

presentations unlimited

marketing
design
communication

Marketing Services

The knowledge I have developed through working in many industries means I have direct experience of most, if not all, areas of marketing support.

Although I am happy to work on a project-by-project basis, my most successful client relationships have been based on a longer-term relationship, which enables me to become “involved” with my clients’ business and make meaningful and effective contributions to business growth and strategy.

Ad-hoc projects may include:

Advertising

Advertising is a major part of many companies marketing activity and, in many cases, will probably need to remain so. Naturally I am conversant with all the demands of the various media and equipped to ensure that advertising meets its deadline and is reproduced accurately.

Where I am retained by clients on a fee based structure I am able to negotiate the purchase of media space to ensure that our clients receive the best rates available.

Branded Items / Business Gifts

I have established partnerships with most of the major manufacturers and UK distributors and hence can offer a vast choice of branded products, all at very competitive prices.

I am happy to suggest ideas and particularly enjoy the challenge of trying to find something just that little bit different that will help your business stand out from the competition.

Copywriting

Copywriting is completed in-house and is based on the creation of effective marketing copy for the hundreds of brochures, websites and press releases I have produced.

Design

I have a team of designers offering different specialities so that I am able to use to meet the individual needs of various clients.

Over the years we have been involved in producing effective design whatever the need – production of direct mail pieces, brochures or leaflets, advertising, stationery etc.

Direct Marketing

Direct marketing is playing a far more important role in many businesses marketing activities as the benefits of well-targeted efforts become more apparent.

Direct marketing can be used effectively to generate enquiries, or sales, direct and hence an element of market profiling can be incorporated that can increase the effectiveness of many marketing activities by placing the message directly in front of people who should be interested.

I have experience of sourcing effective mailing lists focussing upon business type or size, turnover, lifestyle profiling and many other criteria. Alternatively, I am able to source relevant information and build custom databases for our clients. This is particularly interesting for many local businesses where there is a real need to consider continuing activity over a long term.

At Presentations Unlimited we have our own in-house telemarketing service, which, has been used to good effect in support of direct mail.

Email Marketing

I subscribe to an email broadcasting system that enables me to handle the design and distribution of email marketing messages in-house.

Email newsletters are sometimes a useful method of maintaining contact with both customers and prospects and once designed the system can store your email template and we simply update the content for each issue. The system is equally useful for one-off marketing messages.

Event Management

Presentations Unlimited was originally established to complete the organisation and management of a substantial international trade exhibition in the plastics industry.

Again I have a great deal of experience of organising events of all kinds.

I have been involved with the organisation of trade exhibitions, conferences, seminars, meetings, product launches, promotional events and all kinds of business function and always try to bring added value to any event I am involved with.

I have access to all the required support services to ensure that any corporate function meets its objective and can provide a complete or partial organisation service.

Internet & Websites

As I do for more traditional marketing material, I am able to offer a complete service for the design, installation, hosting, marketing and maintenance of corporate websites.

Initially it was important to establish a presence on the Internet but now, with the growth of this media, it is vital to identify clear objectives as to what the Internet can provide and ensure that your website makes an effective contribution.

Design is obviously important but even more so is the development of a strategy that ensures a return. We can advise, implement and maintain a total effective Internet marketing solution integrated with other activity.

Newsletters

Newsletters have been used by many businesses to effectively promote a range of products or services and to build an image or awareness of a wide range of services or applications.

I have considerable experience in writing, editing and producing cost-effective newsletters for a variety of clients.

PR

PR can be extremely effective in building and maintaining awareness of a company at relatively low cost.

As part of my comprehensive marketing support service I offer a PR service and have established contacts with all local and many national media.

PR may be included in any fee-based structure or alternatively could be considered as a stand-alone project.

Print

As mentioned under design I have been involved in purchasing a large number of printed items for our clients and hence have vast experience of the management of print projects and print buying.

Research

Several of the projects in which I have been involved have demanded some kind of market or consumer research.

I am experienced in the generation and collation of market data, which may be vital for a new product launch or development.

Equally I have been involved in both store and consumer testing of products prior to launch and have experience in presenting these results in a professional yet easy to read manner.

Telemarketing

Much of my work is concerned with generating response on behalf of my clients, generally, but not exclusively, in the development of new business.

Over the many years I have been involved in direct marketing it has been proved many times that the use of the telephone can be very effective. Thus I have my own telemarketing facility.

Current projects include following up direct mail, generation of new business from existing customers and initial research of prospect opportunities.