

VIRTUAL MARKETING MANAGER – WHAT YOU GET

- Initial 30 minute telephone discussion about your business, which will include your products/services, customers, competitors, the market in general, internal resources and your future marketing needs. This will give us a good understanding of your business objectives, how you have already tried to market your business and the outcomes.
- An examination of your website (if you have one) and provide a review of the site and how it can be used to help in the marketing of your business
- **Unlimited email support** dealing with all your marketing requirements, with guaranteed response times for reply
- **Unlimited telephone support** during office hours
- On site visits available (at extra cost)
- Monthly follow up telephone call to monitor outcomes of marketing actions

TYPICAL SERVICE REQUIREMENTS

The following are some of the typical questions we deal with through our virtual marketing manager service:

- *Can you advise on a suitably worded mail shot to target our customers?*
- Do you think our branding is strong enough, if not how should we change it
- *Here is a sample of our email for our next promotion – does it give the right message? If not how would you change it?*
- We want to hold a seminar and target a new geographical area – can you advise on the process we have to go through to ensure success
- *How can we identify potential customers to target?*
- We think we need to update our website to attract new business, can you advise how we go about this?
- *Here is a sample of our last mail shot – we did not get any responses, what did we do wrong?*
- How do we get our web site onto the first page of google?
- *I have had a call from a local newspaper to advertise (details enclosed) in your view will it work or is it a waste of money?*

- How can we improve our sales, we have tried everything we know without success
- *We need to update our brochures, where can we go to get good advice and design and print services – we are not sure how to deal with this.*
- We do not have marketing expertise in house, how can we promote our products when we are busy running the business and do not have time to market the business