



SC marcomms

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**“when the economy strikes:
fight back”**

In today's difficult market we can make sure that you are actually progressing rather than contracting, because our marketing activities get you direct sales very cost effectively.

**“while your competitors are hiding under the bedclothes:
go out and grab their market-share”**

During an economic downturn, your market will get smaller - But your competitor's sales and marketing activity will get even smaller! Now is the chance for you to steal a march on your competitors and be pro-active...

**“while your competitors are invisible:
take centre stage in your market”**

affordable marketing solutions for small and medium sized businesses

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who? sc marcomms

SC marcomms specialises in marketing and sales exclusively for SME's. We do not work for large organisations (although we have plenty of experience of them), we do not do glossy brand building campaigns, we simply produce increased sales for a wide range of small and medium sized companies by selectively using a range of marketing tools. We understand the needs of the smaller company, so our activities are highly targeted, very effective and our rates are some of the lowest in the industry.

If you would like to know what we can do for you then call Simon Cairnes on 077761 87 006.

our marketing tools

Telemarketing

Qualified appointment making for your business. Prices dependent on the level of appointment required, but our rates and our operatives are some of the best in the market

Telesales

End to end sales via the phone for appropriate products or services, individually tailored to each client company

PR

We do not send out endless press releases to trade magazines, we use PR as a tool to generate you additional sales enquiries.

Online

Generating direct sales online cost effectively. Affiliate network campaigns via third party websites which promote your goods or services for a bounty. Email campaigns, Google ad words and Search Engine Optimisation which drive traffic more efficiently to your website through search engine rankings.

DM (Direct marketing)

mailshots via traditional means.

Relationship Marketing

Making and exploiting the right contacts in a highly-targeted way. This can be very cost effective way for SME's,

CRM (Customer Relations Management)

Getting the most out of your existing customers. This is almost always the quickest way to increase sales in the short term.

Advertising

Identifying and using a variety of traditional and non-traditional media, but only when it offers the opportunity to genuinely increase sales.

Marketing Planning

Now is the time to target your market, 'hit 'em hard', while ensuring you get the best results for each pound spent. We will deliver a marketing plan that will maximise your returns and ensures that your business makes the most of the opportunity that the economic downturn presents. It will cost between £2,000 and £5,000.

Business Planning

All good businesses plan ahead and all good plans are based on a thorough, realistic analysis of you, your product/service and the market you are in. We have extensive experience in writing business plans that deliver- whether for gaining funding or ensuring coherent business development. This is the bedrock of your business. It will normally cost between £4,000 and £10,000.

outsourced: sales and marketing

Outsourced sales and marketing is one of the best ways of maximising the returns on your new business spend whilst at the same time keeping tight control of your overheads. We can look after all your activities, or just a specific project. You can use us for as little as one day a month or on permanent call. We bring a massive amount of experience to your company, but you only pay for what you need and our excellent rates and our flexibility mean that it is affordable for any size of SME.

If you would like to discuss your particular needs then call Simon Cairnes on 077761 87 006.

marketing packages: recession busters

Bronze: £2,300

Brief strategy outlining goals and approach

Telemarketing - delivering 12 qualified new business appointments

Silver: £5,500

Mini marketing plan

PR

Telemarketing - delivering 18 qualified new business appointments

Gold: £8,000

Full marketing plan

PR

Telemarketing - delivering 30 qualified new business appointments

Relationship Marketing - Making and exploiting the right contacts in a highly-targeted way.

We are also able to cover all your design and print needs along with web site design and development

affordable marketing solutions for small and medium sized businesses

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new product / brand launch

Bronze: £2,500

Product identity

Headline goals, market positioning and marketing strategy

Telemarketing - delivering 12 qualified new business appointments

Silver: £5,500

Product identity

Mini marketing plan

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Gold: £8,500

Product Identity

Full marketing Plan

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