

Market Research and Strategic Planning for National B2B Marketing Program



NicePak is a health and wellness manufacturer and a global leader in wet wipe products to clean, disinfect, and support healthful living.



CHALLENGE

NicePak needed strategic marketing research and planning to evaluate a new B2B marketing and sales growth program.



Traditional sales channels were not growing.



Placement of product in national retail chains was not driving user adoption.



Commercial market for the product was not growing.



E-commerce sales were stagnating.

OPPORTUNITY

Nicepak and its Grimeboss product needed to explore additional B2B marketing and sales channels to develop additional revenue.



Evaluate distribution opportunities with major suppliers.



Explore GPO opportunities for B2B sales to professional channels.



Study possible expansion into trades based on product performance in extreme industrial environments.

Strategic Marketing Plan for International Manufacturer

A strategic marketing plan was delivered identifying TAM, key target markets, buyer personas, brand positioning, and a tactical plan to execute the marketing growth strategy.



THE ASSESSMENT

- 1 Developed a strategic marketing plan integrated with sales, distribution, and manufacturing.
- 2 Addressed direct-to-consumer channel expansion as well as B2B and ABM market opportunities.
- 3 Delivered a tactical plan to execute the strategy across marketing, sales, distribution, and manufacturing.



RESULTS

- 1 Identified \$100 million plus in potential market expansion.
- 2 Researched and identified diverse market channels to improve the odds of sustainable market share and product revenue growth.
- 3 A strategic marketing plan integrated across the entire business.
- 4 The expansion plan covered not only B2B channels but also aligned with D2C channels.