



# Export Marketing Services

## THE COMPANY

Founded on three main pillars, those of Marketing, Media and Management, mCubed is capable of providing intelligent, flexible and innovative solutions to businesses and organizations around the world. Staffed with an internationally experienced team of professionals in media, marketing, design, IT, and sales, our company is capable of fully servicing all facets of communication.

Our campaigns are designed to express your identity, realize your business goals, showcase your products, and ultimately shape your brand. After all effective communication can only be achieved when there is substance to what is being communicated.

## THE CHALLENGE

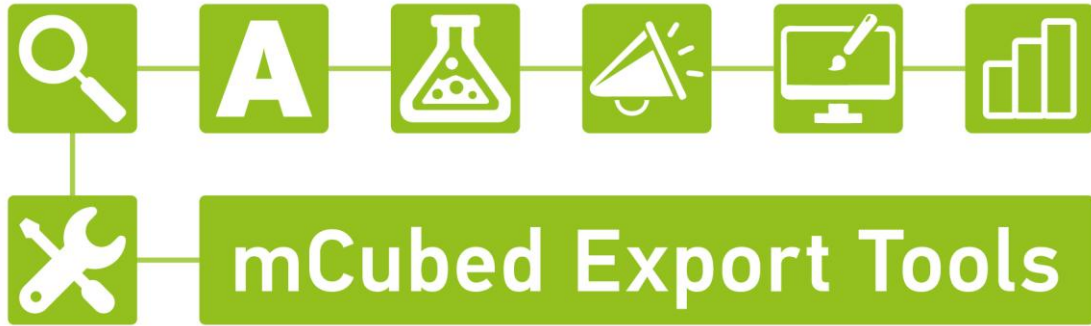
Our starting point was identifying that while Greece has exceptionally unique products at its disposal, capable of penetrating international markets based on their quality and scarcity, the exporting of such products remains largely underdeveloped. The generic responses as to why Greek exports have stayed under the radar as long as they have, identified a base problem without providing a solution. This presented a challenge for us and a problem worth solving.

## THE ASSESSMENT

Realizing that while there are certain recurring problems most Greek companies are facing such as branding, marketing, sales, and of course, funding, this does not mean that their needs are identical. It was important to understand that similar problems yield different needs.

## THE SOLUTION

We worked closely with our global partners to develop a series of services that can provide real and tangible solutions to the export sector of Greece. A set of export tools that can assist all facets of promotion and sales and provide tailored approaches to companies, no matter what stage of development or expansion they are in. Tools that can service a start-up company, just as easily as they can address particular sectors of an established one.



## RESEARCH

The foundation of any development starts with research. Understanding the fast moving consumer goods (FMCG), Consumer packaged goods (CPG) or luxury goods market means investigating competition, market scope, product claims, territorial positioning, and assessing potential growth, opportunities, and consumer trends for a particular product or tier. Simply put, before deciding where you want to go, you must first thoroughly investigate your destination.

The customized research services we offer are designed to address all facets of discovery. From the creation of a new product to be added to a company's on hand portfolio, to the development of a start-up company from the ground up, or even the rebranding of an existing brand/asset, research is required and our flexible research packages can be tailored to the needs of every individual customer.

Clients can choose from the various primary and/or secondary research options listed below to create the research package that best suits their needs and budget:

- ⚙️ **Product Claims / Specs**
- ⚙️ **Market Segmentation / Targeting**
- ⚙️ **Territorial Positioning**
- ⚙️ **Consumer Trends**
- ⚙️ **Premiumization Mapping**
- ⚙️ **Competitor Case Studies**
- ⚙️ **Market Entry & Strategic Analysis**
- ⚙️ **Distribution & Sales Points**



## BRAND DEVELOPMENT

Building a strong and viable brand is the most important element for any company. Brands create the environment and set the parameters within which a company's product portfolio, marketing tactics, sales policies, and overall strategy must reside in. More importantly, brand development relies on the values a company wants to be associated with and consequently the perceptions a consumer has of it. Successful Branding is strategic not tactical, and we guide companies through this process, either to build a brand, develop a brand, or re-brand. Clients can activate anyone of the following options:

- ⚙️ **Brand Mission**
- ⚙️ **Brand Narrative**
- ⚙️ **Brand Principles**
- ⚙️ **Brand Values**
- ⚙️ **Brand Strategy**



## PRODUCT DEVELOPMENT

Covering all facets of assembly, from production to packaging, a series of tasks can be executed through our Product Development services. We deliver a meticulously tested product prototype and we may even supervise a controlled first production batch of the final product through our quality control service. Client have the following options:

- ⚙️ **Suppliers Sourcing**
- ⚙️ **Specifications Plan**
- ⚙️ **Packaging Synthesis**
- ⚙️ **Prototyping**
- ⚙️ **Quality Control**



## MARKETING

Creating a sound product is the halfway mark, marketing this product effectively will take you to the finish line. The marketing services offered are meant to lay down the foundations for a successful launch and promotion of a product and/or brand. The marketing strategy developed assists the sales strategy in play.

The in-depth marketing plan provides the messages, tactics, and assets a campaign requires. The public profile of the brand and/or product is crafted, promoted, publicized, and solidified through multiple channels on a commercial and trade level. Clients can create a unique marketing mix that best serves their targets and budget:

- ⚙️ **Press Campaigns**
- ⚙️ **Social Media Campaigns**
- ⚙️ **Online Advertising**
- ⚙️ **Print Campaigns**
- ⚙️ **Crowd Sourcing Campaigns**
- ⚙️ **Networking Campaigns**
- ⚙️ **Trade Marketing Tactics**
- ⚙️ **Advertising**



## DESIGN & CONTENT

A strong creative team of media, marketing, IT, and design professionals create, develop and execute all assets a particular campaign requires. Clients can choose to activate any one of the options listed below:

- ⚙️ **Product Design & Packaging**
- ⚙️ **Promotional Asset Design**
- ⚙️ **Web & Content Development**
- ⚙️ **Copywriting**
- ⚙️ **Photo-Shoots**
- ⚙️ **Video Production**
- ⚙️ **3D Modeling & Animation**



## SALES

Enhancing a company's sales is a key parameter in its growth and development. Marketing strategies should never be detached from sales strategies. They should work hand-in-hand and assist one another. For this reason our sales services include:

- ⚙️ **Lead Generation**
- ⚙️ **First Contact**
- ⚙️ **Outsourcing**
- ⚙️ **Portfolio Management**