

MarketingProfs DNA Consulting Services

A powerful and consistent story across your customer journey

Businesses are at a Crossroads

- Solutions are not standing out from the crowd
- Brands are struggling to stay relevant, as technology evolves at a rapid pace
- Buyers are overwhelmed by choices and conflicting, high-quality information, leading to long sales cycles, discounted pricing and a rise in 'no decision'

Because of this, Marketing is under more pressure than ever before. Budgets and team sizes are shrinking while responsibilities are expanding. It's difficult to see a way out of these diminishing returns.



Marketing Is at a Crossroads.

- 80% of CEO's don't trust Marketing. (but 91% DO trust CFOs & CIOs)
- The average tenure of a CMO is half that of other C-level peers
- 96% of buyers don't trust advertising
- Consumers are subjected to 5,000 ads a day!
- Only 22% of businesses are satisfied with their conversion rates (and they blame you know who)

It's no wonder Marketing has the highest job turnover rate of any job function.

MarketingProfs DNA (Defensible Net Advantage) can help.

MarketingProfs DNA consulting services provide proven, world-class frameworks that help you define your positioning, messaging, experience, and demand generation strategies in a way that delivers a powerful and consistent story across the customer journey. We help you stand out from the crowd, convince your prospects to say "Yes", and improve customer loyalty.

MarketingProfs DNA (Defensible Net Advantage)

If You're Struggling To Understand What Makes Your Company Unique

PositionDNA creates your unique, defensible position. By starting with the needs of the market, in these workshops you will discover who your audience is, what they care about and what position makes you competitor-proof—both now and in the future. This engagement provides you with a defensible positioning statement and a messaging document to use throughout your organization.

If Your Customer Experience Is Missing the Mark

ExperienceDNA improves customer experience (CX) using world-class frameworks that increase retention and brand loyalty. We can either help you get started or ensure that your existing CX initiatives are being embraced throughout your organization. Go beyond NPS scores, and turn your CX goals into action.

If Your Demand Generation Isn't Returning the Results You Expect

DemandDNA aligns marketing and sales with a scientific understanding of why buyers purchase, and what content should be delivered when, to create the perfect pipeline. This engagement develops your automation journey map, content plan, and bespoke content templates (or content that we create) to lift your conversations and conversions. We can assist you, or we can implement strategy, content, and marketing automation for you.

Find out why 650,000+ marketers trust MarketingProfs

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