

OPPORTUNIS

IMPROVING MARKETING EFFECTIVENESS

CORE OFFER

BETTER MARKETING → MORE CUSTOMERS

[OPPORTUNIS.COM](https://www.opportunis.com) [OPPORTUNIS.CH](https://www.opportunis.ch)

BETTER MARKETING



**“WE NEED TO HAVE BETTER
INSIGHTS FOR OUR
DECISIONS”**

MAXIMIZING THE IMPACT OF AND
AUTOMATING COMPETITIVE INTELLIGENCE

**“WE WANT TO DECIDE WHERE
TO GO AND HOW TO GROW”**

IMPROVING STRATEGY PLANNING AND
ENABLING GROWTH DECISIONS

**“WE WANT TO ATTRACT MORE
CUSTOMERS AND WIN MORE
BUSINESS”**

CREATING TRULY UNIQUE VALUE PROPOSITIONS
OPTIMIZING ONLINE PERFORMANCE

MORE CUSTOMERS

BETTER INSIGHTS FOR YOUR DECISIONS



**AUDIT: SCOPE, TOOLS,
PROCESS, DELIVERABLES,
CULTURE, ORGANIZATION**

1

IMPACT EXAMPLE FROM OUR PRACTICE:
CHEMICAL COMPANY **SAVES \$1.6MIO** IN
MANUAL MARKET RESEARCH COST

**UNDERSTAND: MANAGEMENT
NEEDS, STAKEHOLDER
EFFICIENCY, BLINDSPOTS**

2

**EXCEL: AUTOMATION, SPEED,
REACH, DECISION QUALITY,
SUSTAINABLE IMPACT**

3

IMPACT EXAMPLE FROM OUR PRACTICE:
PHARMA COMPANY INCREASES TARGETED
INTELLIGENCE **OUTPUT TEN-FOLD**

MAXIMIZING THE IMPACT OF AND AUTOMATING COMPETITIVE INTELLIGENCE

See the solutions in action: <http://www.opportunis.com/cases>

ATTRACT MORE CUSTOMERS, WIN MORE BUSINESS



DISENGAGE FROM LISTING
JUST TECHNICAL FEATURES IN
YOUR PRODUCT PROMOTIONS

IMPACT EXAMPLE FROM OUR PRACTICE:
CONSULTANCY OCCUPIES TOP **1+2** GOOGLE
POSITIONS FROM >100'000 RESULTS

ACQUIRE TRUE CUSTOMER
PERSPECTIVES AND THEIR
DESIRE FOR REAL VALUE

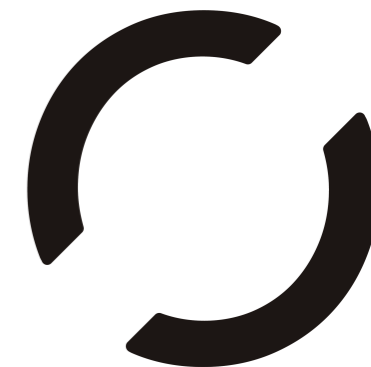
USP AND VALUE PROPOSITION
CLASSES, SEO &
STORYTELLING METHODS

IMPACT EXAMPLE FROM OUR PRACTICE:
SMALL BUSINESS **TRIPLES SOCIAL MEDIA
FOLLOWERS** WITHIN THREE MONTHS

CREATING TRULY UNIQUE VALUE PROPOSITIONS, OPTIMIZING ONLINE PERFORMANCE

See the solutions in action: <http://www.opportunis.com/cases>

DECIDE WHERE TO GO AND HOW TO GROW



LEARN HOW TO IDENTIFY AND
IMPROVE YOUR COMPETITIVE
ADVANTAGE

IMPACT EXAMPLE FROM OUR PRACTICE:
PHARMA TOLL MANUFACTURER **TRIPLES**
THE NUMBER OF **QUALIFIED LEADS**

UNDERSTAND YOUR GROWTH
POTENTIAL AND PLAN FOR
SUSTAINABLE SUCCESS

REFRESH YOUR DECISION
MAKER'S STRATEGIC DECISION
MAKING CAPABILITIES

IMPACT EXAMPLE FROM OUR PRACTICE:
ASSOCIATION REVAMPS STRATEGY AND
EXPANDS INTO ADDITIONAL MARKETS

IMPROVING STRATEGY PLANNING AND ENABLING GROWTH DECISIONS

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