



GautamManthan
Transforming Businesses



HANDS-ON BUSINESS
GROWTH CONSULTANTS

Key Marketing Challenges for enterprises to find clients



Understanding the **language clients want to hear**



Getting the right **Value Proposition and Pitch**



Solving the puzzle of **Communication Channels**

Value Proposition & Messaging – Key requisites for Marketing

Understanding Target customers and the benefits they seek.

Offering correct USPs, product/service benefits and Value Proposition.

Creating apt story and building Marketing Strategy.

Developing result-based marketing plan.

Effective program for Effectively reaching the Target Clients



Learn

about clients, their needs & buying behavior

+5%

Identify

Value Proposition of the product/service

+5%

Assimilation

Frame

Messaging and Communication strategy

+5%

Masterplan

Target

The audience with right media channels to promote & advertise

+5%



L.I.F.T. – Effective Marketing in 4 steps

INITIATE TO Learn



about needs, behavior and WIIFM of potential clients

- 💡 Understanding target Segments potential clients, and target audience.
- 💡 Developing personas of each client segment and the target audience.
- 💡 Doing a deep dive on their needs and the benefits they seek.
- 💡 Understanding their buying behavior and their media habits.

ESSENTIALLY Identify



own strengths to create a truthful, appealing Value Proposition

- 💡 Enumerating the benefits offered by the Product/Service.
- 💡 Pairing relevant benefits with needs of each target Audience.
- 💡 Evolving Value Proposition for each target client and audience.
- 💡 Outlining Brand Identity framework and understanding own brand positioning.

LIFT

CREATE THE Frame(work)



for result-oriented Messaging and Communication Strategy

- 💡 Creating brand promise, positioning statement, elevator pitch and message pillars.
- 💡 Establishing principles for communicating with each audience segment.
- 💡 Creating literature, digital footprint. Planning effective media channels for communication.
- 💡 Creating a marketing plan, Go-to-Market Strategy.

HIT THE Target



with marketing, advertising and promotions

- 💡 Pairing media with needs – digital marketing, conventional marketing or something else.
- 💡 Defining budgets and effective media plan.
- 💡 Understanding which agencies to appoint and how to evaluate the candidates.
- 💡 Defining performance metrics and review mechanism.



Why GautamManthan

GautamManthan helps business enterprises achieve sustainable and profitable growth. We bring about this transformation by applying practical experience establishing efficient processes and ensuring outstanding execution.

Two tenets are the founding principles of our philosophy:

1 Involvement over mere engagement

2 Evolution over disruption

Some Recent Results by Client Enterprises

SALES



**Profit/
Employee**
(8 months)



**Revenue/
Employee**
(8 months)



**B2B Leads
Generation**
(1 month)

TALENT



Attrition
(4 months)



**Revenue/
Employee**
(4 months)



**Profit /
Employee**
(4 months)

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