

We research, we plan, we implement




marketing
assistance

We research, we plan, we implement

Think of Marketing Assistance Ltd as an extra pair of hands, an outsourced marketing resource available when and where you want it. A specialist resource that can raise the game of your conventional marketing or add the full panoply of modern marketing techniques to your on-line presence.

With companies becoming hollowed out, stripped down, focussed and lean there's no slack to pick up that pet marketing project you always wanted to do, the one that could radically change the business. And there's always something else you can do to build the business on top of the day-to-day demands.

That's where we can make a difference. A willing pair of hands charged with moving your marketing forward. Think what a difference that could make.

MARKET RESEARCH

- Opinion Polls
- Satisfaction Surveys
- Mystery Shopping
- Internet Surveys
- Staff Surveys
- Fieldwork & Data Entry
- Data Analysis Training

MARKETING IMPLEMENTATION

- Outsourced Marketing
- Interim Management
- Web Marketing
- Marketing Communications
- Sales Development
- Search Optimisation

MARKETING PLANNING

- Marketing Audits
- Market Studies
- Marketing Planning
- Marketing Training

Market Research

Market research is all about insight: finding out what your customers and stakeholders want and what they think of what you do. Marketing Assistance Ltd can answer these questions.

Our clients include both the public and private sector, with surveys ranging in size from just a handful of interviews to several thousand. We have addressed the complexities of LDF consultations, run Citizens' Panels, researched product features and run user assessment panels.

We work with clients to provide the background information needed to develop marketing strategies, to select markets, specify product features and devise communication plans. Surveys are designed to be robust and provide an appropriate level of statistical reliability.

Typically this will be a confidence interval of +/- 5%, but we can design surveys to meet more exacting or more relaxed criteria.

We provide the complete range of quantitative and qualitative interviewing techniques including face-to-face, telephone, e-mail and internet, focus groups and in-depth interviews. We can recommend the appropriate methodology to ensure you get the information you need as cost effectively as possible. The 1000 strong team of field and telephone interviewers that we use is spread across the UK. All have been trained to MRS IQCS standards to ensure the findings from any study properly represent the views of respondents.



Marketing Planning

In a perfect world behind every marketing campaign is a plan, a structure and a vision of where the organisation wishes to be at the end of the planning period. The plan provides boundaries for decision making, cohesiveness of thought and action and ensures scarce resources are used wisely.

Marketing planning is not easy not least because it's often only a once-a-year exercise. It's easy to get lost in the process, to lose the plot in terms of the resources availability, or to fail to mesh the plan within the overall company plan. It's also one of those times when an independent point of view can make a significant difference.

Marketing planning starts with the marketing audit. The best audits are informed by robust market research which takes much of the guesswork out of the planning process. The audit provides the basis for setting sound marketing objectives, determining marketing strategy – the high ground for the battle ahead – and producing a timed and costed action plan for the future.

There are shortcuts which dramatically reduce the time needed to prepare the marketing plan which also serve to keep it fresh and alive without eating into management time. Any plan is only as good as its foundations.



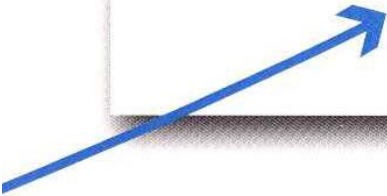
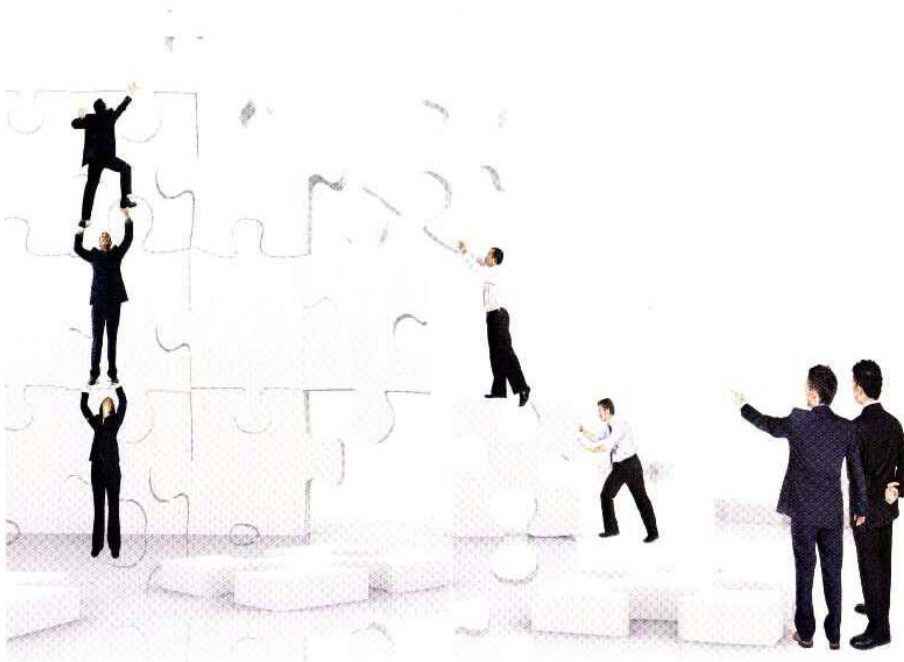
Marketing Implementation

