



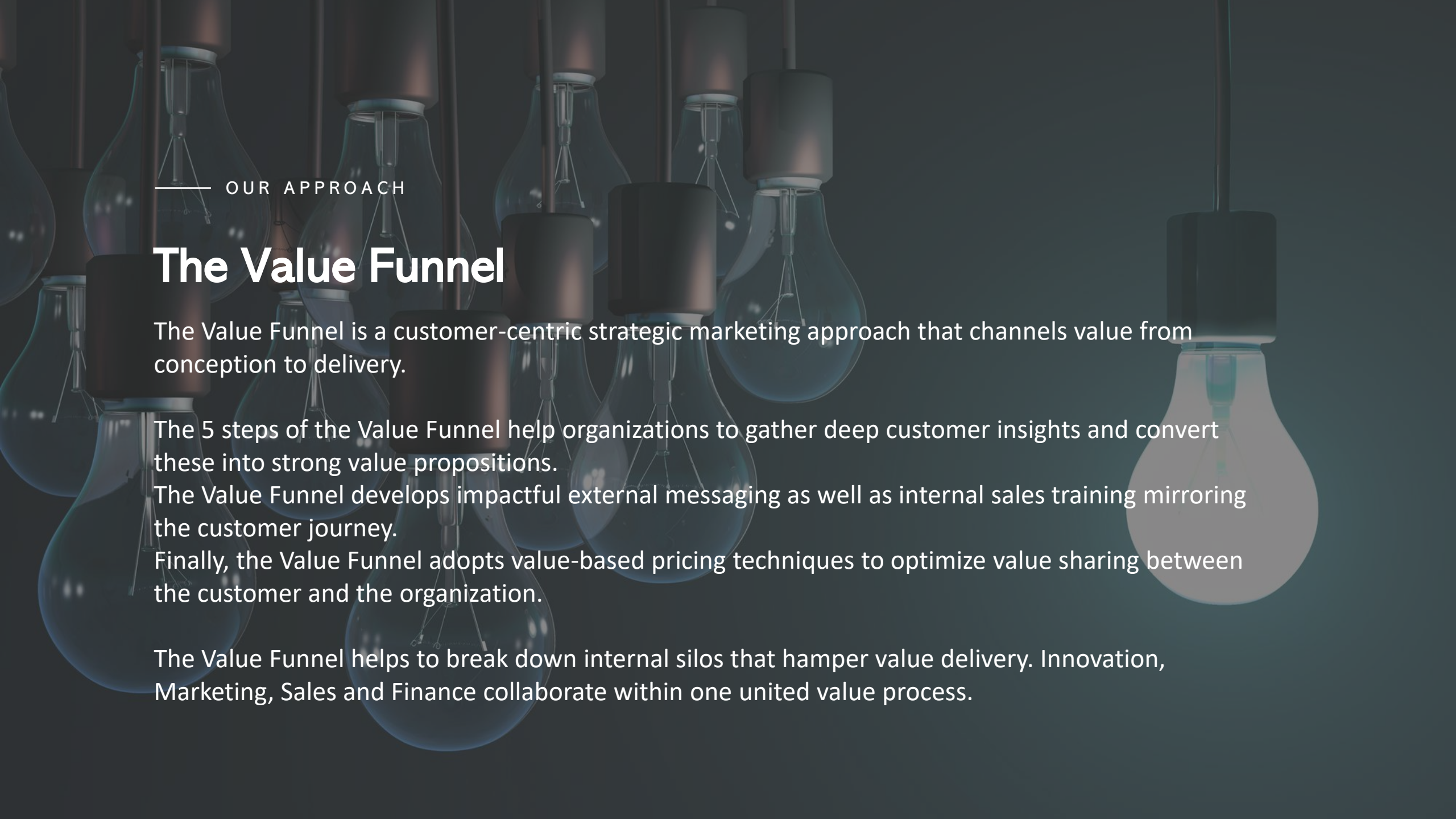
—— WHAT WE DO

Santa Marketing

Santa Marketing provides strategic sales and marketing support to fuel business growth. We help you to understand, create, communicate, train and capture customer value.

Our customer-centric marketing approach is designed for organizations struggling to channel truly differentiated value down to their customers.

