



YOUR BRAND

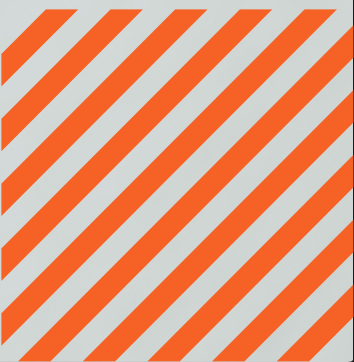
MARKET STRATEGY CONSULTING

WHAT DOES YOUR BRAND HAVE TO DO WITH YOUR MARKET STRATEGY?

Way more than most people realize. Personal brands are your persona, the reason you are who you are. It is everything others feel about you.

With your company it is no different. What do you want your audience to feel about your company?

MARKETING
STRATEGY



BRAND STORY

- As a company owner
- You are a story teller
- The story you tell
- is
- Your marketing



WHAT YOU MARKET IS AS

IMPORTANT AS WHERE YOU MARKET

Why should anyone do business with you? How are you going to help people change the situation in which they find themselves?



“Who, What, Why,
When, and Where”



WHAT IS YOUR COMPANIES VISION AND MISSION

01. Vision

How and why you can help

02. Mission

Your long term plan to help others



WHY ARE VISION AND MISSION IMPORTANT?

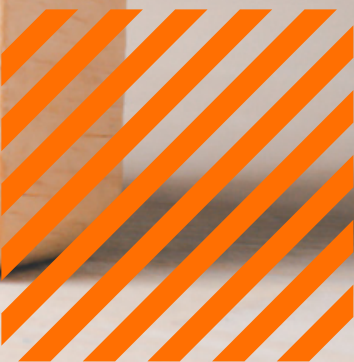
Vision

Vision has two facets. It is a guide for your company, and lets visitors determine your value to them.

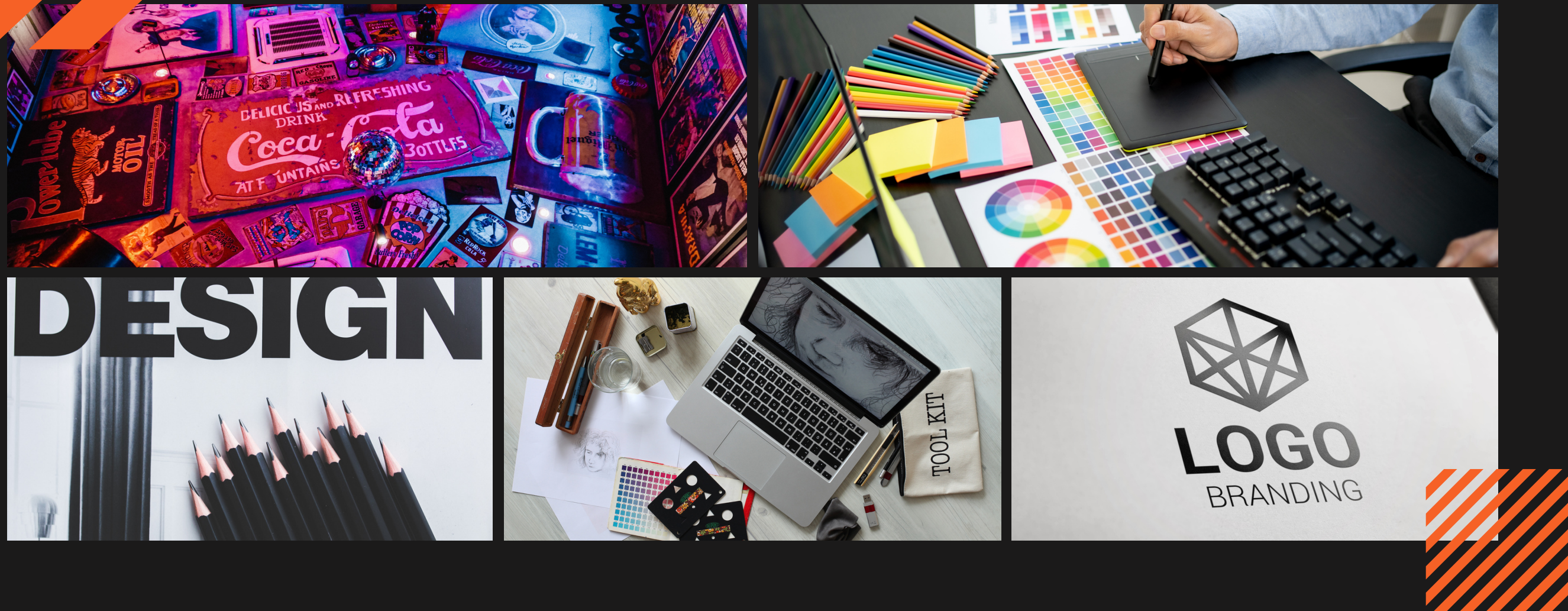
Mission

Your mission explains where you plan to be in the future and how this relates to your customers.