Marketing has been described as 5% inspiration and 95% perspiration. Marketing Assistance Ltd is well equipped to provide both the inspiration and the perspiration, what one of our consultants described as the 'sweaty bits'. We've devised a number of service packages which give different levels of support to suit different requirements.

It could be a full sales development programme: research to establish feasibility, identify potential customers, contact to make appointments leading to a sale. It could be strategy support to rename the business, develop the brand, and implement a PR and communications strategy.

Or it could be – and often is these days – a web development programme making sure a site is able to compete into today's web enabled environment. Whilst many organisations are focussing on increasing web traffic the emphasis is turning towards increasing conversion rates and improving ROI.

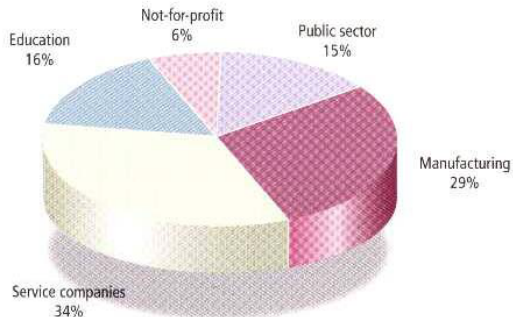
All of these activities take time to implement properly and can require levels of specialist knowledge and skill not readily available in-company. At times like this it makes sense to bring in a specialist organisation to undertake these tasks without increasing headcount or disrupting day-to-day operations.



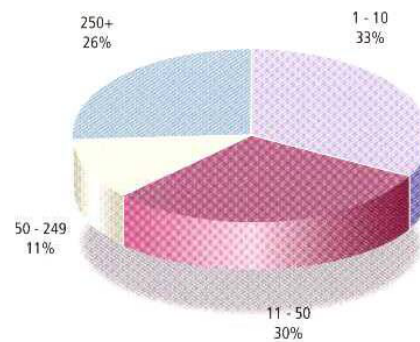
Marketing Assistance Ltd was established in 1993 and now has offices in Essex and London. The company provides the complete range of marketing consultancy from research and marketing strategy to implementation.

The company complies with the relevant codes of the Chartered Institute of Marketing and the Market Research Society, is listed for Business Link contracts completing over 200 in recent years, holds relevant levels of insurance for professional indemnity and public liability, and is registered under the Data Protection Act.

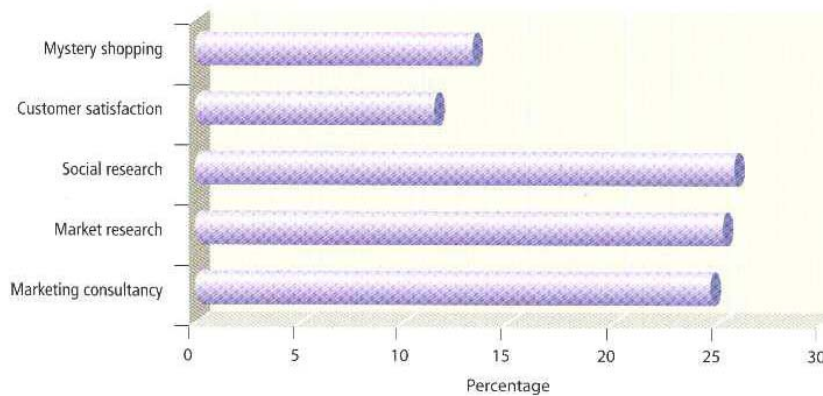
Clients by sector (number)



Clients by employees (number)



Service type by turnover (GBP)



Why Marketing Assistance Ltd?

- Make it happen now rather than waiting
- Take advantage of the full range of modern marketing techniques
- Call on years of experience in business-to-business marketing.

www.marketing-assistance.co.uk


marketing
assistance



www.marketing-assistance.co.uk

5 Inworth Grange
Grange Road
Tiptree
Essex CO5 0QQ
01621 818555

10 Hunter House
Fount Street
Vauxhall
London SW8 4SE
020 7819 9346


marketing
assistance