

NAVIGATING THE ROAD TO MARKET SUCCESS: THE NOVADES STORY

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NOVADES
AMBITION CREATES VALUE

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Introduction

How could Novades Bv benefit from a well executed marketing plan in terms of corporate image and brand awarness

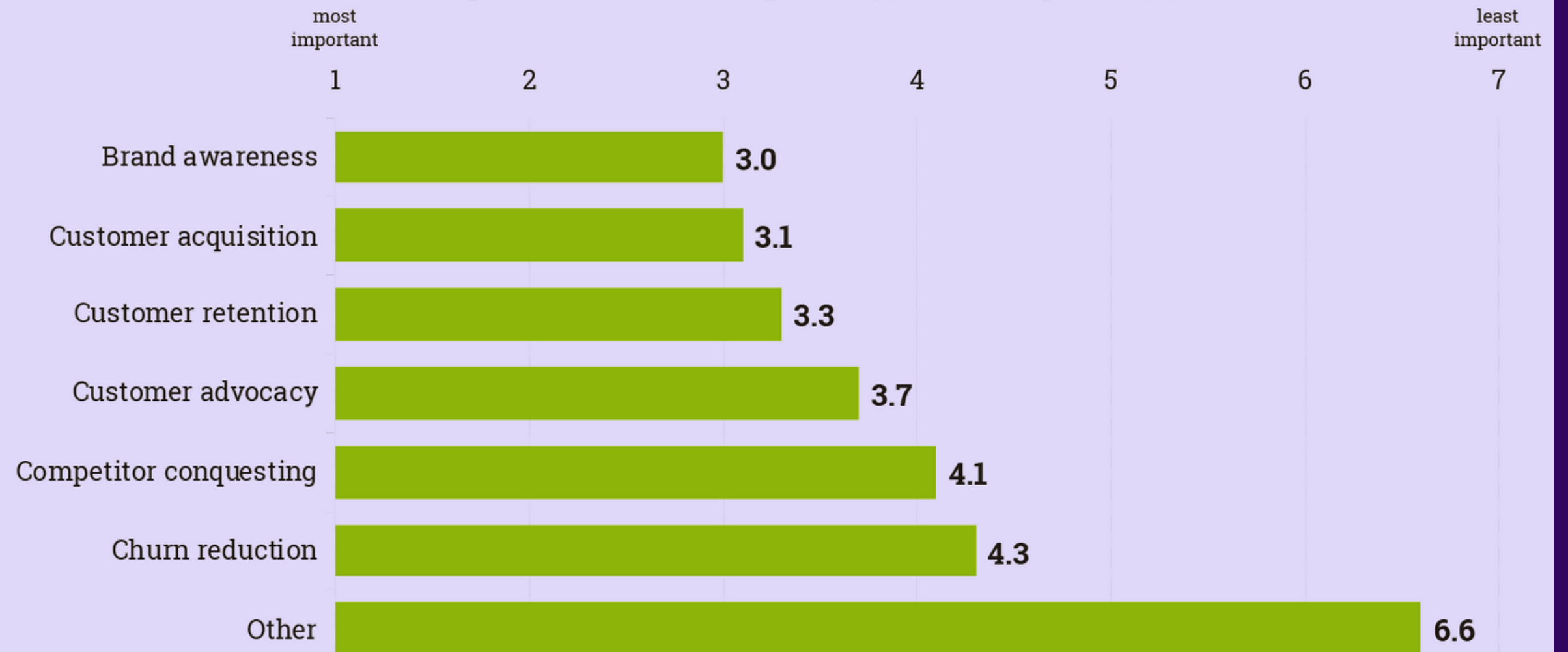


Recommendations

- Focus on relationship marketing
- Attend trade shows
- Highlight brand differentiation
- Build a strong online and offline presence
- Ensure consistent messaging
- Embrace continuous improvement

Top Marketing Objective for 2022

The numbers reflect ranked order of importance from most important (1) to least important (7)