Both of these items should be forefront on your mind as you market.



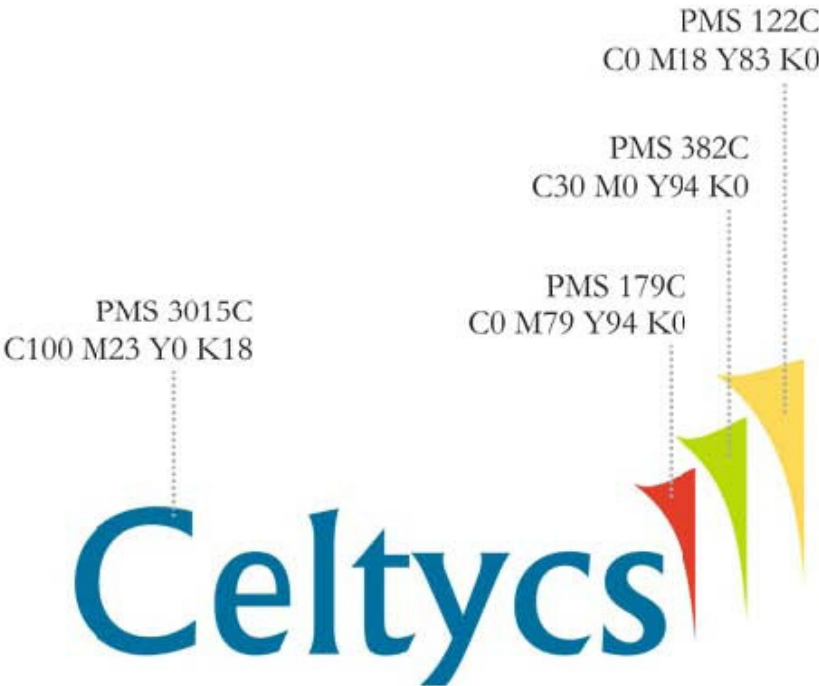
PICTURES/GRAPHICS



What grasps your interest? Is it the written word? Do you even pay attention to only the written word? Most people respond to pictures and graphics. Use them



Corporate Branding for **Celtycs Technologies**





Constructions







Front



Front



Back



Back



Horizontal Sign Board



MARKETING IS ABOUT FREEDOM

THEIR SITUATION AND YOUR SOLUTION



Where are they today, and where are they going to be after your solution. What pain will you lessen or what pleasure will you add to their lives.





***Your marketing must reach an emotion before a
person can make a logical choice to do business with
you***



Dennis Thorgesen

PRICING TABLE

REGULAR

\$ 25.000,00

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MEDIUM

\$ 30.000,00

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PREMIUM

\$ 45.000,00

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VIP

\$ 60.000,00

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PAIN OR PLEASURE

EVERY SUCESSFUL MARKETING
STRATEGY EITHER REDUCES
PAIN OR INCREASES PLEASURE.

Pain and pleasure are emotions. You
must reach your prospective client or
customer on an emotional level.



MEET OUR TEAM



Aaron Loeb

GYM Guide



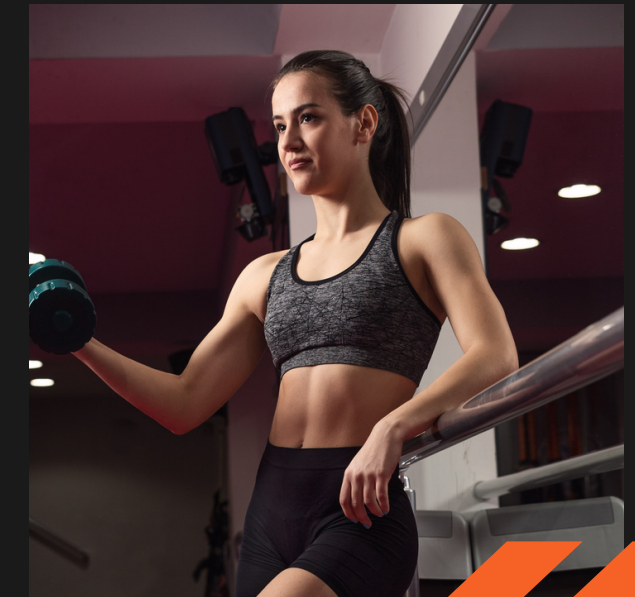
Avery Davis

GYM Guide



Ndemi Otieno

GYM Guide



Chidi Eze

GYM Guide





VIDEO MARKETING

YouTube is the second most used search engine. What are you leaving on the table for not being there and using it effectively?

BOOK A CONSULTATION



<https://lisech.com>



**THANKS
FOR VISITING**

L I S E C H M A R K E T S T R A T E G Y C O N S U L T I N G