

Doing more with less for business success

2021



Hi ,

We sincerely hope all is well for you and things are settling to a new equilibrium.

Life at Precise Value has been interesting as clients look to change and innovate having re-assessed their business models and objectives. Trust, brand value and loyalty, have risen to become critical issues and our response has been to assist our clients in recognising new opportunities, pivoting and being effective by doing more with less.

Doing more of what matters

One important factor in achieving what matters is being able to measure and monitor exact ROI. It's critical for success that there is an alignment between an organisation's business strategy and its marketing communications strategies. Together they create the foundation for the measurement of ROI and campaign effectiveness.

Aligning marketing and communications to the business strategy in times of great change can appear complex however, that alignment creates clarity on what should be done.

Most of our clients operate in an issue-rich landscape so knowing the value of their brand and reputation, and making measurement a key metric is critical to success. Nurturing Customer loyalty and trust has been essential for the survival of a number of businesses during 2020.

The Bigger Picture

All this ties back to understanding the pattern of value in an organisation; examples include brand value patterns, customer behaviour patterns or corporate reputation value. Analysis shines a light on the drivers and opportunities that exist and can be translated in to new and more effective patterns for business success. These valuable insights often lead to innovative new products or services and by adding specific measurement KPI's, you can understand how to optimise business value.

A few interesting projects we have worked on during 2020:

- Value Scenarios & Personal Profiles

To map how communications activity converts into engagement and revenue from specific target audiences. Some really interesting findings - communication elements can be very subtle!

- R&D

Applying AI and Neural Net techniques to model how trust is developed in the media.

- Major Brand Health Tracker

This ensures we know how and what parts of brand, marketing, social and PR drives value and includes reporting via web dashboards and deep dive decks supported by

workshops and presentations. We use best-practice continuous monthly reads with link back to customer value.

- Media Research & Insights

In-depth interviews with journalists to gain an understanding of how your brand/reputation is perceived and what strategies will create media engagement.

- Media Health Tracking/ Evaluation

Measuring and tracking the competitive media landscape to advise on messaging and the impact of the media to determine the most effective strategies. Further supported with workshops and presentations with senior leadership as required.

SME Resilience

In addition, a range of in-depth interviews with small business owners was conducted in the middle of the pandemic last year. The findings were fascinating in that despite the difficulties, their agility and resilience motivated them to generate and develop new business opportunities and optimise existing pathways.

Business Growth Labs

Our boatshed has been a great COVID friendly space for several clients to engage and workshop away from the office or home. We have strategised and blue-skied throughout the second half of 2020 with several organisations, delivering very productive results. We've hit the ground in 2021 with an optimistic outlook and meeting with clients and organisations keen to reset and talk through their goals and aims in a neutrally inspiring space.

Our team have also continued to enjoy volunteering and/or sponsorship for organisations such as The Smith Family, Outback Links and Raise.

We have welcomed a gradual return to meeting with clients face-to-face and it's been refreshing. We look forward to hearing from you to understand your current situation and any challenges or curly questions that we may be able to help you with - over coffee, phone or video conference.

We look forward to connecting!

Kind regards,

Michael

Media:

Video - [In Trust We Grow](#)

Interview - [Data Drives Growth](#)

Opinion - [Your Organisation's DNA](#)

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The Boatshed, 14 William Street, Henley, Sydney NSW 2111

Aurora, L3, 147 Pirie Street, Adelaide SA 5000

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