

# MARKETING SERVICES



Butler Business Accelerator

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Marketing is a critical component of an organization's overall business strategy. The Accelerator offers a range of strategic and tactical marketing services. We help our clients with the development of go-to-market strategies that are aligned with the corporation's mission and actionable plans for the execution of those strategies.

## Our team

Our marketing services team is led by experienced marketing professionals with a wide range of corporate backgrounds and specialties. These leaders work with key faculty members from the Butler College of Business Administration, and MBA and undergraduate students. College of Business faculty have extensive credentials in various areas, including consumer behavior, sales channel management, advertising, and e-marketing strategy.



## How we work

The Accelerator employs a proven strategic marketing plan process to deliver customized marketing solutions, focused on our clients' needs. Deliverables of this proven process can include:

- Market environment analysis
- Product positioning and pricing strategies
- Sales and marketing benchmarks
- Resource loaded, tactical action plans

After partnering with a client in the development of its marketing strategy, the Accelerator can offer assistance with the actual implementation of the marketing and sales plan, including budget allocation, campaign development, and project management.

## Our results

Following the Accelerator's strategic marketing plan methodology, our clients have found that they are able to:

- Attract and retain more customers.
- Increase the value of each customer relationship.
- Define and leverage marketplace position.
- Focus marketing and sales resources.
- Maintain a consistent brand and company voice.
- Utilize a targeted communication plan.
- Launch measurable marketing campaigns that are on time and on budget.

“The Accelerator team delivers actionable results — not a cookie cutter plan. They gave us a roadmap to grow our business by developing marketing plans focused on our target markets. Wellspring has bid farewell to the days of casting broad marketing nets and hoping to capture any and all audiences.”

— Chuck Heitholt, RPh  
Executive Director, Wellspring Pharmacy

# HOW TO BECOME A CLIENT

## BUTLER BUSINESS ACCELERATOR

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We work with privately owned Central Indiana companies that have been in business for at least five years, have \$5 million to \$50 million in annual sales, and are profitable and poised for growth. Does your company fit that description? Are you committed to growing your business? Are you willing to share financial information? Are you prepared to implement change? Do you like the concept of a long-term consulting partnership? If so, then you may be an ideal candidate for the Butler Business Accelerator.



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