



Stephanie Bouchet - Marketing Connoisseur (International)

Expert with over 10 years of marketing expertise developed in world-beating start-ups and blue chip corporations in the digital media, telecom and entertainment industries. Proven track record includes: Joost (Marketing Director), Skype (Head of Product Marketing), British Telecom (Marketing and Communication Manager) and Warner Bros (Marketing Executive.)

360-degree experience with solid expertise in online marketing, branding, market research, market planning, launch strategy, acquisition and retention programs and product marketing.

Stephanie is bi-lingual in English and French and has a masters degree in marketing. She has a passion to understand companies' customers and commercial challenges and measure success with every business she works with.

She seeks opportunities to use her skills as Chief Marketing Officer, marketing project lead and/or engaging the right agencies or individual depending on the client needs. Projects may be with venture capitalists, start-ups or corporations across Europe and the US.

Prominent member of the European entrepreneurship community: Acting as marketing mentor, advisor and speaker for entrepreneurship organizations including Seedcamp and Imperial Entrepreneur. Active members of Open Coffee Club, The Up Group and First Tuesday in London.

Her eagerness for challenges is also reflected through personal achievements including victory in the Rallye Aicha des Gazelles (international desert rally), participation to the Raid Amazones (adventure sport race), completion of Marathon du Medoc, karate black-belt and instructor qualification.

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A 360 approach to Marketing

RougeFrog marketing disciplines and skills
(Prices available upon request)

Research and Audit

- Identify/define and size the market opportunity
- Identify/define potential customers segments and associated product benefits
- Deliver an analysis of the company competition and their USP
- Identify/define potential revenue model
- Identify/define potential channels to market and partnership opportunities

Marketing Resources

- Provide assessment on building marketing hire profile and team (inc. spec definition and advising on routes to hire)
- Assist with selection of suppliers and advise on recommended suppliers and individuals accredited by RougeFrog, including:
 - SEO/PPC specialist
 - Web and brand designer
 - Blogger, social media specialist
 - Email agency
 - PR agency and individual

Branding

- Assist with clear definition of the following components:
 - Brand strapline
 - Brand personality
 - Brand positioning
 - Brand differentiator
 - Brand tone of voice
 - Brand statement
 - Brand application example
- Recommend key activities (by segment) to drive awareness (including test activities)
- Recommend key brand awareness measurement
- If necessary, brief and manage a chosen or recommended designer to deliver a brand identity/guidelines deck containing the elements mentioned above (including logo)

Product Marketing

- Define market research requirements to gain knowledge on user attitudes and behaviors
- Identify current users needs and frustration (existing customers and potential)
- Define and implement a customer communication strategy (define and prioritise key messages/benefit by audience)
- Develop optimal tools that position the strengths of the product (via online and offline communication)
- Liaise with the development team to integrate and prioritise new and enhanced features in the roadmap

Online Marketing

- Build and co-ordinate email program: set-up, creative, testing, result
- PPC/SEO: set up the account, recommend on key tactical moves and optimization
- Provide feedback and usability recommendation on the current user experience
- Assist with selection and relationship of email suppliers and advise on recommended email supplier accredited by RougeFrog

Product Marketing Strategy and Planning

- Define marketing strategy/plan (go to market, acquisition and/or retention strategy):
 - Marketing objectives and targets (acquisition 3 to 6 months)
 - Key audiences and market prioritisation
 - Product launch and communication roll-out (including test activities)
 - Campaign mechanics
 - Routes to market (including selection of partnerships)
 - Marketing budget
 - Key marketing KPIs (measurement of success metrics)
 - Assist with selection of suppliers and advise on recommended suppliers if necessary (designer, blogger, PPC ...)

Product Marketing Execution

Test

- Define campaign checklist, template and rollout
- Define key launch messaging to be used across all channels: media, website, blogs, partners, social media, email...
- Ensure consistency of the brand and the proposition across the board
- Brief test campaign creative, ie online and offline creative materials (if necessary) liaising
- Engage with key partners on launch activities
- Define key marketing metrics to measure success, monitor test activities and recommend adjustments
- Monitor test creative and provide recommendation on adjustment accordingly

Launch

- Define launch campaign check list, template and roll-out
- Define a one pager launch campaign brief for partners
- Create a set of case studies from key customers
- Refer and brief key bloggers to spread the word in the blogosphere (if necessary)
- Co-ordinate reach out to social media and online communities
- Contact and brief media (press release)
- Brief launch campaign creative liaising with creative agency, internal resources or recommended designer (if necessary)
- Define key marketing metrics to measure success

360 Methodology

- 1:1 meeting with key members of the company
- The internet
- 1:1 with early beta testers
- Online survey
- Organise and run on-site focus groups
- Marketing knowledge, experience and template
- Personal/professional network