

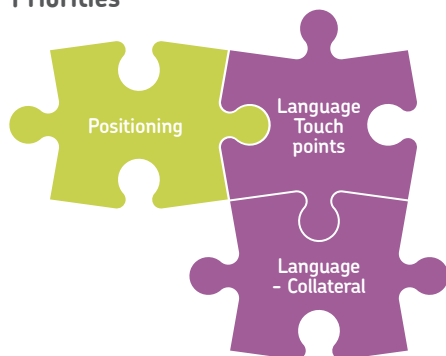
Essentia Ltd.

A therapist specialising in Acupuncture and 3P techniques designed to improve the quality of individual's mind, spirit and body.

Marketing Selection Grid

Area	Title	Key Question	Y/N/?
Find	Positioning	What you want to be famous for?	N
Find	Channels	Are the market channels identified and mined?	Y
Convert	Your Clients	How do they find you?	Y
Convert	Language	Are you happy with your marketing collateral?	N
Convert	Language	How effective are your sales teams?	Y
Convert	Language	How many touch points do you have with your clients?	N
Deliver	Your Products and Services	Are these documented and segmented?	Y
Deliver	Your Clients	Are these segmented and targeted?	Y

Priorities



Action for positioning

- Positioning workshop – about the individual not the company
- Targeted social media and blogging to promote thought leadership
- Review of all marketing collateral

Action for language collateral

- Review website to reflect new messaging (from positioning)
- Adopt specific tone of communication
- Reflect in all comms – internal and external – consistent branding

Action for language campaigns

- Launch newsletter
- 2-3 events planned and executed as part of thought leadership campaign

Results

- 15% increase in customer base following new collateral and activities cited above

Costs

- £2k

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I have used Sas Soubhi of Business Medics to develop both the copy and concept for my existing Essentia web site. I wanted the site to be different from the multitude of existing therapists' websites so I needed someone who had the creative flare Sas offered.

This was quite a challenge for Sas but he was certainly up to the challenge and I am very pleased with the results. Not only did Sas spend a good deal of time over several conversations talking to me to clarify exactly what I wanted to convey but as our conversations progressed it became evident that he had thoroughly researched the subject area and gained an insight into how these subjects are portrayed on other sites.

The result of Sas' diligence is a detailed document that provided the ground work for the Essentia web site <http://www.essentiahealth.co.uk/> which I feel accurately portrays me within the context of the industry I work within.

I would not hesitate to recommend Business Medics for any type of marketing strategy or web copy work and have engaged Sas to look at developing ideas to promote other businesses I own”.

Donald P. Deacy