

Consumer Electronics Marketing Benchmarking & Leading Practices

The Business Issue

The client wanted to assess how other leading brands define their digital customer journeys and how this is reflected in their marketing communications strategy and activities.

The Solution

10EQS assessed the marketing strategies of leading consumer electronics brands, including customer journey, how they use promotion content to optimize the marketing funnel and how they leverage customer interest through creative content.

The Result

10EQS enabled the client to develop an informed marketing communication strategy and its digital advertising content.

Client

Global Consumer Electronics Company

Project Type

Market Assessment & Go-To-Market Strategy

Project Team

1 Senior Collaboration Manager
3 Associate Collaboration Managers
20 Industry Experts
10EQS Delivery Operations

Time Frame

6 weeks