

At **Onyx Health** we've got what it takes to make a product successful because we know the healthcare market. We specialise in helping SMEs reach customers, enter new markets, build brands and increase sales.

We put your products and services in front of the right customers and decision makers. We open doors by creating and delivering marketing campaigns and sales strategies with tons of Geordie passion!

Our markets include:

**Pharmaceuticals | Medical Devices |
Medical Diagnostics | Consumer Health Products**

We're ready to deliver. Just tell us when.

Approved consultants for:



01 Marketing Strategy



"If you do not know where you are going, any road will take you there?"

- Lewis Carroll.

Making a sale should be easy, especially when you have the right product. But every business, big or small, needs a well-developed marketing strategy in order to identify the journey they need to take to effectively market and sell a product or service.

Once you have developed your product or service, spending time developing your marketing strategy is essential if you want to generate sales.

A written marketing strategy helps to identify customer needs and how your product will meet those needs.

Effective strategies set goals with respect to the number of potential customers to be reached, the direction the sales and marketing should take, a promotional plan and the budget needed as well a timeline for delivery of the plan.

Supporting packages that you may find useful:

03 Key Messages

10 Communications

07 Sales

Onyx Health's Offering

At Onyx Health we are experts in healthcare marketing communications and sales. We know what it takes to sell a product in this highly competitive and complex market. We specialise in licensed pharmaceutical products, consumer health brands, medical device and diagnostics.

Our Marketing Strategy package includes:

- **Desktop market research** - identify the market needs, competitor activity and barriers/opportunities to market entry
- **Audit** - of existing marketing communications activities and materials
- **A SWOT and economic analysis**
- **Marketing objective** – to be in line with business objectives
- **Target audience identification**
- **Strategy** - a written marketing strategy stating recommendations
- **Plan** - outline of promotional plan and implementation timeline
- **Forecast** - an expected marketing budget spend vs potential income for 12 months

Take the next step and contact us:

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