

Savvy is a Research Triangle based boutique strategy consulting and strategic marketing advisory firm that focuses on growth. Our consultants bring their wealth of experience to add immediate value to each client situation.

We are hired when a company reaches an inflection point and seeks external, experienced guidance in growing its core business, in launching a new channel/product, or improving operational efficiencies.



WHO WE WORK WITH

Since 2003, we have helped more than sixty clients in over 100 engagements in technology, healthcare, consumer, financial & business services, education, and non-profit sectors.

We are hired by the CEO or their senior executive to address a strategic issue warranting third party exploration due to tight timelines or the need for neutrality and outside perspective.

HOW WE HELP

We provide strategic insights & pragmatic recommendations for companies seeking growth. Services include:

- ◆ Strategy and Innovation Workshops
- ◆ Qualitative & Quantitative Market Research, Competitive Scans
- ◆ Corporate, Business Unit Audits
- ◆ Due Diligence, Sizing for new market opportunities
- ◆ Interim team leadership/CMO and team

Results from independent market research reveal high marks for Savvy Marketing Group:

- ◆ 100% rated overall value to their business either 'very high' or 'high'.
- ◆ 95% of clients were either 'extremely' or 'very' satisfied and were 'definitely/likely' to refer to colleagues.
- ◆ Savvy's Net Promoter Score ranks in same decile as Amazon and eBay, just above Apple, Southwest Airlines.

CASE STUDY LINKS

- ◆ [Business Audit](#)
- ◆ [Business Plan Development and Advisor to CEO](#)
- ◆ [Interim Team Leadership](#)
- ◆ [Marketing Strategy: Customer Research, Talent Acquisition, Exit Strategy](#)
- ◆ [Interim Marketing Leadership, Messaging](#)
- ◆ [New Channel Assessment](#)
- ◆ [Outsourced Marketing Team, Messaging](#)

CONTACT US

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