

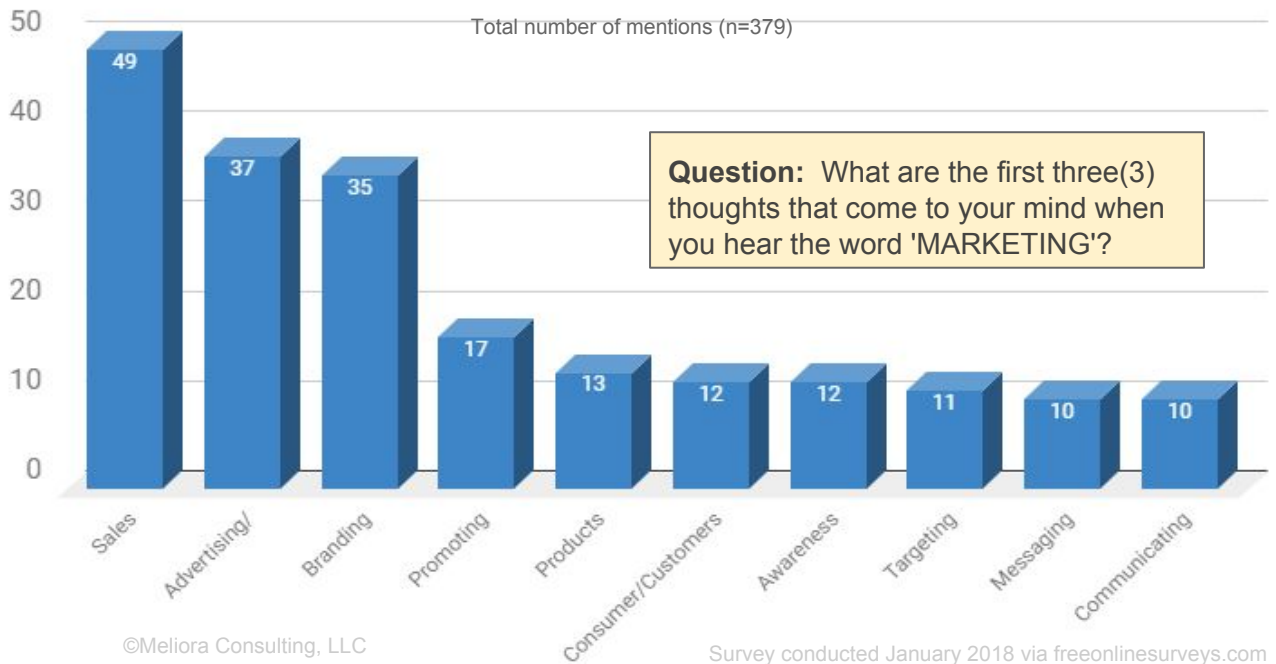


MELIORA CONSULTING

MELIORA / n. or adj. - a latin word meaning "better"

OBJECTIVE: to understand top of mind associations of marketing among non-marketing leaders at companies of various sizes and industries.

Top 10 Thoughts Associated with "Marketing"



TOP 3 thoughts- sales, advertising, and branding received **121 (31.9%)** of total mentions.

NEGATIVE thoughts such as fluff, waste, undervalued, manipulation, detached, overfunded, no value, expensive, pretty, gimmicky, received **35 (9.2%)** of total mentions.

FOUNDATIONAL thoughts such as business, differentiation, strategy, positioning, marketing mix, value proposition and analytics received **only 29 (7.6%)** of total mentions.

These foundational activities are critical to developing market strategies that yield better outcomes for your customers and your business.

**Your company's marketing efforts may be missing the mark.
Contact Meliora Consulting for a preliminary assessment.**

Meliora Consulting guides small to midsize B2B companies to develop and implement practical product and go-to-market strategies to achieve sustainable growth and profits.