



PULSE PLAN

PULSE PLAN offers a comprehensive consultancy package for business owners seeking to develop a Marketing Strategy and Plan including tactics and media recommendations. **PULSE PLAN** includes:

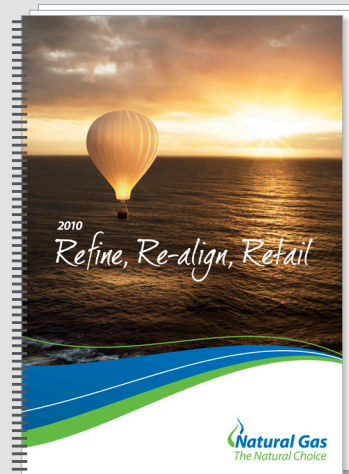
BRIEFING WORKSHOP

We facilitate a Briefing Workshop with you and any key stakeholders to fully understand all the market dynamics impacting on your business, planned KPI's and sales targets.



MARKETING STRATEGY

Based on our Briefing Workshop, we develop a comprehensive Marketing Strategy designed to help you meet your business development goals for the next year. This includes identifying your primary target markets, media channels, and key barriers and drivers for using your product or service.



MARKETING PLAN

We then develop a 6 or 12 month Marketing Plan covering specific marketing tactics and media recommendations to complement your Marketing Strategy and grow your business. This Plan will outline all marketing activities that will occur, including timings. You can then choose whether the Plan is implemented by yourself or Pulse Marketing.

4 WEEKS DELIVERY