

# The Great Northwest Marketing Rush

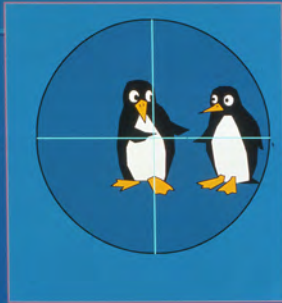


## Marketing Slide Presentation

This whimsical presentation was created in Powerpoint for a strategy marketing meeting held for a company's regional office managers from the Pacific Northwest.

### Strategic Planning:

What should we be doing in the marketplace?



### Positioning:

How do we make ourselves stand out from the crowd?



### Interoffice Coordination:

What are the other offices doing?

- BD support systems and resources
- District-wide issues and initiatives



### Public relations/communications:

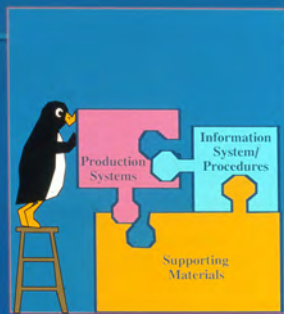
What do we want people to think about us, and how do we get the message to them?

- Community relations
- Special events
- Story/speaker placement
- Advertising



### General BD Support:

How do we improve our resources?



### Proposals and Presentations:

How do we increase our WIN ratio?

- Go/No Go decisions
- Message/theme development
- Quality control
- Debriefs



### Tactical Planning:

How do we get from here to there?



### Community Relations:

How do we target the right opportunities?

