

STRATEGIC THINKING

...isn't a marketing trend, it's an all the time necessity for continued business **growth**.

There is a path that great marketing takes, it doesn't begin and end with a tactic, but continues as objectives and audiences change. There is always adjusting, refining and measuring.

8fold is focused on guiding clients along this path, not a one-size fits all approach, but carving a unique path for each.




www.8foldworks.com
tel: 973.380.0070
VIEW OUR WORK →



PREVIEW  **1**

- Discuss the path
- Understand the possibilities
- Learn from the client

2 PREPARE 


- Listen to the end customer
- Understand the prospects
- Outline business objectives and goals

PLAN  **3**

- Integrate business goals into marketing ones
- Review ideas vs. tactics
- Prepare for awareness vs. lead generation activities

EMPOWER **6**

- Review the plan and plan some more
- Leave what works, remove what doesn't
- Brainstorm new ideas

PERFORM  **4**

- Refine creative and communications
- Propose traditional vs. digital
- Outline external vs. internal audience

PRACTICE  **5**

- Test tactics, creative and communications
- Measure results
- Refine as we go

↘ BREATHING
NEW LIFE
INTO BRANDS
EVERYDAY

INTEGRATED MARKETING

...isn't just two tactics working together, it's a **concerted plan** to have multiple channels collectively delivering one brand message to an audience. A plan for doing so is just as important as the tactic itself.

57%
...of TV viewers use the web simultaneously. (HubSpot)

68%
...of marketing executives put integrated marketing communications ahead of effective advertising alone. (Forbes)

79%
...of marketers have integrated social media into their traditional marketing activities. (Spredfast)

81%
...of users report reading email on mobile devices. (HubSpot)

