives through a focused and proven presentation updating process.

Message Development helps your team condense a complex story, including market dynamics, competitive forces and sophisticated offering differentials, into a simple-but-powerful story that enables consistent communication. It also provides your team with an updated company presentation that clearly explains the company's value and growth strategies. The story becomes the foundation for all company communications, including updated sales presentations, investment materials (business plans), media kits and website updates.

When you and GAJ Services are convinced you are telling the right story, our media training will help prepare you to tell the story in the most powerful way. We then facilitate a mock presentation with a thought leader in your industry or a reporter. Your team ultimately gains the confidence to answer the tough questions that media, investors and analysts ask.

## **Pre-Launch**

During Pre-Launch, your company will become prepared effectively to expand its image or to reposition itself in the marketplace. The GAJ Services team will help you develop a quick-hits communications plan that outlines the marketing communications activities (public relations, analyst relations, web design, collateral, speaking engagements, direct marketing, tradeshow, advertising, etc.), budgets, milestones and metrics required to execute against your company's growth objectives.

GAJ Services will help you to build the infrastructure needed to create strong media and analyst relations programs that are critical for a successful launch. We will develop a customized contact database of target publications and reporters, industry analysts and, if required, influential investment thought leaders. We will also develop a comprehensive editorial calendar, which is a target listing of published print and online editorial opportunities.

After the quick-hits communication plan is developed, the Pre-Launch focus shifts to arranging launch tours with both the media and industry thought leaders. Approximately four weeks prior to launch, we will begin meeting with these influencers to help them understand your company's value and the news associated with the launch announcement.

The strength of your launch results depend on the amount of information we can present about your company's offering, your customers, and your implementation successes. During Pre-Launch, GAJ Services will work with you and your customers to develop key media materials, such as press releases, media kit documents, white papers, bylines and case studies. We will also organize other external communications, such as speaking engagements and by-lines.

The most important benefit provided during this phase is the time spent coaching the members of your company's executive team on their roles in the launch and brand building functions. It is also important for your marketing, corporate and investment materials to convey a consistent company message. GAJ Services can help you develop marketing materials which are outside of the scope of traditional media relations, including website design, advertising, collateral, sales presentations and direct marketing or e-marketing campaigns. GAJ Services is aligned with independent marketing firms that can provide these types of marketing materials.

## **Launch**

The Launch phase begins with an introduction of your company to the media and thought leaders, such as industry and investment analysts. Our launch touring process, which contains two steps, starts about four weeks before a press release is issued. The first step focuses on meeting with industry thought leaders and long-lead publications to pitch your company's story. This helps them understand your company's value and the news associated with the upcoming launch announcement.

The second step, shortly before the launch, introduces your company to short-lead and online publications. Each session educates and informs reporters – delivering the information they need to write complete and interesting stories about the market, emerging market trends or an industry event.

The Launch phase ends with issuing a significant and newsworthy announcement, generally a press release. The goal is for your company to receive the most visibility possible from this announcement. All marketing activities at this point will focus on a successful launch, including updating the website, revising collateral and sales materials and focusing advertising and/or direct marketing campaigns to reinforce the launch event. A successful launch process will create an easier lead generation process – increasing the possibility of new opportunities and shortening the sales cycle.

On release day, GAJ also facilitates communication with company stakeholders, including customers, investors, employees and board members. We'll warn you up front – launching a company or offering

under GAJ Services' guidance is exhausting. However, launch week is payoff time and we believe the only way to launch correctly is with a really loud buzz.

## **Brand Building**

By the time you reach the Brand Building phase, the GAJ Services team will have helped you develop your value proposition, formulate a consistent message and define a clear plan for reinforcing your market position. GAJ Services will also have created extensive media and analyst contacts, trained and counseled executives, launched, executed flawlessly on your short-term plans and positioned your company's long-term strategy.

During Brand Building, you will shift gears and implement ongoing activities to continue building your market image. Ongoing success is a blend of consistency and opportunity. Brand Building helps you keep the lead-generation pump primed and shorten the sales cycle.

GAJ Services will develop and maintain media and analyst relations programs that foster business development and reinforce your company story. Speaking engagements and other opportunities from your comprehensive editorial calendar will keep you in front of the media and analysts. We will proactively seek print opportunities by pitching case studies or client reference stories. On the news front, we will work with your product development group and management team to publicize media opportunities, including product announcements, strategic alliances or major customer wins. As a guideline, we believe that issuing a meaningful press release every couple of weeks is extremely beneficial.

The GAJ team will continue to develop marketing materials that consistently communicate your market position, provide your sales team with valuable support materials and facilitate investment opportunities. These will include case studies, bylines and white papers.

GAJ Services typically stays on board for a minimum of 12 months post-launch. During Brand Building, GAJ Services will work with your team to cleanly transition responsibilities in-house or to another agency. The GAJ team can guide you through the agency selection process.

## **Investment Initiatives**

GAJ Services will contribute to a host of activities that build increased market valuation or capitalization. During Investment Initiatives, GAJ Services can assess, edit and create investment documents, including a corporate presentation and support materials. The corporate presentation will be designed to position your company for an equity investment or sale. Support materials can include a business plan or executive summary. The GAJ team can also provide you with a due diligence template that outlines the key questions potential investors ask.

## **Management Reviews**

As with all GAJ Services' offerings, management reviews and buy-in are essential for success. During Market Entry, GAJ Services encourages regular team meetings and management reviews. The first management review session is a comprehensive walk-through of the launch plan and process. The session's objective is to eliminate any concerns about, or obstacles to, a successful marketing communications initiative.

Quarterly progress reviews are also strongly encouraged. These sessions help you understand last quarter's successes and failures and set next quarter's objectives. These sessions also identify what your company needs to do to maximize its marketing communications investment.