

A truly pro-active marketing solution geared towards growth and long-term financial gains.

Doesn't it seem as though everytime you switch on your computer there is a new marketing method you need to know about? Or a new 'guru' telling you to put your money in another social media site (but only with their 'fool-proof' system)? Some days it seems as though half the day's gone before doing any actual business. It's hard to know what to pay attention to and what to let slide. What **actually works** and what is just another 'method.'

When you're looking to take your business from good to growth, who has time to choose between the next sale and implimenting a marketing strategy? Why bother with marketing anyway when your sales book is looking so healthy?

Home truths that most growth business owners don't want to admit:

- We all feel like we need to be experts in every part of our business. We are not.
- That order book that looks so healthy now... it doesn't look so healthy for 6 months down the line.
- Those clients that have been paying the bills - are a mystery.
- Most businesses have been putting a bit of time into their social media but don't really understand how (*or if..!*) it affects their business.
- They've been putting off their marketing in favour of concentrating on the sales process (causing the sales team undue pressure)

The real truth is simple. Marketing is not just about a leaflet or a facebook post. It's not about the 'next big technique.' **It pervades every aspect of your business** from product development and sales to customer service and aftercare. It **makes the difference** between a happy returning client and a vocally unhappy one.

If you don't have a handle on your marketing you are risking the reputation and the future growth of your company.

I know the balancing act that taking a company to **the next level** of growth can bring. I understand the risk involved in employing full time staff to handle the situation. For many businesses this paradox can mean a key area of the business gets left behind (or worse it gets half-done and actually does damage to your bottom line and the company reputation).

Every day you continue to turn a blind eye to this problem you risk your future a little more.

A bit about me...



Hi, I'm John Child, Marketing and Communications consultant. I specialise in developing and managing cohesive, targetted campaigns for growth hungry, client focussed organisations.

Companies bring me in when they are:

- **Striving to achieve consistent and measurable growth**
- **Frustrated from dealing with complicated or inconsistent social media**
- **Under significant pressure to eliminate brand apathy**
- **Committed to accomplishing rapid, consistent growth alongside brand loyalty**
- **They've had it with costly consultants who don't deliver on their promise**
- **Facing Threats from competitors looking to grow or own their market share**

I believe in a holistic and measurable approach, providing client centred solutions that encompass traditional and online methods.

I work to provide fully integrated solutions from brief to implementation.

I work with clients to identify internal issues affecting customer perception.

I am a 'maverick' by nature. I don't just believe in this weeks 'hot topic'. I work to provide the solution that fits your needs.

I take a data driven approach. You cannot evaluate what you cannot measure.

I build ongoing solutions that drive business by focussing on client and consumer need.

You need a risk-free solution that will allow your company to grow NOW while at the same time building a foundation for the future.

A solid marketing strategy will:

- Build a foundation on which to grow future sales.
- Ensure that every communication from prospect to aftercare is 'on message' and no unexpected surprises derail the **client experience**.
- Be measurable: You should not do anything that you cannot measure.
- Be multi-channel: No exclusively 'online' or 'offline' strategy will stand the test of time. You need a bulletproof plan that will **evolve** overtime and flex with the growth and direction of your company.
- Deliver what you need: All marketing plans should be based on **what your company and clients need**. Those deliverables should be **guaranteed**. There is no such thing as a 'one-size-fits-all' marketing solution.
- Be affordable: You should know up-front the cost of the service and what you can expect for your money.

Imagine... Your own dedicated marketing expert for 3 months...

Building a strategy and working with you to **create and implement a solid plan** that will flex and grow with your business. What could that kind of resource do for your business?

Your marketing should be as **unique** as your business. That's why we offer plans **tailored to your needs**, and based on deliverables **agreed by you**.

GOLD SERVICE

- 1 Week fully embedded in organisation
- Comprehensive marketing plan built and implemented within month one
- 1 Month Running, Monitoring and Tweaking the initial campaigns
- Full staff training in running the plan (including all platforms used and analysis)
- 2 weeks overseeing and monitoring campaign
- 2 Weeks further telephone consultations and follow up
- Total Hours = 217 over 3 months

from only
£3750.00

PLATINUM SERVICE

- 1 Week fully embedded in organisation
- 3 Weeks dedicated comprehensive plan building and implementation within month one
- 1 Month Running, Monitoring and Tweaking the initial campaigns
- 2 Weeks full staff training (including all platforms used and analysis)
- 2 Weeks Monitoring campaign and Mentoring Staff
- 4 Weeks further telephone consultations and follow up
- Total Hours = 500 over 3 months

from only
£6750.00

Take the first step:

Contact John NOW to arrange a free no-obligation conversation: 07920 292 267