



## **Technical Assistance Examples**

### **I. Business Support: Market Research / Competitive Intelligence**

- 1. Company Description: designs and manufactures radiation therapies to treat cancer**
  - Conducted extensive competitor research resulting in greater insight into their competitors' product offerings and pricing structure for similar or equivalent products.
- 2. Company Description: manufactures high-end bicycle components**
  - Gathered information about the size and number of companies in the US hand-built bicycle industry providing additional customers and resources for a company that was considering suspending bicycle parts manufacturing due to foreign competition.
- 3. Company Description: manufactures a cutting-edge medical testing device**
  - Compiled a list of bio-defense research hospitals, university departments, and private research facilities, along with a list of contacts at those facilities, allowing the company to reach out to the specific researchers that would be most likely to use their product.
- 4. Company Description: consumer goods and medical manufacturing industry**
  - Compiled a list of competitors' patent applications giving the company insight into their competitors' activities and future plans in an otherwise tightly guarded market.
- 5. Company Description: in the financial services industry**
  - Provided a list of all the companies that had registered as financial service providers within Florida and explained how to locate these resources in the future, therefore providing the company with a large list of prospects, along with the ability to update that list on a monthly basis.
- 6. Company Description: provides customer intelligence to other companies**
  - Provided case studies showing the effectiveness of current product offerings, along with the effectiveness of possible future offerings, which supplied the company with materials demonstrating the value of their products to keep for reference or give to prospective clients.

## **7. Company Description: a construction company**

- Compiled a list of all the permitted commercial, civil and multi-unit residential construction projects in the state of Florida, allowing the company to target its marketing efforts towards those firms and contractors in need of their services.

## **II. Internet & Social Media Strategy / Search Engine Optimization**

### **1. Company Description: manufactures pet products**

- GrowFL gave the means to efficiently harness the power of internet marketing to better benefit the company's business thanks to the following:
  - Compiled a list of popular pet bloggers/twitter users and online pet-related groups.
  - Supplied a related strategy to increase online exposure of their brand and products.
  - Spent time educating the company's CEO and Marketing Director on social media (tools,etiquette and jargon), search engine optimization and how to effectively monitor their brand online

### **2. Company Description: manufactures a unique bio-medical device**

- Compiled a list of top health related blogs and online groups and provided a correlating strategy to increase online buzz and press, which led to higher market awareness and increased website traffic.

### **3. Company Description: offers educational programs for purpose of lowering health care costs**

- GrowFL gave the company valuable information to improve their search engine visibility and increase customer inquiries thanks to the following:
  - Supplied a detailed Search Engine Optimization report that included an assessment of their website
  - Compiled a list of their current keyword rankings in the major search engines and actionable recommendations on improving their rankings.

### **4. Company Description: provides computer software training for a specific niche**

- Utilized professional online monitoring tools to produce a report relevant to the company's industry, filled with online conversations made up of information gathered from Twitter, YouTube, Facebook and other online outlets, including the message, author, time/date shared, profile link and more.
- Instructed the company on participation and thought leadership strategies to increase their company's visibility and credibility within the market.

### III. Geographical Information Systems

1. **Company Description: environmentally-focused window manufacturer**
  - Located apartments and condominium buildings within the age range that windows typically need to be replaced, allowing the company to better focus their sales efforts on buildings that were more readily accessible to their installers.
2. **Company Description: tests pharmaceuticals on lab immune system**
  - Gathered data and developed maps describing the spread of STDs amongst older populations in order to help drive legislative funding towards pharmaceutical development and plans to serve an upcoming medical need.
3. **Company Description: develops localized yellow page directories**
  - Identified demographic trends for each distribution area, as well as provided detailed lists of companies in each area, allowing the company to increase the number of advertisers in directories and create more directories targeting a specific population.
4. **Company Description: major cellular phone provider**
  - Provided spatial intelligence about each of the agents locations, making it easier for the agent to make better decisions about local marketing efforts with an increased knowledge of the competitive environment around each store, as well as helping to provide information on success characteristics to determine new locations.
5. **Company Description: child care provider in a subsidized market**
  - Provided Tapestry Segmentation data to help the client better understand how to reach both their target market, as well as areas that would be valuable targets for fundraising.

### IV. Core Strategy and Referrals

1. **Company Description: manufacturers packaging products**
  - Reviewed a business plan to bring current international offerings in to the USA and conducted a review with the CEO of the company, including discussion of competitive offerings in relation to the competition, sales approach in the USA and partnership opportunities.
2. **Company Description: specialty optics manufacturing company**
  - Introduced the company to a major aerospace systems integrator, allowing them to parley introduction into a prototype order, leading to a potentially high volume production contract.

**3. Company Description: plastics products manufacturer**

- Gave a referral for a process/metrics consultant, allowing the company to operationalize strategic objectives.

**4. Company Description: market research company**

- Conducted a review of a business strategy with the CEO and COO that would transform the company from a niche player to a full service marketing company.