

Executive Marketing Consultancy Services

Based on 25 years' proven track record of effective B2B and B2D Marketing Planning and Operations from global tech and digital brands - experience from multinational corporations as well as tech startups.

Marketing Strategy & Planning

- Ideation workshops, requirements gathering & strategy development
- Target audience analysis and marketing mix
- Situation analysis, long-term aspirations & gap analysis
- Brand platform, visual identity and positioning
- Marketing strategies and plans, KPIs based on business objectives
- Value proposition & messaging
- Channel & content strategies
- Ecosystem development & co-marketing plans with partners

Project Management & Operational Support

- Lead client projects in marketing & communication, customer experience, culture & change
- Marketing communication, Branding, Digital marketing, Web projects, PR, Event management, Product/Platform marketing, Internal communication
- Content creation, marketing materials & news editing
- Campaigns (print, online, SEM, social media ads)
- Platform/product evangelism
- Community building through social media
- Film production from brief to finished video
- Agency sourcing & management
- Company culture & values, employee engagement
- Customer journey mapping, CRM & loyalty

Interim Management, Marketing Leader & Communications Coach

- Interim Manager during transformation, organizational change or parental leave
- Organizational development, restructuring of marketing operations & teams based on new business needs
- Develop and lead marketing or internal comms teams
- Gap filler in marketing organization

For Whom

- **Executive Management teams:** strategic marketing advice & marketing planning support for effective decision-making and to develop & scale new business
- **Fast-growing technology companies:** help effectively articulate and promote product offerings to new audiences, via new channels
- **Scale-ups / funded tech start-ups:** marketing plans & implementation to ramp up awareness & adoption
- **Organizations in change:** transformation, interim management, coaching of marketing and external/internal comms teams, organizational development, upskilling & upscaling
- **Organizations targeting developers:** developer marketing strategy, platform marketing programs & community building

Why SUNMICO

- **Competence:** long experience and successful track record; experience from multiple technology areas and digital transformation; network of freelance consultants to match your needs
- **Quality:** known for delivering to high standards, on time and within budget
- **Time to market:** the right things at the right time for the right audience; well-versed with Tech companies' sense of urgency
- **Strategic and as well as hands-on work experience** from successful transformation & growth
- **Bridge the gap between tech, business & culture:** ensure employee engagement and effective marketing messaging towards decision-makers & tech audiences