

Who's Who in **Women Business Owners**

ON *point* STRATEGIES

PLANNING | RESEARCH | MARKETING

On the journey of marketing discovery, On Point Strategies is your guide to clear direction and precise execution — so you're on point with your audience.

On Point Strategies leads our clients in strategically targeting their various audiences through sound marketing research and innovative marketing strategy. At the heart of our work is ensuring the voice of the customer is heard and developing a marketing plan based on customer insights. With this unique positioning, we assist organizations in prioritizing and captivating their target audiences, resulting in loyal advocates, strong brands and measurable results.

With 25 years of experience, Tamara has an incredible depth of planning and account leadership experience. Plus, as a seasoned market researcher, Tamara honed her ability to analyze the data, but more importantly, provide marketing recommendations that challenge the status quo.

Tamara also plays an active role in her industry and is a frequent speaker for both the American Marketing Association and the Marketing Research Association (MRA), in addition to other groups. In June, she spoke on a panel with researchers across the U.S. at the MRA's annual meeting in Boston. They presented their case study designed and conducted this past year on integrating the new tools of social media as a hybrid project with traditional research methods.

On Point Strategies assists clients in four strategic areas.

Marketing Planning

- Facilitating a process that reveals extraordinary strategic possibilities, yet critically examines the market opportunity for your company's brand
- Throughout the process, engaging key employees across functional areas in dialogue with management
- Providing a deliverable that is measurable, budget sensitive and focused

Marketing Research

- Designing qualitative and quantitative research studies AND providing insightful marketing recommendations
- Facilitating and moderating qualitative projects across industries, as well as with law firms
- Providing leadership in the integration of online technologies and social media networks with hybrid research studies

Integrated Marketing Programs

- Assisting organizations in executing plans and insights into highly targeted campaigns with measurable results
- Integrating traditional marketing techniques with the evolving world of technology

Personal Marketing Planning

- Facilitating a process that engages all employees as Ambassadors of the company
- Coaching individuals on developing their personal marketing plan
- Ensuring personal marketing goals align with the company's vision, brand promise and marketing goals

*Tamara Kenworthy, PCM, PRC
Owner, On Point Strategies*



*A strategic marketing firm with
market research expertise ...
and a research firm that thinks like a marketer!
A rare combination in the industry.*

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