



Board Advisory Services

Contrecoup works with clients to create and execute digital and content marketing strategies that generate more business more efficiently. Our perspective focuses on the alignment of marketing efforts with the strategic and tactical efforts of your sales organization. In our experience, business objectives, supported by a data driven approach, are most likely to be achieved, and, thereby, enable the delivery of highest value to shareholders and other constituents.

Contrecoup is a boutique consultancy offering insights in strategy, marketing, copy writing, design and social media. Together, we leverage our experience to increase the potency of your marketing efforts and your brand. We can help position you as a thought leader and help your business grow by driving meaningful engagement with prospects and customers.

Our Board Advisory Services are focused on Communications:

1.0 Discovery

- 1.1 Business objectives
- 1.2 Key Performance Indicators (KPIs)
- 1.3 Persona(s)
- 1.4 Buying process
- 1.5 Sales cycles

2.0 Analysis

- 2.1 Content analysis
- 2.2 Digital assets
- 2.3 SEO & SEM
- 2.4 Sales funnels
- 2.5 Lead generation

3.0 Research

- 3.1 Competitors
- 3.2 Keywords & keyword rank
- 3.3 Links

4.0 Planning

- 4.1 Strategic objectives
- 4.2 Tactical plans
- 4.3 Lead nurturing