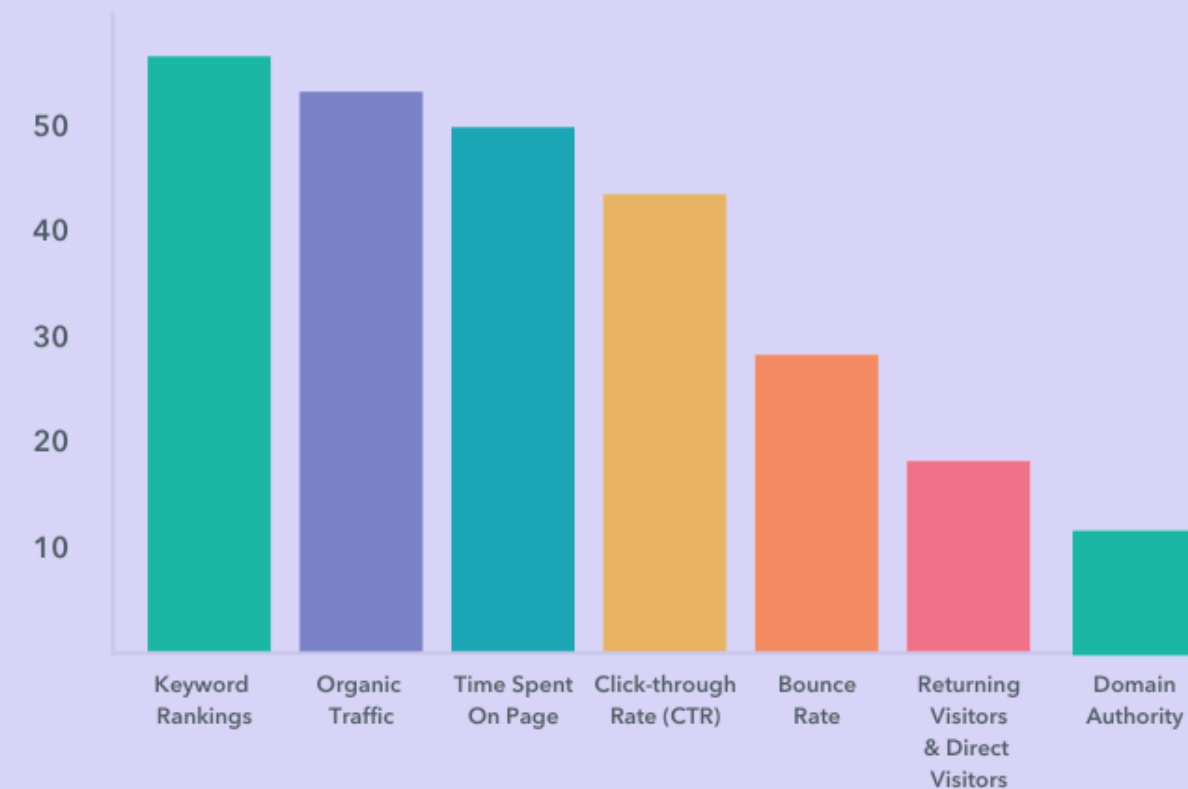
Published on MarketingCharts.com in April 2022 | Data Source: Nielsen

Based on a survey conducted 12/2/21-1/12/22 among 1,943 global marketing professionals working with annual marketing budgets of at least \$1M

Recommendations

- Set measurable objectives
 - Leverage market knowledge
 - Allocate resources strategically
 - Maintain consistent visibility
 - Prioritize face-to-face interactions
 - Ensure accountability for goal execution
- Select appropriate channels and tactics

How do you measure the success of your SEO strategy?



Source: HubSpot State of Marketing Report, 2021



Recommendations



- Implement data-driven marketing strategies
- Utilize digital marketing channels
- Develop content marketing initiatives
- Optimize search engine visibility
- Engage with customers through social media
- Utilize email marketing campaigns
- Leverage influencer marketing

Recommendations



- Marketing manager or brand manager
- Online specialist
- Generalist with experience in different aspects of marketing and management

