



CONFIANZYS
360° Product Management

Marketing Management



At every Formula 1™ race, 10 super-competitive teams and 20 charged up drivers enter the field with a clear strategy based on the peculiarities of the track, the weather, their cars and that of competitors. If aggressive overtaking at corners is one team's strategy, choosing the right corner and moment to carry it out is critical. At every race, what makes the difference between winners and losers is the finesse with which strategy gets fine tuned into implementation.

Marketing Management is the science of developing market-centric strategy and then taking it forward through structured, yet agile implementation. Learn more about how expert Marketing Management can help you build a brand that customers buy into forever.

ABOUT CONFIANZYS

Confianzys Consulting is a first-of-its-kind consulting entity in India with a mission to help conceive market-driven breakthrough products and achieve global scale.

We are focused on helping technology product companies through Consulting, Coaching, Training and Operational Interventions in the Product Management, Customer Management and Marketing Management areas.

A 360° ADVANTAGE

Normal human vision extends at 180°. Think of the advantage that a driver with 360° peripheral vision would have!

With our 360° services, we give your product story a decisive advantage. Our proposition is clear: Ensure that high-tech product companies are focused on aligning the core business of designing and building the next big product to address a global customer base.





MARKETING MANAGEMENT: Strategy to Thought Leadership

Confianzys Marketing Management services are aimed at supporting your marketing function to move forward with a well-defined strategy and implementation plan to capture and retain a central place in customer minds.

Our services include:

Marketing Strategy

Confianzys designs marketing strategy to achieve customer salience, intimacy and revenue realization. Our expertise includes global marketing best practices, knowledge of changing trends and customer preferences and a scientific approach to pricing that closes the gap between revenue and customer expectations.

Marketing Plan

Confianzys works with product companies to create differentiated marketing plans for various customer segments. Our customer-centric marketing plans act as blueprints for the marketing function and ensure continuity in execution.

Positioning & Communication

Confianzys helps companies develop Positioning focused on the brand's core strengths, which convinces customers to buy into the Value Proposition. We work to customize communication strategy for specific audiences, and support marketing and sales teams by seeding the key messages that must be consistently used across mediums.

Marketing Programs

We build the last mile of Marketing Management with sharply constructed marketing programs to reach the right customer segment at the right time and place. Our work includes consideration of segment needs, prioritization of business and marketing goals, identification of short and long-term programs, budget building and execution while functioning as an extended marketing team fully immersed in the client business.

Branding through Thought Leadership

For a technology driven product company, demonstrating thought leadership is critical to building a trusted brand. Sustaining thought leadership involves building relationships through informative dialogue and offering customers ideas and insights that truly inspires them and provides them competitive advantage.

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