It is a roadmap to sustainable margins and customer loyalty.

The background of the slide features a collection of hanging incandescent light bulbs. Most of the bulbs are unlit and have a dark, blue-tinted appearance. One bulb on the right side of the slide is illuminated, casting a warm, yellowish glow. The bulbs are suspended by thin black cords, and their glass enclosures and internal filaments are visible. The overall aesthetic is modern and minimalist.

— OUR APPROACH

The Value Funnel

The Value Funnel is a customer-centric strategic marketing approach that channels value from conception to delivery.

The 5 steps of the Value Funnel help organizations to gather deep customer insights and convert these into strong value propositions.

The Value Funnel develops impactful external messaging as well as internal sales training mirroring the customer journey.

Finally, the Value Funnel adopts value-based pricing techniques to optimize value sharing between the customer and the organization.

The Value Funnel helps to break down internal silos that hamper value delivery. Innovation, Marketing, Sales and Finance collaborate within one united value process.

— OUR CAPABILITIES

Value Comprehension

Segment your marketplace into prioritized targets by attractiveness and reachability.

Drive an insights agenda to capture your target segment needs in a powerful customer and buyer persona.

Value Creation

Convert customer insights into strong and relevant value propositions. Innovate and differentiate yourself from the competition by identifying new unique value drivers.

Value Communication

Develop impactful customer messages using the latest neuroscience approaches.

Communicate emotionally your intangible value drivers and quantify the tangible customer value.

Value Conviction

Enroll your sales team by immersing them in the customer journey.


Adopt a consultative value selling sales approach to create true customer collaboration.

Value Capture

Maximize your margins with a value-based pricing strategy.

Train your sales teams to sell value and manage difficult price discussions.





— OUR SERVICES

After an initial consultation to explore your Value Funnel, a personalized project approach will be designed to address your challenges.

The approach can span from a motivational keynote interventions, and hands-on coaching on a given project to full-blown corporate marketing training.

Execution of the project will be a mix of virtual and face to face meetings in order to meet the milestones with least disruptions.

Value Comprehension

We can help data mine existing sources of customer insights as well as **conducting in-depth interviews** with key stakeholders. The output will be designed **Customer Personas** that not only capture the essence of the customer but also an understanding of their buyer experience.

Value Creation

We can assist in creating relevant and **compelling value propositions** that go beyond product features to englobe the unique **customer experience** as well. The output will be a clear statement of a differentiated **big idea** supported by clear **value drivers**.

Value Communication

We can improve the impact of your messaging by incorporating the fundamental **principles of neuroscience** and translate the intangible value drivers into **emotional anchors**. In a B2B context, we can assist in **quantifying the tangible** value drivers.

Value Conviction

We help enhance the effectiveness of **value selling** within your sales teams both virtually and face to face. We deliver solution training within a customer-centric model that mirrors the customers' **buying journey**.

Value Capture

We provide support in setting up a **value-based pricing** approach by creating value formulas and market price validation. We can help your sales teams manage **price conversations** and objections.

— OUR CLIENTS

With a particular focus on the animal health and nutrition space, we have assisted numerous clients with various elements of the Value Funnel strategic marketing framework over the last years.



BIOGRAPHY

Christian Löfberg

Marketing has a pretty poor reputation these days.

But I remain a proud marketer! Why?

Because I firmly believe that the role of marketing is to create value for both customers and companies in the most efficient way possible.

Value created by truly understanding your customers, value designed in compelling propositions, value flawlessly communicated and last but not least value captured by optimizing pricing.

After a corporate career culminating as Chief Marketing Officer Asia Pacific for Elanco, a global top tier animal health company, I founded Santa Marketing in 2017. The mission of Santa Marketing is to help companies grow sustainably by focusing on generating customer value. I also partner up with Minds & More to support projects to create compelling value propositions and customer experiences.

Born in Paris in 1963 to a Swedish-Sicilian diplomat family led me to spend a fascinating childhood across the world. Later I established myself in Belgium, where I graduated in Agronomy, Rural Economics and Sociology.

Although I have held many different functions in my career, I remain a marketer in my heart. My full bio is available on [LinkedIn](#).



— CONTACT

Reach Out

Reach out now and book a complementary discussion to examine how your Value Funnel can be optimized

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