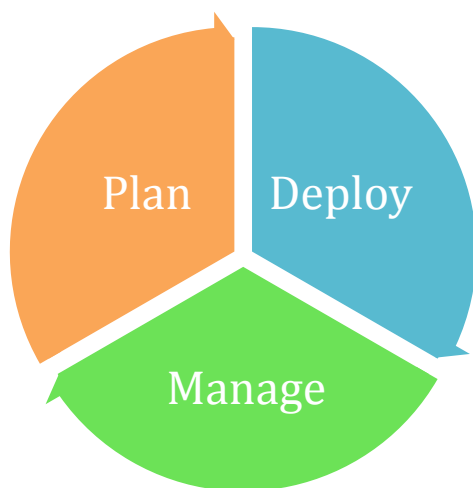


## Marketing as a Service

Small and medium sized enterprises have been impacted greatly in the economic downturn. As we re-emerge from a difficult period, GROWTH and SCALE are our major issues.

An organisation needs to be Marketing oriented to grow quickly and needs to invest time and energy and money into both Sales and Marketing. We often see engaging Sales experts as a “no-brainer” but just as often we question the need (and cost) of hiring Marketing expertise.

This is where TWA can help with a range of Marketing Services, providing you Marketing on Demand until you scale to a size to hire a Marketing department.



**PLAN:** Growth and scale come from knowing your market and executing a clear strategic plan.

**DEPLOY:** Generate high quality leads by executing the plan through the right channels.

**MANAGE:** Measure ROI against budget and progress against the plan.

TWA can support all your marketing needs from a web design or creative requirements to a full interim marketing director, with in depth experience and a proven track record in your given sector. From just a day a week to a 6, 9 or 12 month contract. There is no need to hire permanent marketing resource until you are ready for that investment.

Take a look at our services and call **01264 355846** to discuss your requirements...

**TWA offers three modular services to match the stage your business is at:**

**PLAN:**

The long term growth and direction of the company depends on having a clear focus. To do this we must understand the market we are in, the competition and our own capabilities.

- **The Marketing Audit**
  - **Business and Economic environment**
  - **Market analysis – size, trends, growth**
  - **Competitive analysis**
  - **Customer surveys**
  - **Internal readiness audit**
- **Marketing Plan**
  - **Interpretation of Audit**
  - **SWOT analysis**
  - **Market overview**
  - **Marketing Objectives and Strategies**
  - **Budget, implementation programme**
- **Segmentation, Targeting, Positioning**
  - **Understand your market**
  - **Marketing Mix**
  - **Focus**
  - **Segment strategies**

**DEPLOY:**

Putting the plan into practice needs flawless execution and matching your marketing efforts to the market and customers.

- **Channels**
  - **Direct and or partner/reseller**
  - **Sales training**
- **Branding**
- **Advertising**
- **PR and Media planning**
- **Event management**
- **Web site , SEO, analytics**
- **Social Network strategy**
- **Resource planning**

## **MANAGE:**

The third part of the marketing cycle, to monitor, control and adjust our plan as necessary.

- **Performance management**
- **Customer surveys, vendor of choice ratings**
- **Metrics**
- **Reporting, reviews, corrective action**
- **ROI analysis**
- **Customer service**

**To take the next step call TWA on 01264 355846 and arrange a further discussion.**