

Cover Page

Insert Organization and Fuqua Logos

Insert Project Name and Document Title, for example:

Marketing Strategy for Digital Consulting LLC

FCCP Work Scope Document

Insert Date of Document

Insert FCCP Team Member Names

BACKGROUND

Digital Consulting LLC, a successful independent firm founded in 2010 and based in Wilmington, Delaware, has a proven track record of delivering consulting to various industry sectors. Their ability to address complex challenges and drive business results is well established.

Digital Consulting now believes that there is an opportunity to expand its offerings to a digital platform that will foster technology and business innovation across industries. In particular, Digital Consulting believes AI can be a key lever to help such a Digital Platform discern and enhance key processes within their current clients.

Digital Consulting is partnering with Fuqua's Consulting Client Practicum for support in developing its marketing strategy for the Digital Platform. **Top-of-mind concerns fall into three main themes: 1) What portion of the addressable market should the Digital Platform focus on? 2) What is the right product/service and what key capabilities can be enhanced using AI and 3) What is the right price for such a product/service?**

OBJECTIVES & KEY DELIVERABLES

Objective – The FCCP team and Digital Consulting have aligned to focus the scope of analysis on the first top-of-mind concern: **What portion of the addressable market is ready to trust and invest in a Digital Platform?** This initial focus will drive research and analysis on top-of-mind concerns 2 and 3.

Key Deliverable – The FCCP team will conduct a final presentation utilizing the marketing mix framework of 4-P (Product, Price, Place, Promotion), 5-C (Customer, Competitors, Company, Collaborators, Context), and STP (Segmentation, Targeting, Positioning). **This framework is crucial for understanding and addressing the key aspects of marketing strategy.**

Specific Deliverable and Schedule:

Deliverable	Description	Estimated Deadline
Consumer Profile Analysis	Determine the characteristics of the consumers Determine the most common concerns seen with the competition Determine the expected consumer demand Determine other drivers for consumers' selection of corporate board education	April, 202Y
Consumer Market Research and Competitor Analysis	Determine the consumer interest in community and connection products Determine what the concerns are that local corporate board educators address most often Assess competition and pricing Determine the addressable market's demand for different corporate education services	May, 202Y
Overall Strategic Position Recommendation	Final recommendation for Digital Consulting's addressable market Suggestions for possible consumer targeting ideas	JUNE, 202Y

PLANNING ASSUMPTIONS

Meetings and Communication: The FCCP team will hold weekly status meetings with Digital Consulting to discuss updates and clarify any questions raised during analysis. Student X and Student Y from the FCCP team will act as the project managers, serving as the primary communication channels to Digital Consulting during Fuqua Spring 1 and 2 terms, respectively. Stakeholder A from Digital Consulting side will be the primary communication channel through which emails and meeting requests will be exchanged. The FCCP team and Digital Consulting can change the point people for the main communication channel by providing notifications to each other. If any impromptu meetings outside the established weekly recurring meetings need to be held, each side will provide 24-hour notice, and attendance will be based on team member availability and topical issues being discussed.

Handling Risks/Delays: A risk and issues log will be established and communicated at the first weekly status meeting. Any new risks or issues discovered during project work from the FCCP or Digital Consulting-side team will be raised at the next weekly status meeting. High-impact issues (i.e., issues with the potential to significantly affect the timely completion of project deliverables) must be addressed within three business days, during which time the FCCP team will continue work on workstream activities unless or until such activities cannot be moved forward without resolving the high impact issue. The FCCP team will work with Digital Consulting team to assess the impact on project scope and to develop contingency plans to respond to any high-impact risks or issues.

Breaks: Work on the project will be paused during the Fuqua exams. One or more members of the FCCP team may be unavailable during Fuqua Spring Break, but they will still be responsible for communicating any updates to their activities and work products.

Access to Market Research: Digital Consulting is responsible for providing any prior research or market intelligence to assist the FCCP team with fulfilling the scope of their work. If the FCCP team determines that research reports or data collection methods that require monetary investment are necessary to complete the scope of their work, they will present a justification for the request. It will be Digital Consulting's choice as to whether to purchase such data or tools.

STAKEHOLDER ANALYSIS

Primary Stakeholders: Global 2000 corporations are the primary clients leveraging Digital Consulting's digital platform and consulting services. Digital Consulting preserves its brand prestige by carefully vetting partners, enforcing tight security protocols, and delivering high-touch service. Legal and compliance advisors guide all contractual, regulatory, and governance requirements, ensuring data protection and mitigating liability. Security and IT providers implement advanced cyber and physical safeguards, balancing user convenience with airtight data controls.

Peripheral Stakeholders: Although peripheral, the media and public relations sphere can significantly impact reputation if information leaks or controversies arise. The project will carefully address and consider how to mitigate risks associated with this.

APPROACH

STP: Segmentation, Targeting, Positioning. Perform customer interviews (approx 15-20) to assess pain points, product composition, delivery channel, competitive advantage, and pricing strategy. With the help of the current Digital Consulting team, the FCCP team will reach out to potential customers. In addition the FCCP team will conduct “blind” interviews with potential customers found through other sources.

4-Ps	5-Cs
Product: Clearly define our offerings. The core product is executive education, with specialized programs like Audit Chair, Compensation Chair, and Finance Chair training. Identify other potential programs to expand.	Customer: Define the target audience . Use STP (Segmentation, Targeting, Positioning) to build detailed customer personas. Are we reaching the same audience across programs, or do we need different outreach strategies?
Price: Determine the price customers are willing to pay. Conduct customer interviews, competitive analysis, and review past data to set pricing. Identify any pricing advantages we can leverage.	Competitors: Research direct and indirect competitors. Identify their pricing models, market strategies, and branding. Understand what differentiates our program and how we create a competitive advantage.
Place: Define the distribution channels. Will the program be hosted on a website, a dedicated platform, or through partnerships with corporate governance bodies? Explore both online and in-person delivery models.	Company: Assess internal capabilities to develop, market, and scale the product. Identify if we need technology, faculty, or partnerships to strengthen our offerings.
Promotion: Develop a marketing strategy tailored for senior executives. Leverage LinkedIn thought leadership content, executive webinars, direct outreach, and industry partnerships. Use case studies and testimonials to establish credibility.	Collaborators: Identify strategic partners (e.g., law firms, consulting firms, governance associations) that can enhance credibility and expand reach.
	Context: Manage brand identity and messaging. Ensure alignment with Digital Consulting reputation and values while defining a clear business model to reach break-even.

The FCCP team will present the final deliverable to the Digital Consulting Team to provide them with the FCCP team's findings.

SUCCESS MEASURES

Schedule – Deliver all required analysis, documents, and presentations on time to meet FCCP deadlines and project milestones as agreed to with Digital Consulting.

Scope – Provide a detailed summary of findings and key recommendations in the final presentation to the Digital Consulting leadership team.

Client satisfaction – Client satisfaction with the team's progress and deliverables will be assessed through a survey administered by the FCCP Program office.