Recommendations



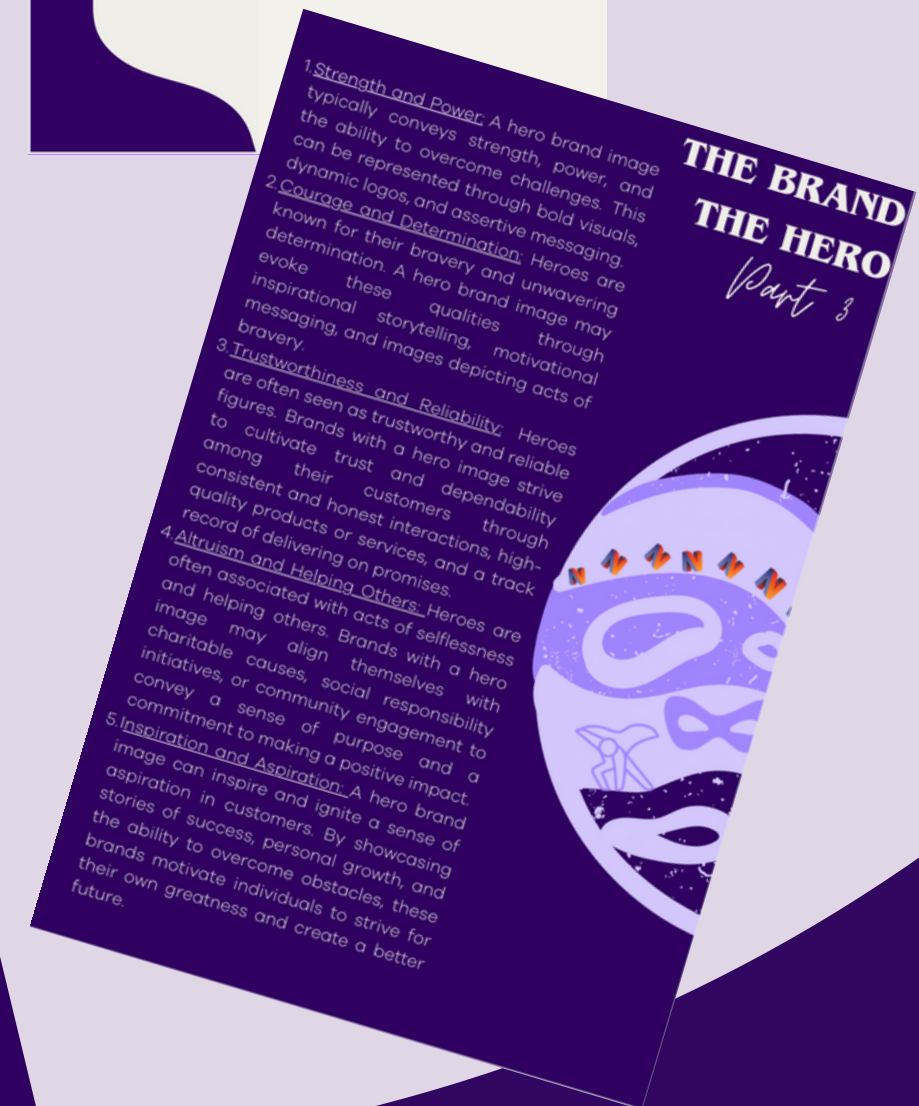
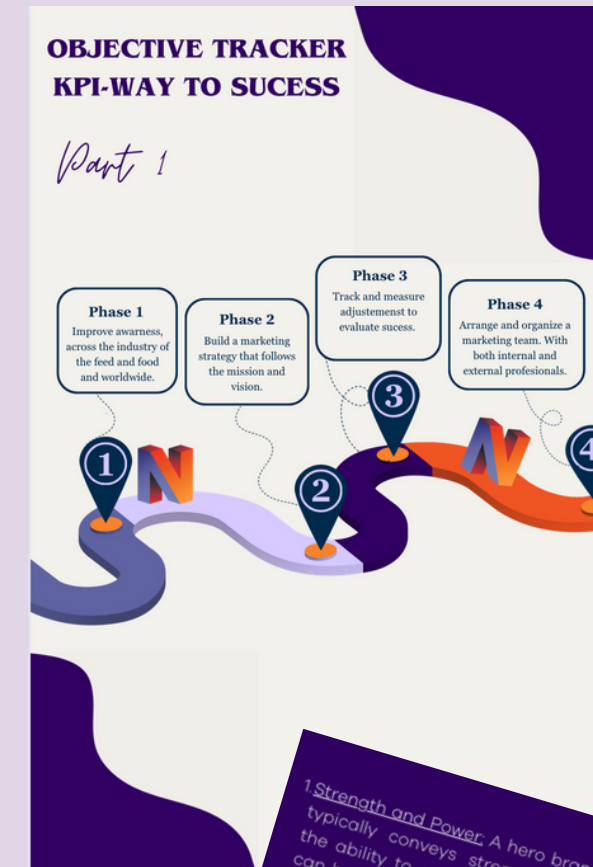
