

# ASSESSING NEW MARKET OPPORTUNITIES



PROCESS

THINK  
CREATE  
VALIDATE  
DELIVER

**Real Partnerships. Proven Results.**



**GROWTH.**  
Everyone ~~needs~~ WANTS it.

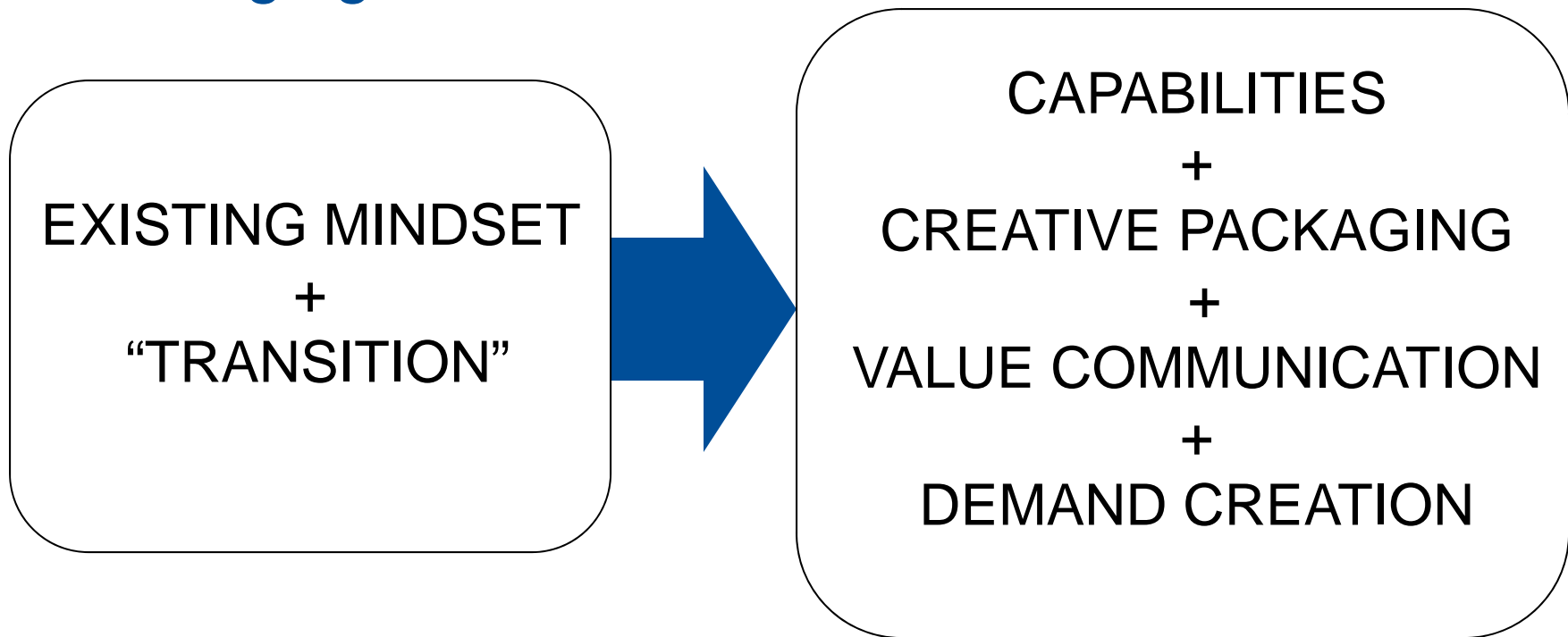




“Now go get us  
20% market share”



