

First there was the question "what is marketing?"

Then it was decided that marketing was smoke + communication.

Then that it was science. Now marketing has suddenly become the fundamental key of being able to sell.

Marketing is first of all "PUTTING SOMETHING ON THE MARKET."; to understand market and its trends, read it, propose a product / service that satisfies the needs and desires\* of customers, promote it, manage innovation, track sales and facilitate them, enhance its distribution at the right price always bearing in mind that ";

WE ARE DEALING WITH PEOPLE, INDIVIDUALS OR GROUPS, **"NOT ONLY WITH MARKETS."**

Sottopensiero is a marketing company.

It deals with market analysis and customer relations, strategic consulting and training for businesses.

\*Desires don't always correspond to wishes

## COMPANY

### THE GROUP:

Sottopensiero deals with marketing strategies and assists companies through business consulting, analysis and training. The marketing of Operations (unconventional communication) is attributable to the Group **Sinestetica**.

### SOTTOPENSIERO

The word sottopensiero expresses a concept in the threshold, which underpins the development of ideas to transform them into concrete, tangible facts. Sottopensiero is the mental state of those not satisfied with the superficiality.

### PARTNERS

Partners are those people, able to provide solutions to problems that do not belong to us but somehow involve us. Sottopensiero relies on relationships with partners that offer solutions tested and deemed functional to the activities of client companies.

### IN SUMMERY

Training and exercise. The precision and perfection of the individual professional creates the harmony of the group Sottopensiero.

## **SERVICE**

### **ANALYSIS**

The market analysis are carried out directly by the network of researchers of Sottopensiero. The main research techniques are based on the use of qualified and accredited interviews, mystery client activities (with a network of 42 mystery clients in Italy trained and qualified in the reading of facial micro expressions) and methods of comparative sociological analysis and multivarious statistical analysis.

Areas of expertise and types of analysis.

### **ADVICE**

To please, advice can not just be "telling you what time it is by looking at your watch"; The advice is the union of competence with the evolution of knowledge. Or better - bring in companies not only experience - but also teach them techniques and methods to be then able to manage their own activities.

### **STRATEGY**

Strategy is the result of **reflection**, it is based on the knowledge of **information** and must lead to the **definition** of strategic business plans. Providing companies with adequate tools for a proper evaluation of opportunities, is the common goal of consultancy, training and analysis of Sottopensiero.

### **TRAINING**

Training is the **transfer of information**, shared evaluation of its **applicability** and the provision of **tools** aimed at achieving the objectives. Everything else is just words.

### **In summary**

take the measures (take action), offer a service, carefully make a dress that fits like a glove to each customer of Sottopensiero.

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