



Communication Strategy Development

A strategic approach to communication to ensure consistency in messaging and marketing success.

The tasks related to marketing are often spread across a group of employees or in bigger structures through various departments. The lack of a strategic framework to provide guidance on consistency in messaging and tonality leads to inefficiencies and lower marketing ROI.

enable2grow is an experienced partner in developing a grounded communication strategy, starting with a solid definition & understanding of the target group. Based on the consumer, we define the value story, the brand tonality as well as the right channel mix across the marketing funnel. Brand development is an optional scope addition.

In a series of workshops, we co-develop with your team/leadership team the communications strategy, consisting of the following elements:

- One or more target group personas (who you talk to)
- Value story (what you offer to the target group)
- Brand tonality (how you talk to your target group)
- Channel mix (where to reach your target group)

This results in a well-defined strategic framework that will guide all marketing activities and operations as well as lead to more consistency in messaging, increasing marketing impact.



Maike Buhr | Senior Enabler, Human-centered Business Strategies

Maike focuses on the development of company and marketing strategies, positionings, and growth strategies often linked to digitization and innovation. She combines over 20 years of experience in companies (P&G, L'Oréal, Mittelstand, Start-ups), analytical thinking and in-depth consumer/target group understanding (customer-centricity) and transfers her knowledge into strong strategic digital and non-digital growth concepts with recommendations on how best to move to market. → **in**

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).