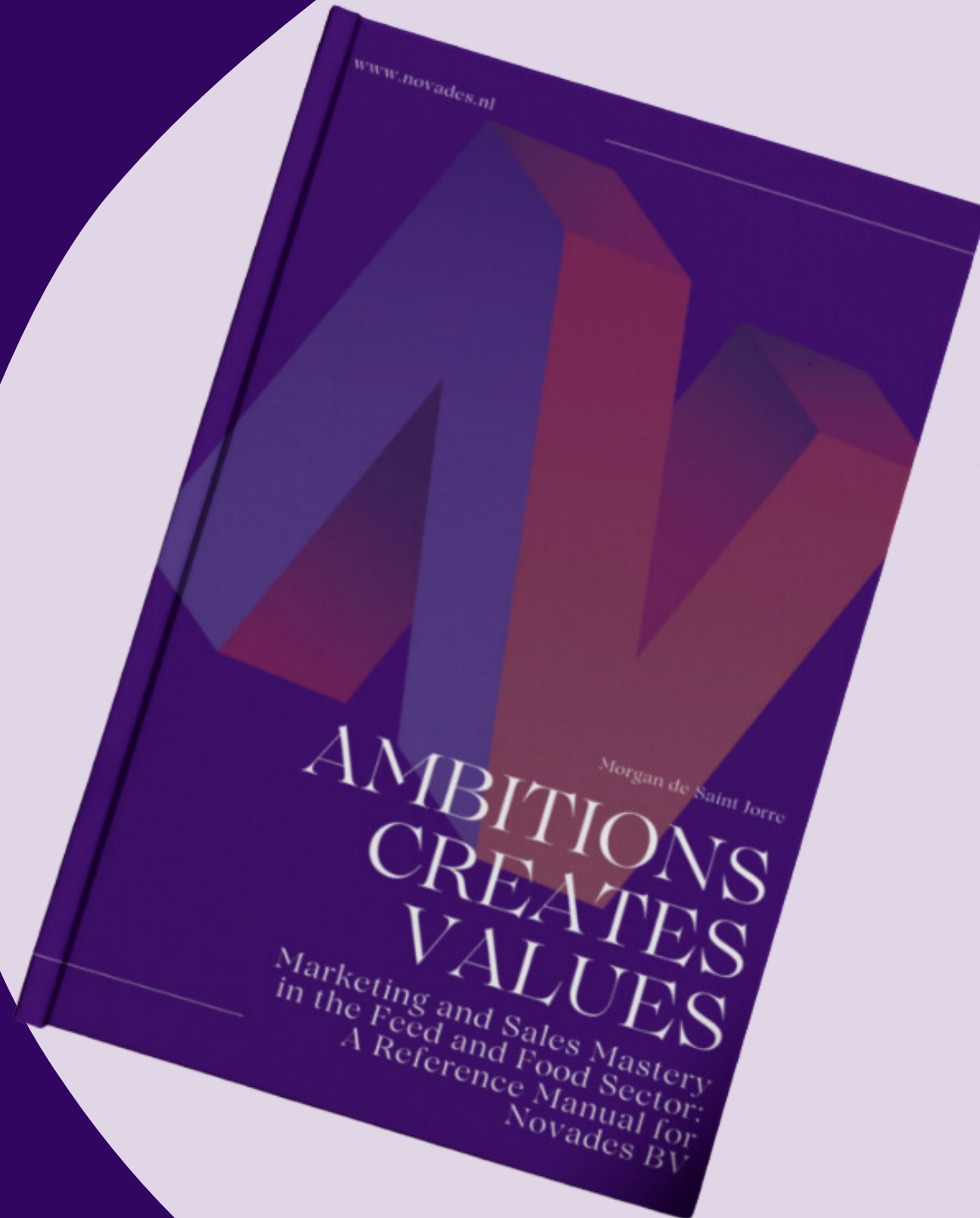
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Feasible

