



Gotham Images fuses creativity with marketing expertise to secure outstanding results. Using our proprietary and time-proven **LAUNCH!** process, Gotham rockets your marketing and communications campaigns to new heights.

listen

Initiate a discovery meeting to discuss your marketing objectives. Evaluate your previous marketing efforts and subsequent Strengths, Weaknesses, Opportunities and Threats (SWOT).

analyze

Study your current product/service mix as well as the demographics, geographics, psychographics, primary competition and sales trends influencing your company. Identify growth strategies and potential obstacles based on the findings of the discovery meeting.

understand

Research your competition and potential growth markets intensively. Conduct Primary and Secondary research to ascertain accurate conclusions about purchasing attitudes, market dynamics and other internal and external factors that influence sales.

narrow

Refine your core message and position your communications to achieve maximum results.
Compose strategic marketing plan and execution logistics.

create

Formulate creative concepts for core message delivery.
Develop consistent branding through response-based marketing resources and collateral.

hatch

Launch your strategic marketing plan. Measure and evaluate results frequently. Refine your marketing strategy as necessary.