

Think Smart Marketing - a customer perspective

We asked Dave Pickering, Head of Communications at Steria Limited, to summarise his views on just what makes Think Smart Marketing stand out in a crowded marketplace. Rather than turning this into a formal case study we decided to let Dave use his own words!

"We've been working with Think Smart Marketing for a number of years now; it's the combination of the breadth and depth of what they do, the quality of their work and the way that they've dovetailed their team in with mine that gives me an edge in getting the most from my marketing budget.

As Head of Communications for Steria here in the UK, I get approached by at least two or three marketing agencies every day of the week, so I'm very well positioned to weigh up Think Smart's competitors.

What's really refreshing is that Think Smart is always happy to invest intellectual capital in projects whether they come to fruition or not. What's more impressive is that they're even willing to bring me ideas for areas that sit outside of their remit. Contributions like that only usually come from other agencies when their meter is running!

It's never been about outsourcing lock stock and barrel; it's about Think Smart doing things in a more timely fashion than we can, with niche skills that I don't need to maintain in-house all year round, all at highly competitive rates.

Our relationship with Think Smart helps me to manage the natural peaks and troughs in Steria's marketing year. We have requirements and capacity challenges that change week by week, therefore we rely on Think Smart's flexibility to deliver against some pretty demanding deadlines.

Think Smart have become a natural extension of my team, in fact they're so close to my business now that they seem to really understand what I need almost before I do! Talking to Think Smart never feels like picking up the phone to an agency, more like an internal extension at my office!

Steria's relationship with Think Smart is a great example of how taking a blended approach to sourcing marketing services can deliver the best of both worlds, top quality work at best value, with their joined up approach to marketing underpinning absolutely everything that they do for us.

They've certainly won my confidence as a very safe pair of hands.....good company in every sense of the word....."

To find out more, please contact us.

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