



Company profile

Portfolio and References

apricot marketing consulting
supports companies to successfully implement
strategic and **operational Marketing** measures.

Our mission

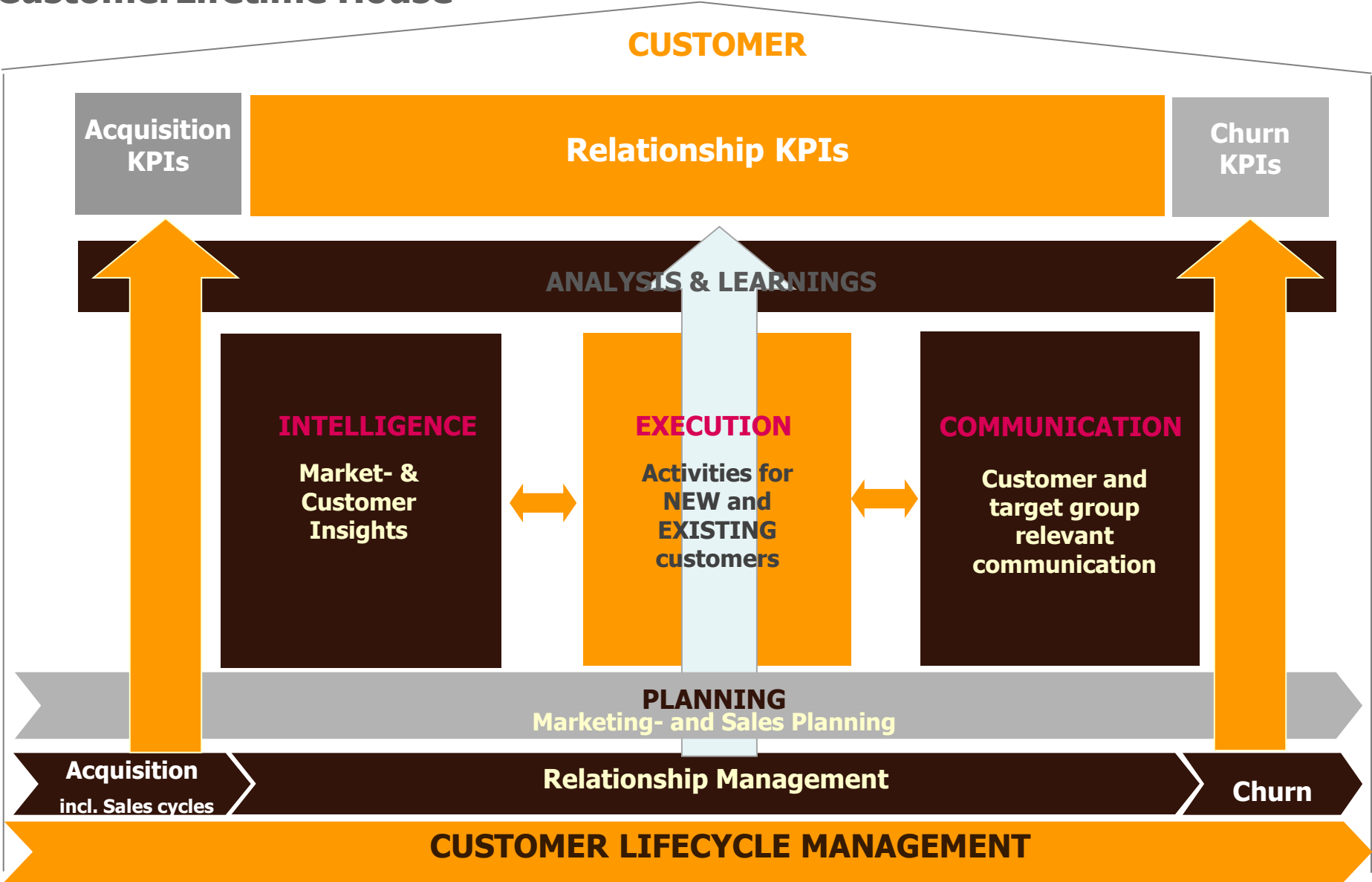
Our aim is the sustainable positioning of your company and the effective realisation of all related measures by providing

- SWOT-analyses
- Clear market- and product **positioning strategies**
- Identification of and well-defined communication with your **target group(s)**
- Leveraging of **loyal customer relations** and
- Increasing **effectiveness** and rising **revenues**

The measures are realised by either making use of our holistic Interim management approach or project based.

