



BUSINESS  
CONSULTING

## Marketing Services

## Consulting and Staff Augmentation

At DA Yates the emphasis is on Strategic Business Management and the Marketing Services that we designed provide our clients with the tools, assessments, strategies, and plans that support this.

The Marketing Services described in this document focus on the positioning of products and services. The emphasis is strategic positioning and the consulting and staff augmentation services provide clients with the expertise and resources that can position clients products and services to:

- Take advantage of new opportunities
- Open new markets
- Compete more effectively

The Consultative and Staff Augmentation Market Services described in this document are samples of services provided and do not represent the full extent of the services available to our clients. We recognize that each client is unique and therefore will have unique requirements. Please contact us at [info@da-yates.com](mailto:info@da-yates.com) or 509-979-2139 for further information.

**Marketing Services — Consulting:**

AT DA Yates Business Consulting we recognize that each client is unique and that their requirements are equally unique. As such, the following services are examples of what has been provided and that we will define the Scope-of-Work to match the customer's requirements.

<b>Marketing Services—Consulting</b>		
<b>Service</b>	<b>Description</b>	<b>Scope-of-Work <sup>(1)</sup></b>
<b>Go-to-Market Plan</b>	Go-to-Market Plans have both long and short-term aspects, focused on a product's launch or outlining the penetration of new markets. The basic aspect of this service is that it is a compilation of Sales, Marketing, Business Development, Customer Support, and Operations plans that support the products and services promoted. The deliverable is a Go-to-Market Plan Document.	<ul style="list-style-type: none"> <li>● Market assessment</li> <li>● Opportunity Analysis</li> <li>● Product Marketing Plan</li> <li>● Sales Strategy Assessment</li> <li>● Business Development Strategy</li> <li>● Customer Support Assessment</li> <li>● Business Case Development and Analysis</li> <li>● Roadmap schedule of key milestones and dates.</li> <li>● Launch Strategy</li> </ul>
<b>Competitive Analysis</b>	The deliverable is a Competitive Analysis Document that provides the client with an assessment of the competition's products or product lines.	<ul style="list-style-type: none"> <li>● Feature Comparison Analysis</li> <li>● Market Share Assessment</li> <li>● Price Assessment</li> <li>● Route-to-Market Assessment</li> </ul>
<b>Market Assessment</b>	This service is an assessment of client's core or target markets with respect to their products, services, or technologies. The deliverable is a Market Assessment Document which may include one or more of the items in the Scope-of-Work section	<ul style="list-style-type: none"> <li>● Product Feature Requirements Assessment</li> <li>● Opportunity Assessment</li> <li>● Adoption Trend Analysis</li> <li>● Decision Driver Assessment</li> <li>● Purchasing Requirements Assessment</li> </ul>
<b>Product Marketing Plan</b>	This service provides a marketing plan for new and existing products for new or core markets. The deliverable is a Product Marketing Plan Document.	<ul style="list-style-type: none"> <li>● Market Requirements Document</li> <li>● Marketing Tools Strategy</li> <li>● Promotion Strategy Analysis</li> <li>● Product's Marketing Lifecycle Analysis</li> </ul>
<b>Launch Plan</b>	Focused on products and services this service is short-term in its perspective and provides clients with a Launch Plan for new or existing products and services. The deliverable is a Launch Plan Document.	<ul style="list-style-type: none"> <li>● Marketing Tools Strategy</li> <li>● Sales Strategy</li> <li>● Customer Support Strategy</li> <li>● Roadmap schedule of key milestones and dates.</li> </ul>

### Marketing Services—Consulting

Service	Description	Scope-of-Work <sup>(1)</sup>
<b>Pricing Strategy</b>	Pricing strategies are an essential aspect to positioning the product in the targeted markets and generally focus on the value perspective of their customers; the purchasing path to the customer; and competitive positioning. Strategies can be either short-term where the focus is on the initial launch or introduction of the product or take a long-term perspective which addresses the lifecycle of the product. The deliverable is a Pricing Strategy Document that contains the recommended prices and applications of the prices according to the point-of-purchase their customers prefer.	<ul style="list-style-type: none"> <li>• Market Price Sensitivity Assessment</li> <li>• Competitive Price Assessment</li> <li>• New Product Price Strategy</li> <li>• Channel Price Strategy</li> <li>• Business Development Strategy</li> <li>• 'Exit' Pricing Strategy</li> <li>•</li> </ul>
<b>Product Lifecycle Plan</b>	The Product Lifecycle Plan document provides the client with a long term perspective of their products and services with respect to their core markets.	<ul style="list-style-type: none"> <li>• Market Requirements Assessment</li> <li>• Market Trend analysis</li> <li>• New Product Feature Requirements</li> <li>• Product Evolution Strategy</li> </ul>

**Notes:**

1. The Scope-of-Work is based on the client's requirements; and since each client is unique their specifications will include one or more of the items listed.

**Marketing Services — Staff Augmentation:**

The focus of our Staff Augmentation Marketing Services is on two aspects of the clients operations: First, the functions and responsibilities of daily management expected of the position, and second, the management or implementation of specific projects or programs

**Marketing Services—Staff Augmentation**

Service	Description	Scope-of-Work
<b>Product Management</b>	The focus of this service is to provide daily operational support for Product Management to supplement the existing staff or focus on key projects that cannot be addressed by the current resources.	<ul style="list-style-type: none"> <li>• Project Management</li> <li>• Product Requirements Document</li> <li>• Business Case Development</li> <li>• Profit and Loss Analysis</li> <li>• New Product Implementation Process</li> </ul>
<b>Product Marketing</b>	The focus of this service is to provide daily operational support for Product Marketing to supplement the existing staff or focus on key projects that cannot be addressed by the current resources.	<ul style="list-style-type: none"> <li>• Project Management</li> <li>• Market Requirements Document</li> <li>• Business Case Development</li> <li>• Profit and Loss Analysis</li> <li>• Marketing</li> <li>• Promotions</li> </ul>
<b>Product Launch</b>	This service focuses on two potential situations: first, for the new product, and second a launch into new markets.	<ul style="list-style-type: none"> <li>• Project Management</li> <li>• Implementation</li> <li>• Progress Reporting</li> <li>• Roadmap of key milestones and target dates schedule</li> </ul>
<b>New Product Introduction</b>	The focus is in New Product Introduction and provides the client with the expertise from concept through development and launch	<ul style="list-style-type: none"> <li>• Project Management</li> <li>• Business Case</li> <li>• Product Requirements</li> <li>• Market Requirements</li> <li>• Process Management</li> <li>• Implementation</li> <li>• Roadmap of key milestones and target dates schedule</li> </ul>

**More Information—** For more information about the services we provide please contact us at:

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 509-979-2139  
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