Acceptable

Feasible

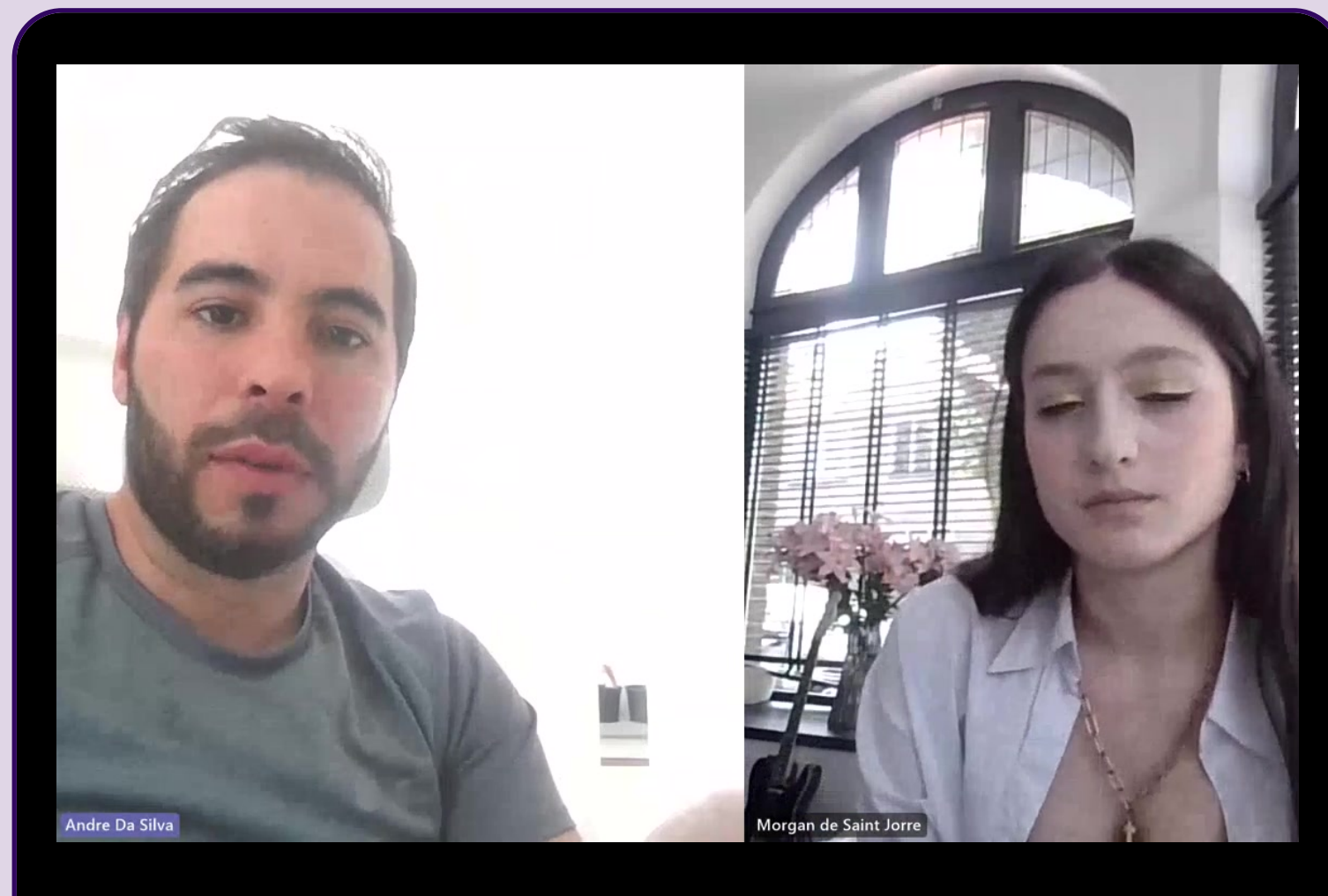
Professional product



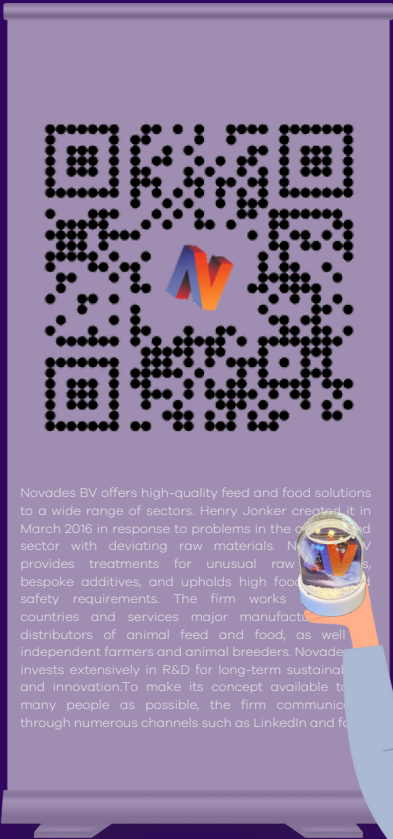
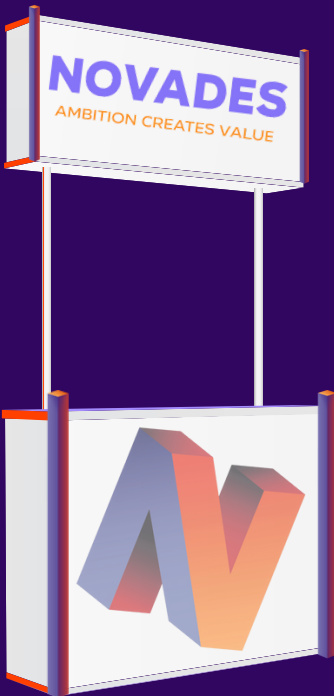