Our way of working – we think customer cycles

CustomerLifetime House[®]



Tailormade Marketing measures for your company

PROMOTION	This includes all the “weapons” and tools of MarCom (print, online, social media, radio, TV), sales enabling tools (proposals, loyalty programs), etc.
POSITION	What does the company/brand/product stand for?
PEOPLE	Do we have the right people to achieve the goals and objectives?
PROCESSES	Set up Marketing & Sales processes and Reporting.
PRODUCT	Defines the characteristics of the product or service that meets the needs of the customer.
PRICE	Target group related pricing strategy, pricing- & discount policy.
PLACE	Where and through whom or what are the products and services being brought to the market/sold (distribution channels).

apricot portfolio



Interim
Management



Planning,
Intelligence
Services
and CRM



Marketing-
and
Product
Management



Team
establishment

Sustainable and growth based Marketing

apricot offering in detail



Interim Management

- Set up, development and steering of Marketing Teams
- **7 Ps**
- Marketing – and Budget Planning
- Implementation of product solutions
- CRM measures
- Identification and analysis of customer potential and revenue growth
- Change management



Planning, Intelligence Services, CRM

- Brand positioning
- Business planning
- Market Intelligence (research & competitors' analysis)
- Business Intelligence (data analysis & data mining)
- KPI reporting
- Identifying revenue drivers and market potentials
- Sustainable Customer relation management



Marketing- & Product Management

- Customer & market oriented ideas and solutions
- Target group definition
- Customer segmentation
- Target group relevant offerings
- Pricing
- Product implementation and launch
- Performance tracking
- Communication
- Sales enabling



Team establishment and management

- Team management
- Recruitment of Marketing- and Sales crew members
- Team set up and role definition
- Team organisation and coordination
- Team building activities
- Crew- and Team member assessment
- Team development and Coaching

triple*a – the apricot approach

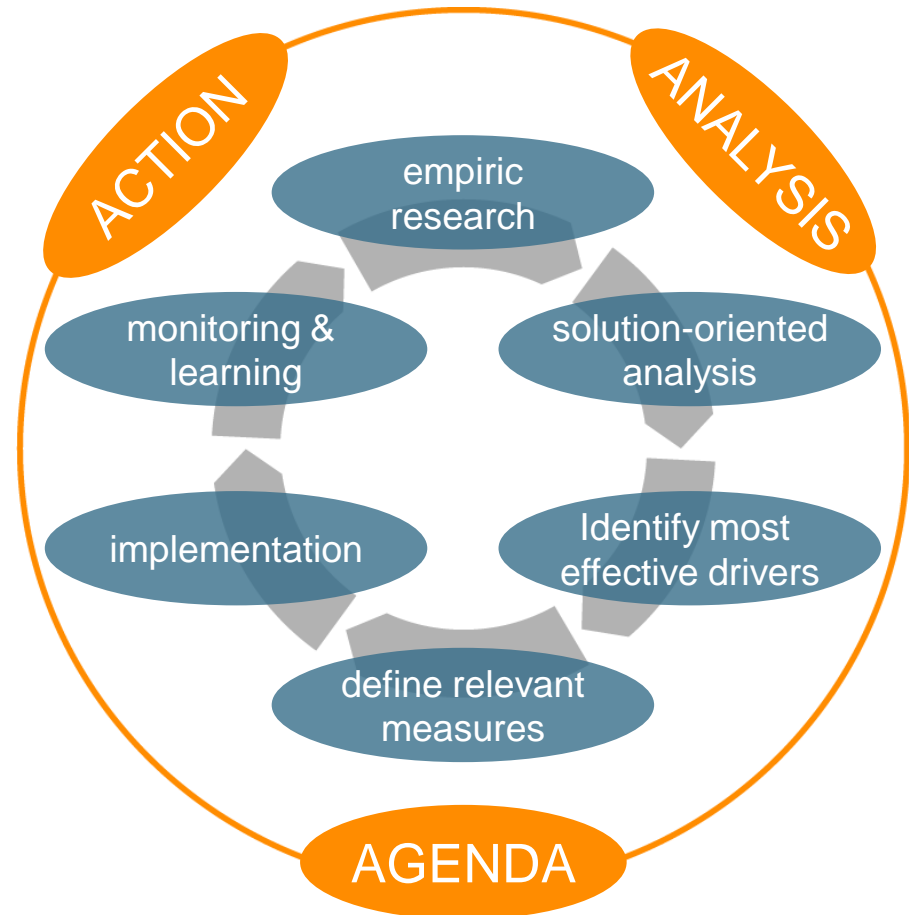
To achieve sustainability in Marketing, we use the apricot **triple*a** principle:

triple*a

represents a holistic Marketing approach to support a company in the continuous process of identifying **market- and growth potential:**

from

- **ANALYSIS** - situation screening to
- **AGENDA** - measures - and
- **ACTION** - real execution



Your benefit

Brand awareness. Customer retention. Growth potential.



apricot portrait



Sonja Dirr has over 14 years Marketing Management expertise.

We are convinced that only thoroughly implemented Marketing measures lead to **success** and **growth**.

Taking a systemic approach, we integrate all available sources of information and plan appropriate steps towards realistic implementation of your marketing strategy.

We only suggest and develop measures which can be **realistically executed** and which drive your company's **long-term success**.

References



From Marketing strategy to its
operational implementation:

we support you in getting it done!



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