

## CLEVER TACTICS

Specific/

### SET UP WITH BLOB

#### Clever Tactics Development Services:

- . Understanding Objectives
- . Target Audience Analysis
- . Competitive Landscape Assessment
- . Data and Analytics Utilization
- . Brainstorming and Ideation Sessions
- . Customer Journey Mapping
- . Multichannel Approach
- . Unique Value Proposition (UVP)
- . Storytelling Strategies
- . Surprise and Delight Elements
- . Testing and Iteration
- . Social Media and Virality Strategies
- . Strategic Partnerships and Collaborations
- . Event and Experiential Marketing
- . Gamification Strategies
- . Real-Time Marketing Opportunities
- . Innovative Technologies
- . Measurement and Analytics
- . Agile Implementation
- . Communication and Reporting

**Elevate your approach with our Clever Tactics Development Services.**

**We collaborate on inventive strategies to navigate challenges, captivate audiences, and achieve impactful results.**

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Our Clever Tactics Development Services offer a collaborative approach to crafting inventive strategies that navigate challenges, captivate audiences and achieve impactful results. Beginning with a deep understanding of objectives and target audience analysis, we leverage data and analytics to inform our tactics, ensuring relevance and effectiveness. Through brainstorming sessions and customer journey mapping, we develop multichannel approaches that resonate with audiences and drive engagement.

From crafting unique value propositions to incorporating surprise and delight elements, we prioritize creativity and innovation in our tactics. We embrace testing and iteration to refine our strategies, leveraging social media, virality strategies and strategic partnerships to amplify reach and impact. Our services extend to event and experiential marketing, gamification strategies and real-time marketing opportunities, leveraging innovative technologies to enhance effectiveness.

With a focus on measurement and analytics, agile implementation and communication and reporting, we ensure that our tactics are data-driven, adaptable and transparent. By collaborating closely with our clients, we continuously refine and optimize our tactics to achieve the desired outcomes and deliver tangible results.

**Service particularity:** delivery time depending on work frame and complexity; Initial Chat included

**Blob team engagement:** 2 expert level consultants, creative team, technical backend

**Type of meeting:** face to face

**Place of meeting:** agency office

**Output:** set of strategic manoeuvres or actions designed to outsmart competitors, exploit opportunities and achieve specific objectives with ingenuity and efficiency

## Pricing. Clever Tactics

### BASIC DIFFICULTY LEVEL:

- . **Starting price:** 3.000 EUR
- . **Criteria:** suitable for individuals or teams with limited experience in tactical development or marketing strategies
- . **Argument:** at the basic difficulty level, clever tactics development services focus on fundamental aspects such as understanding objectives, target audience analysis and competitive landscape assessment. These services cater to individuals or teams who may be new to tactical development and require assistance in identifying target audiences, analyzing competitors and aligning tactics with overall objectives. The emphasis is on providing guidance and support to ensure that tactics are developed with a foundational understanding of the market environment and strategic goals

### INTERMEDIATE DIFFICULTY LEVEL:

- . **Starting price:** 4.000 EUR
- . **Criteria:** geared towards marketing professionals or organizations seeking to enhance their tactical development capabilities and innovative thinking
- . **Argument:** intermediate difficulty level clever tactics development services offer more comprehensive support in areas such as brainstorming sessions, customer journey mapping and multichannel approach. Professionals at this stage may have some experience in tactical development but require assistance in generating creative ideas, mapping customer journeys and integrating multiple channels into their strategies. These services focus on fostering creativity, enhancing customer engagement and optimizing tactics for maximum impact. The emphasis is on improving the depth and effectiveness of tactical development efforts to achieve impactful results

### ADVANCED DIFFICULTY LEVEL:

- . **Starting price:** 5.000 EUR
- . **Criteria:** targeted towards strategic leaders, marketing executives or organizations requiring specialized expertise in advanced tactical development techniques
- . **Argument:** advanced difficulty level clever tactics development services involve advanced techniques in innovative technologies, real-time marketing opportunities and agile implementation. Organizations at this level may deal with complex marketing challenges, rapid market changes or technological disruptions that require sophisticated tactical development approaches. These services offer specialized expertise to leverage innovative technologies, capitalize on real-time opportunities and implement tactics with agility and responsiveness. The emphasis is on providing strategic foresight and actionable strategies to drive organizational growth and competitive advantage

### CHALLENGING DIFFICULTY LEVEL:

- . **Starting price:** 7.000 EUR
- . **Criteria:** designed for organizations facing critical marketing imperatives, fierce competition or disruptive industry trends
- . **Argument:** challenging difficulty level clever tactics development services address critical issues such as surprise and delight elements, gamification strategies and strategic partnerships. Organizations at this level may encounter situations where differentiation, customer engagement and strategic collaborations are essential for market success and sustainability. These services involve proactive engagement with stakeholders, innovative approaches to customer engagement and strategic alliances to capitalize on market opportunities. The emphasis is on equipping organizations with the tools and capabilities to develop and execute clever tactics that drive impactful results and achieve marketing objectives

By categorizing Clever Tactics Development Services into these difficulty levels, individuals and organizations can identify their specific needs and select the appropriate level of support to enhance their tactical development capabilities and achieve impactful results. Each level offers tailored solutions and strategies to address specific challenges and optimize the effectiveness of tactics development in supporting organizational objectives.