

INSIGHTS TO DRIVE YOUR PLANNING AND GROWTH:

Value Proposition Audit



ARE YOU READY TO DELIVER WHAT YOUR FUTURE MEMBERS WANT AND NEED?

Global forces are disrupting member-based organizations at an unprecedented pace. You need to move fast, or risk being left behind. With stretched budgets and resources, how do you innovate to stay relevant and appeal to the members of tomorrow? It can be daunting.

The world is changing, your members are changing — but are you keeping up?

The value proposition of any organization is a statement that focuses on how to become and stay relevant.

Book your Value Proposition Audit to help you prioritize and get future-focused today.

THE HALMYRE MARKETING ECOSYSTEM™

The Value Proposition Audit is based on our comprehensive Halmyre Marketing Ecosystem™ model, which factors in all aspects of your value proposition:

- **Value Proposition:** features and benefits, customers, competitors, pricing
- **Service Design:** customer experience, digital design, persona-based marketing
- **Data Intelligence:** using your membership, digital, financial and other data to greatest effect
- **Creative:** carving out a unique brand identity with strong, disciplined visuals
- **Content & Promotions:** breaking through in a TL;DR society (“too long; didn’t read”)

“We knew something just wasn’t adding up. Halmyre’s Value Proposition Audit unpacked and sorted through a bundle of issues and laid out options for strengthening our value proposition to our members, which has guided our break-through growth for many years.”

Bajjul Shukla, VP, Member Experience & Corporate Strategy, Ontario Society of Professional Engineers

Plan with purpose

Halmyre’s Value Proposition Audit is designed to help prioritize your resources for the greatest impact.

Our detailed report will:

- Unpack bundles of issues
- Identify blind spots and internal “red herrings”
- Prioritize future investments for priority impact
- Provide an executive-ready document to support decision-making

Book your Value Proposition Audit today

hello@halmyre.com | linkedin.com/halmyre Halmyre Halmyre | halmyre.com

halmyre™ | YOUR MARKETING STRATEGY PARTNERS