

Marketing Strategy

BUSINESS-TO-BUSINESS CASE

Client: **David Fisher Design** Graphic design consultancy

Project: Client analysis

Date: 2004

Brief: To undertake an analysis of the client portfolio and source-base and to make recommendations on a sales strategy for building new business.

Outcome: The client was able to develop a new sales strategy having identified the success and failure patterns that emerged as a result of the analysis. This was in relation to how clients were sourced, the communication channels and relationship lifecycles.