

MAKE CONFIDENT DECISIONS DURING MOMENTS THAT MATTER



Senior marketing consulting that actually delivers clear, actionable insights.

When the stakes are high, the cost of guessing is even higher.

- When AI changes everything
- When the growth goal feels unreachable
- When leadership changes hands
- When acquisition reshapes the roadmap
- When the market shifts faster than your strategy
- When messaging no longer reflects who you are

&Marketing helps CEOs and executive teams gain clarity, validate assumptions, and move forward with confidence during these moments of massive change.

WE SURFACE WHAT YOU CAN'T SEE

Blind spots don't announce themselves. We find them.

- The demand signals your team has been reading wrong
- The competitive moves you haven't seen yet
- How AI search is changing who finds you — and whether you're showing up
- What customers actually say when no one from your company is in the room
- Where you're positioned well, and where you're not
- What moves will drive real growth vs. what just sounds good in a deck

If the decisions ahead feel consequential, this is the pressure we thrive under.

We don't protect assumptions. We don't disappear behind frameworks, and we focus only the project at-hand, not the sale of the next one.

"Thank you for presenting the findings and recommendations from your team's category analysis to our Board of Directors. We found your work insightful as we think about strategic decisions over the next 3 to 5 years"

Chief Revenue Officer





CASE STUDY

Category Market Analysis Drives More Confident Growth Decisions

A \$150M+ supplier needed to replace assumption-driven market sizing with a defensible category view before making major growth investments.

Approach + Impact

- **Research:** Validated market model using external/proxy data (population, consumption, channels).
- **Analysis:** Mapped direct vs. indirect demand and benchmarked competitors/pricing. Researched opportunities by geography.
- **Results:** Market 2.5× larger than originally thought; per-capita spend 2× higher; \$25M+ growth opportunity in year one identified.

SAMPLE DELIVERABLES

Each engagement is tailored, but clients often receive:

- Voice of Customer research and synthesis
- Market sizing and opportunity analysis
- Competitive landscape assessment
- Positioning and messaging validation
- Go-to-market strategy recommendations
- Demand generation and performance diagnostics
- AI visibility and digital presence evaluation
- Executive-level strategic narrative and roadmap

WHY CHOOSE &MARKETING?

For nearly a decade, we've delivered enterprise-grade consulting for middle market organizations navigating growth, complexity, and change.

- MBB-level thinking without the seven-figure price tag
- Senior-level expertise
- Honest conclusions grounded in data
- A vetted community of 700+ cross-functional senior consultants

HOW ENGAGEMENTS WORK



STEP ONE: Diagnose the Issue

We align on what decision needs made, what disruption you're navigating, and what's actually at stake.



STEP TWO: Surface the Truth

We gather and synthesize data to uncover blind spots and validate assumptions.



STEP THREE: Deliver Strategic Clarity

You leave with a clear narrative, defensible insights, and concrete guidance for what to do next

WHEN CLARITY MATTERS, EXPERIENCE MATTERS.

We promise clear and actionable insight, honest conclusions, and recommendations grounded in data.

Schedule a Strategy Conversation
beth@and-marketing.com



ABOUT &MARKETING

&Marketing helps CEOs and leadership teams make confident marketing decisions when the stakes are high. We believe the future belongs to marketing leaders who thrive in moments of massive change. Our mission is to FUEL those leaders by equipping them to turn uncertainty into competitive advantage and become trusted strategic partners in times of transformation.



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