



Intelligent Business Strategies
Exceptional Market Solutions

DISRUPTION DAREDEVILS

Fearless Strategy for Competitive Advantage



WHAT KINDS OF PROBLEMS DO WE SOLVE?

Our Clients Say

I'm not connecting with my customer, and I don't know what else to try!

We're drowning in data, but what do we DO with it?

Our strategy is outdated and ineffective. We need some direction.

Our clients need more from us, but we just can't seem to deliver.

Our marketing obviously isn't working, because our sales are down again.

We can't compete because technology changes everything so fast.

How We Help

Analytics and engagement strategies for learning and customer engagement

Interpret the data and make it actionable for you

Comprehensive strategy that works for today's whirlwind market

Develop, improve, or acquire the capabilities you need

Coordinated, unified marketing strategies that convert your ideal customer

Identify opportunities to disrupt

▼ FAIR WARNING

The true sources of your most pressing problems might surprise you. We don't guess, and we don't assume. Instead, we're driven to uncover the hidden causes of poor performance. One of our favorite questions is "What's really going on here?"



WHY DO WE CALL OURSELVES “DISRUPTION DAREDEVILS”?

When clients come to us, they usually share the concern that “the market is changing too fast.” They feel the ground shifting under their feet, and they’re worried they’ll become the next victim of disruption.

We understand your concern, but The Cooper Group doesn’t cower in a corner, biting our nails and worrying about the next big thing. The truth is, disruption is inevitable. But it isn’t mysterious, and it doesn’t appear from nowhere. It isn’t “dark magic.” It’s a **strategy** we can help you implement, for defensible competitive advantage.

This “daredevil” approach means seizing opportunities as they arise, which requires boldness and daring, grounded in solid data and decades of business expertise. Our ultimate goal is to help you transform your business and unleash your full potential.



“Situations emerge in the process of creative destruction in which many firms may have to perish, that nevertheless would be able to live on vigorously . . . if they could weather a particular storm.”

Joseph
Schumpeter,
1942



OUR IMPACT

**50% increase
in sales**

Digital Marketing Restructuring for Consumer Products Client

- ▼ Redeveloped website
- ▼ Resulted in 50% increase in annual sales, and growth in web traffic

**\$100K
per month**

Digital Sales Initiatives for Struggling Firm

- ▼ Grew sales from \$2K to \$100K per month, in less than one year

**“Exceeded our
expectations”**

Strategy Development for Technology Startup

- ▼ Clarified organization’s strategy, focus, and vision

**“Increased
profit
margins”**

Marketing Strategy Development for Small Business Client

- ▼ Marketing Consulting
- ▼ Management Development

**“Ability to
think outside
the box”**

Online Business Launch for Fortune 50 Company

- ▼ Launched new business from startup to 142-member staff

OUR PRACTICES

Whether it's diagnosing the root causes of your organization's problems, advising you on how to build your capabilities, or learning to use disruption as a strategy, it all boils down to helping you make better decisions, transform those decisions into actions, and achieve—and maintain—a competitive advantage.

Solutions

Your organization's strength in key functional areas determines your ability to make the most of change. We create, and help implement, plans that improve capabilities and performance in these crucial domains:

- ▼ Strategy Consulting
- ▼ Marketing Strategy
- ▼ Brand Management
- ▼ Data Analytics Consulting
- ▼ Brand Audits
- ▼ Business Intelligence

Industries

We monitor competitive subtleties, industry transformation, and tech developments. Years of practical, front-line experience help us analyze the market and apply insights that fuel your growth and profitability.

- ▼ Consumer Products Consulting
- ▼ Digital Marketing Consulting
- ▼ Technology Consulting
- ▼ Omni-channel Consulting
- ▼ Due Diligence Consulting

CONTACT US

For more information about how our disruption daredevils can help you thrive in turbulent times, contact us today. We'll respond as quickly as possible, usually within two business days.

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