

*"Marketing is the Conductor of Business
orchestra"*

Dideas Consulting



DIDEAS Consulting

About Us

Dideas Marketing Consulting is your partner, expert in marketing consulting services, human resources training and business development.

Dideas Marketing Consulting can be, depending on your needs:

- 🎷 External marketing department
- 🎷 Business developer
- 🎷 Marketing auditor.

Dideas Marketing Consulting is founded on this believe: Like conductor is the soul of orchestra, marketing is the soul of every business.

Marketing conducts all activities of organization for giving in the market that sound which clients need to hear it.

In context of joining to European Union, Romanian market is more than a potential business, is an emergent market, with new opportunities and threats. Some questions appear in this changing environment:

Do you wish to start a business in Romania?

Do you have a business in Romania and want to develop it?

Do you want an expert and honest advice about Romanian market opportunities, business environment and competition?

Do you want an improvement of your business?

Your employees face with new challenge in emergent market?

Loyal or not, competition is a threat for your activities?

Our marketing consulting teams give you an honest and expert answer.

Why DIDEAS?

Our marketing consulting services can significantly and quantifiably increase return of investment rate, new product/ services success rate, corporate profitability rate.

The mission of Dideas Marketing Consulting

Dideas Marketing Consulting believe into a real partnership, in an honest and clear communication with our customers.

Because, for us, communication is more than words, it means sharing ideas, emotions, actions, feelings.

Guided by this belief, we base our consulting engagements on a careful balance of creative intuition and rigorous analysis of unimpeachable data.

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How we are different?

We believe marketing is both an art and a science. Like any other investment activity, it must be grounded in research, planned carefully, and measured based on return on investment.

Data Users Not Collectors

We use primary and secondary data as inputs into proprietary models and methodologies to build exceptional marketing programs.

We move beyond mere data-collection to state-of-the-science analysis.

Marketing Specialists, Not Functional Generalists

We specialize in marketing. We apply our technologies across industry categories. Our marketing expertise customize projects to the unique business challenges of our clients.

From Start to Finish

We focus on the entire process of developing, implementing, and monitoring exceptional marketing programs.

We work with clients on pieces of the process or from start to finish.

Our Services

Every brand, product, service, and company has unrealized sales and profit potential. In many cases, the **unrealized potential** is 3 to 7 times greater than current sales.

To help close that gap and transform a company's marketing performance from average to superior, Dideas Marketing Consulting offers services divided into:

- 🎵 Marketing Consulting services
- 🎵 Training of human resources
- 🎵 Business development services

Consulting & business development services

Consulting & business development services have 5 five stages of marketing program development and execution:

- 🎵 Marketing auditing
- 🎵 Marketing strategy development
- 🎵 Marketing planning
- 🎵 Guided implementation
- 🎵 Marketing performance evaluation

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Measure 1: Marketing Auditing

Our marketing auditing services provide a thorough assessment of the strengths and weaknesses of your marketing strategy and programs.

Marketing auditing will help you understand: how your marketing decision process compares to best practices, how your marketing strategy is currently performing, where your brand stands versus competitors.

Measure 2: Marketing Strategy Development

What Can Marketing Strategy Consulting Do For Your Brand?

You may know where your brand stands in the marketplace. And you may know where you want to take your brand.

But how do you get from where you are to where you want to be?

Marketing strategy consulting services lead to transformational marketing strategies for brands, products, and services, as well as increased sales and profits.

Measure 3: Marketing Planning

Our marketing planning services replace guessing with science.

Usually senior management sets sales objectives and the marketing team develops a marketing plan it hopes and prays will increase sales.

But hopes and prayers more often than not end in frustration. Marketing planning should not happen this way.

Measure 4: Guided Marketing Implementation

Dideas Marketing Consulting offers guided marketing implementation services we can apply to firms to ensure they stay on strategy and on plan.

Faulty marketing implementation is as much a reason for failure as faulty marketing strategy—maybe more so.

Marketplace results are the function of both marketing strategy and marketing implementation. You need both.

Measure 5: Marketing Performance Evaluation

Through program monitoring, our marketing performance metrics: can forecast how a program will perform over time, indicate how to counter competitive threats, provide insights into what will make it perform better.

Our marketing performance analysis will provide you with a scorecard for measuring marketing success.

Human resources training

For its management, for its sells, for its employees each company needs different types of trainings for being on step before market movements.

Dideas Marketing Consulting gives you the improvement needs to your employees for being competitive on the market.

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Dideas Marketing Consulting offers a high standard for the following services:

- 🎵 Marketing Competence
- 🎵 Sales Skills
- 🎵 Negotiation Skills
- 🎵 Sales Psychology

Our standards are based on the methodologies supported by industry literature and scrutinized by our industry peers.

The training is based on the best informational structure and has a personalized approach depending on clients needs.

Collaborative & Interactive Consulting

We collaborate with our clients to find win-win unique solutions to their marketing challenges.

We are relentless in pioneering new marketing methodologies customized for the reality of Romanian market.

Carefully Written Project Plans

While many firms write a proposal, assemble a questionnaire, and then do a study, returning only to make a final presentation, we invite our clients into the kitchen to scrutinize our work.

At the beginning of a project, we work with clients to establish a mutual understanding of the work's scope, objectives, costs, and expected outcome.

Teamwork

Our staff includes marketing consultants, researchers, statisticians, sociologists, and psychologists.

While we encourage proactive and original thinking, each professional must review work with senior partners to ensure it meets our high standards for marketing excellence.

DIDEAS Benefit

Our core capability is to identify, in a unique way, the optimal combination of minimal resources needed for maximize the satisfaction of your clients and the rate of profit.

If you would like to speak with us regarding to
a *specific project* or *business opportunities*, please contact:

Dideas Consulting

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