## A changing formula





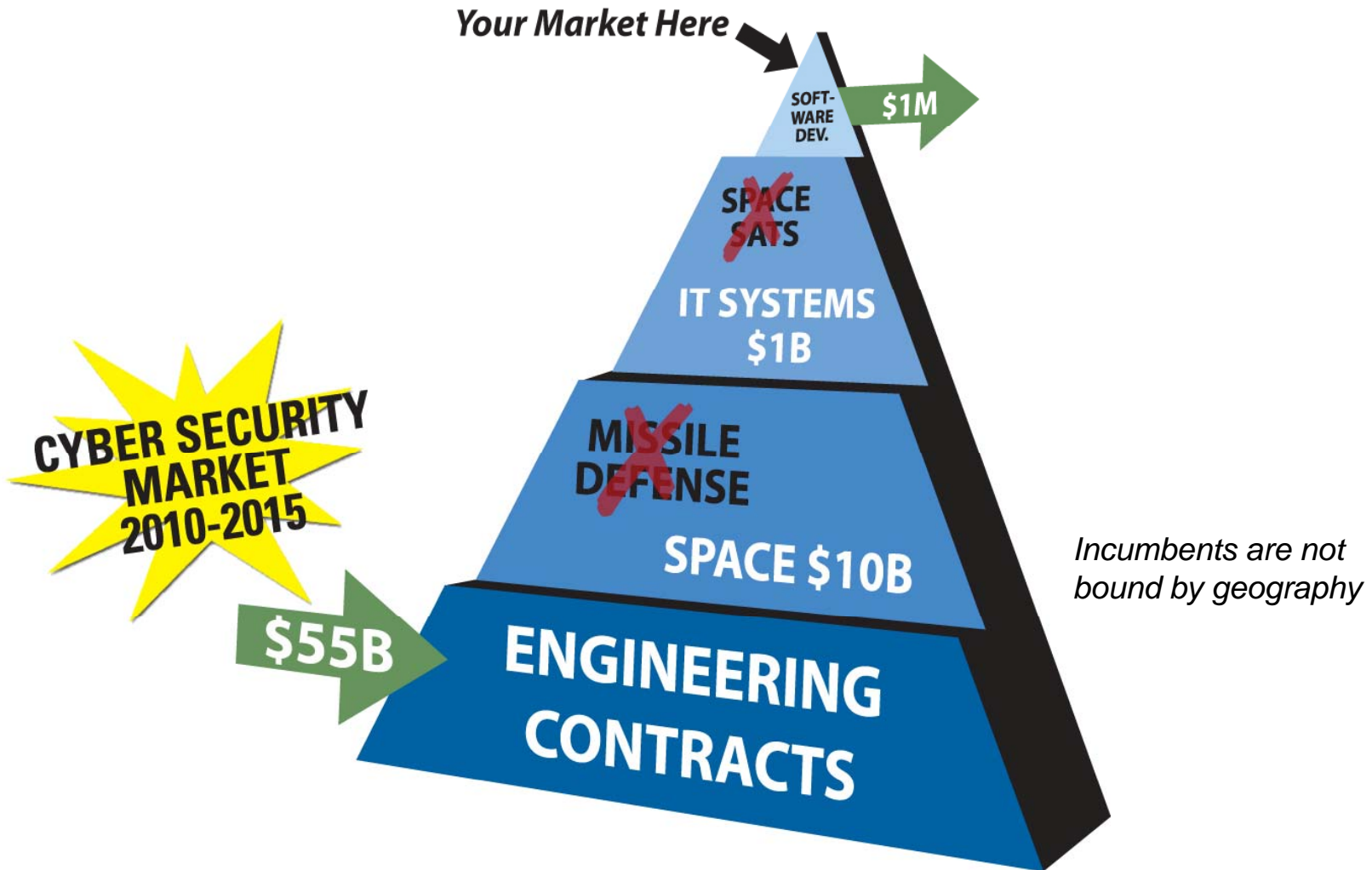
**WANTED:**  
Agile, creative, innovative  
and evolving partners.






**BEWARE:**  
The allure of BIG numbers.

**\$55B**







Five considerations to assess opportunities:

1. Gather the data
2. Know your story
3. Pivot the communications
4. Culture matters
5. Patience can be your ACE in the hole

Step 1: Gather data

Consider:  
Is this **REALLY** worth it?



Don't inhale your own exhaust.

(Your challenge: avoid “forcing” fit to gain \$)



Step 2: Know your story

What you do and how it adds value to the customer



**authenticity**

❏ Pitfall: Expanding into areas that are not logical extensions of your story/brand.

Run the risk of losing the heart of your story

If managed strategically  
you can improve your brand position

## Step 3: Pivot the communications

Align your communications strategy to the accumulated data and brand story



**Test. Adjust. Test. Adjust. Execute. Measure.  
Repeat.**

Step 4: Culture matters

Culture eats strategy  
for breakfast.



**Pitfall:** Assuming we're all the same

- Ask customers: what's important?
- Understand how THEIR story changes



Step 5: Patience can be your  
ACE in the Hole.

- Be agile & innovative
- The timeline **is the timeline**



There's a reason the windshield  
is larger than the  
rear-view mirror...

- Avoid focusing too much on the past
- Stay focused on the opportunities



**Fred Wellman**  
**JANSON Communications**

**FWellman@jansoncom.com**

**or at 703.393.2500**

**if you have any questions.**