RECOMMENDATIONS
Based on these key insights, the Fox Team provided The Quarter Design with:

1. A communication strategy including an elevator pitch, brand positioning guidelines and content writing suggestions to tailor their web presence to a business audience.

2. Strategies for building the business, expanding their network, and enhancing their brand.

3. A marketing strategy detailing which customer segments to target, the optimal price point for each service, and where to build potential customer relationships.

4. An implementation timeline matching The Quarter Designs’ action steps with the fiscal calendar to optimize the chance of hire.
RESULTS

Based on the Fox team’s recommendations, The Quarter Design assembled an advisory board and hired two new employees to expand their project management and marketing capacity. Within two months of launching their new service offerings, they secured three jobs within the desired segment and generated several additional qualifying leads.

Contact:
Dr. TL Hill, Managing Director
215.204.3079
tl.hill@temple.edu

Visit Us Online:
fox.temple.edu/consulting
FoxMC@temple.edu