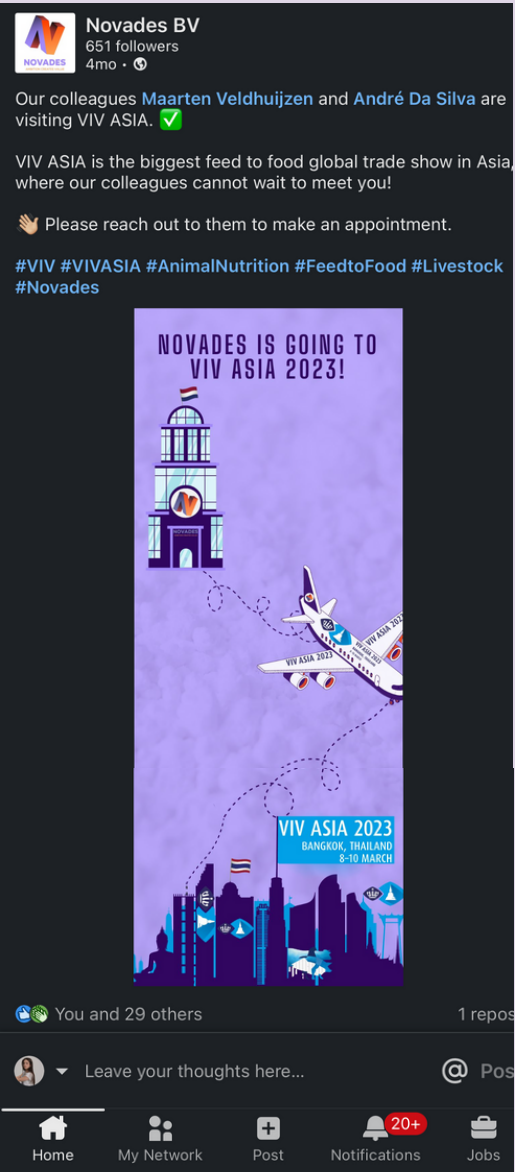


Implementation and results

Feedback and recommendations



Value added to the company





THANK YOU FOR
YOUR TIME AND
THOSE
INCREDIBLE 4
YEARS!