

Post Acquisition QuickStart

How can you make sure your new acquisition hits its business goals?

Real World Experience

Steering a company through an acquisition can be a challenge. Preventing a loss in marketplace momentum as the company adjusts requires quick, fact-based action.

SPG offers a uniquely effective process to minimize the risk in making an acquisition a success. The process is based on:

- Expertise in assessing marketing and business plans across multiple business categories, as well as consumer and B2B business models
- Experience in running marketing departments, building businesses and acquisitions in addition to academic and consulting expertise
- Expertise in identifying, collecting and assessing market data
- Access to proprietary market research and modeling tools to assess business hypotheses, products, marketing programs

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Overview

Getting off to a fast start with a new acquisition isn't always easy. Often there is a loss of momentum with clients or customers as management is involved in handling the financial issues. Investors may have ideas about proposed changes in product and marketing strategy that need to be addressed. There may also be questions about the spending needed to support goals, both in total and in terms of allocation across objectives.

QuickStart Methodology

Step 1 – Test the business strategy to determine if it is likely to generate the projected revenue

Size the market (competition, market demand, geographic expansion)

Test for strengths/weaknesses using brandDelphi™ (a unique research tool)

- Test current products/services
- Test relationships with the distribution channels
- Test relationship with customers

Test hypotheses on growth and strategy using Idea Map® (a proprietary research tool)

- Test the ability of current products to be rebranded or integrated with other products (in the context of competition)
- Test potential product concepts

Step 2 – Conduct a Marketing Audit to reveal strengths or issues

Does marketing effectively use the budgets provided

- Which marketing activities are most effective? Which ones don't add value? A return on marketing investment analysis can be conducted (ROMI).
- Are marketing activities developed from a clear marketing positioning and strategy and are they consistent with the overall business strategy?
- Is the strategy based on an assessment of SWOT
- Are appropriate measurement tools and testing strategies in place to offer learning for the future?
- Are the choices made about channels based on data and experience (e.g. tv, print, direct response, online initiatives, events, public relations)?

Step 3 – Assess the marketing staff for effectiveness

Is the marketing staff sized appropriately? Is it effective and does it have appropriate support across the organization?

Step 4 – Develop a marketing integration plan to ease the transition for employees and customers