

think**smart**marketing

Achieving your objectives, realising your aspirations and beating your expectations.

“Of course I want my marketing to work to a clear and sensible plan across the year, but I only want to pay for activities delivered in each month.

As a professional, I want to see and be sure that I’m delivering both tactically and strategically as well as building solid foundations for the long term.

And while I’d like visibility of a twelve month plan, I’d only be prepared to commit to 3 months of the plan at a time. That means *I’m* always in control of *my* spend.

It also means I get the best of both worlds; a best practice holistic plan for the year and a “pay-as-you –go” way of paying for it.

An approach like that would be easy to add into my overall marketing activity and no problem to justify financially or strategically.

If I already have an in-house team or expertise, then I want a partner who can truly complement it and add real value and if I don’t, I want someone prepared to take some ownership, provide some guidance and “put some skin the game””.

Senior Marketing Decision Maker – Planet Earth.

We agree

Our experience comes from many years experience of “being that” Senior Marketing Decision Maker; wrestling with competing demands on our time, our budget and our resources and at the same time having to fend off approaches from agencies keen to sell us a brochure, telemarketing campaign, website, or email activity, but having not the slightest clue about any of the issues and challenges we’re *really* facing each and every day.

At Think Smart Marketing, we work with our clients to help *them* achieve **their** objectives, typically things like:

- Filling the sales pipeline with qualified opportunities
- Building customer intimacy
- Maintaining the dialogue with new and prospective customers
- Opening new markets and launching new products
- Gaining rapid and in depth marketing intelligence
- Embracing new and emerging technologies for tangible return
- Generating collateral that supports and drives the sales process
- Raising the profile and the stature of marketing within the organisation

We bring our breadth and depth of proven experience to support them and their teams to deliver cost effective, integrated and successful marketing approaches.

Our investment is in providing an overarching plan which clearly shows across the year which activities we suggest they do, which will **deliver tactical** returns – like leads and responses, which will drive them forward **strategically**, like awareness and marketing intelligence and which support the overall brand by building the **foundations**, like case studies, analyst and press relations and a clean and up to date database. Then we show them a cost for these activities and the cost for delivering them in a clear and unambiguous plan broken out by month and by quarter, and we only ask them to pay for what is delivered each month.

So, no traditionally “woolly retainers”, no long and binding contracts, no complicated “account team”; just a clear plan of action, a best practice approach and a pragmatic way to pay for it.

Seems like a plan?

We don't charge for meetings or a proposal, we think that's rude. So why not get in touch, call us in and let us take a look at what you're dealing with. We'll come back with some costed ideas and approaches for you to consider. What have you got to lose?

Call Think Smart Marketing 01525 288828