



**SUCCESS BEGINS HERE**

# WORKING WITH YOU TOWARDS YOUR BUSINESS GOALS

Vicky Kenrick  
Marketing and Branding Consultant

As a Marketing and Branding Consultancy, our aim is to pinpoint the fundamental selling points of your brand and present these to your target audience, in a focused, creative and cost effective way.

We can provide that flexible Marketing solution for your business; whether you are looking for a full Marketing or PR Strategy, copywriting, competitor and brand research, online marketing or design services, we will work with you – towards your business goals.

# ENSURING YOUR MARKETING ACTIVITIES ARE TARGETED AND HELP YOU FULFIL YOUR BUSINESS OBJECTIVES

## Marketing Services

When planning and implementing all marketing activities, an understanding of brand image, target audience and the current market environment is critical and we focus on these key points in order to communicate creative and targeted marketing messages, through the most appropriate marketing platforms.

We provide a wide range of traditional offline marketing services. Whether you require guidance and consultancy on developing your own marketing plans, or need someone to manage the planning and delivery of all marketing activity. We have the skills, experience and qualifications to ensure your marketing activities are targeted, creative and help you fulfil your business objectives.

We can work with company directors or alongside existing marketing staff to enable the achievement of your SME's marketing and business objectives, adding valuable industry knowledge, fresh insight and experience.

# THE MARKETING APPROACH

## Marketing Services Include:

**Writing Marketing Strategies and Plans** – which include comprehensive market and consumer research, identification of your USP and strapline, outline of your marketing objectives and a 6/12 month media plan.

**Consultancy on Marketing Plans**

**Copywriting**

**Market Research**

**Advertising Campaigns** – including a full media plan, writing copy, designing the advert and liaising with publications to ensure the adverts are delivered by the deadline and printed correctly.

**Event Management** – From the public relations and preparation for the event, to attending the event as a sales rep for your company, to the post event public relations activities.

**Search Engine Optimization Marketing** – Increasing traffic to your website and raising your brand awareness amongst your target audience, through Pay Per Click campaigns and SEO activities that are cost effective and relevant to your brand.

# LET US DEVELOP AND IMPLEMENT A FULL MARKETING STRATEGY THAT CAN SET YOUR BRAND APART FROM THE REST

## Branding

Branding is about making meaning and communicating quality and consistency to your target audience. Branding adds value to a product or service and acts as a competitive advantage, summarising your unique selling points in a symbol and a strapline.

We can offer flexible ad hoc branding solutions or can work with you to develop and implement a full marketing strategy that can set your brand apart from the rest, please see the selection of branding services below:

**New Brand Creation** – This service is ideal for companies wishing to bring a new brand to market, or to revitalise an older brand. We can provide flexible assistance in

building a brand concept and image for your company that can differentiate you against competitors and appeal to your target audience.

**Brand and Product/Service Development** – If you are looking for new ways to communicate a brand to your target audience, we can help you develop your branding messages that can strengthen the overall image and help you gain more customers. We can also provide a full marketing plan of activities.

Past experience in developing branding strategies includes work in the Food, Drink, Fashion, Property, Health Care and Financial industries.

# RAISING YOUR PROFILE, BOTH ONLINE AND OFFLINE THROUGH TARGETED PR

## Public Relations



"If I was down to the last dollar of my marketing budget, I'd spend it on PR"

*Vice President of Marketing at Microsoft*

An organisation's reputation, profitability and its continued growth can greatly depend upon the degree to which its targeted public supports and is aware of its goals and policies.

You could increase your sales and customers by raising your profile, both online and offline through targeted PR.

From ad hoc PR article writing and distribution to full planning and implementation of PR campaigns, please contact us today for further information of how we can help.

# POWERFUL WORDS INCREASE AWARENESS AND STIMULATE DESIRE

## Copywriting

Powerful words can increase awareness, stimulate desire and persuade a target audience to make the purchase.

We can combine direct, fluid and innovative writing with business strategy to develop, support and grow your brand image. We aim to inform each target audience in a clear and concise way, whilst writing in a tone that suits your company and brand ethos.

Below is a selection of copywriting activities that can be implemented for you, please contact us for more information and a specific quote.

- Direct mail • Brochure and print • Radio advertising
- Press adverts and advertorials • Headlines and straplines
- Website copy • Product & company name creation

# DELIVERING A RANGE OF QUALITATIVE AND QUANTITATIVE MARKET RESEARCH ACTIVITIES TO FULFIL PLANNED OBJECTIVES

## Research

Research into a target audience, your competitors, the current market or an academic subject can enable growth and expansion into certain new markets. We work with clients to deliver a range of qualitative and quantitative market research activities that aim to fulfil planned objectives.

We apply a variety of innovative and creative ways to gain insight into particular consumer markets and trends to provide you with actionable results that can help clients to create a commercial and competitive advantage. Such research activities that we could implement for you include:

**Target Audience Research** – used to develop a full and detailed profile of who your brand is communicating to.

**Competitor Research** – This is useful when entering new markets or starting a new business.

**Research into an Academic Area** – We have written various academic reports and essays in marketing, business, communication and consumer behaviour subjects and can research and write an academic report or essay that can help you progress in business.

**Product/Service Research** – This is useful if you have recently launched a new product or service or are wishing to launch one soon and require a deeper understanding of consumer reaction and interest, that could provide vital information to help your company and brand develop.

# DELIVERING CREATIVE CONCEPTS OOZING WITH IDEAS AND SPARK THAT HELPS DRAW PEOPLE IN

## Design

Working alongside an award winning creative agency Vicky Kenrick is able to offer cost effective and flexible design solutions to match the project requirements of any client, whether a small, medium or large business. We believe in delivering rich and imaginative solutions based on sound strategic thinking and inspired creative ideas. We believe in thinking things through, in creative sparks, in ideas.

Creative concepts are all about the idea. The spark. The piece of excitement that draws people in. We produce sparks by working hard, hammering out ideas fanatically to create something special. Passionately exploring all the possibilities – everything starts with a spark.

Design Services that we are able to offer include:

- Branding • Stationery • Advertising • Direct Mail
- Magazines • Annual Reports • Brochures • Folders
- Environmental • Point of Sale • Packaging
- Web design • E-Newsletters • iPages • Video

# SOME KIND WORDS FROM OUR HAPPY CLIENTS

## Testimonials



"Vicky has dealt with national, international and local media in a competent and professional fashion and has made a significant contribution to the success of the site"

*Mike Thomas, Charter 2010*

"Vicky has the ability to understand project requirements quickly and easily and turn this in to well written copy"

*Simon Smallbone, Skala Marketing*

"Vicky's research work has been really helpful to me when setting up my new business, and it is clear and comprehensive"

*Davina Samann, Wild Flour*

**VICKY KENRICK WILL  
MAKE YOUR BUSINESS  
COMMUNICATE AND  
GROW**

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