

Marketing communications

In keeping with our ethos of simplicity we have created three marketing communications consultancy packages structured around our experience of the most common marketing communication activities.

Naturally we realise that every business scenario will be unique but we also believe that the following packages provide a platform for the development of exceptionally powerful communications. As a marketing and creative consultancy we pride ourselves on the ability to build strategies that not only recognise business goals but also consider project budgets. As such we will advise on the most appropriate and cost effective means for you to communicate to your audience.

Creation Whether you are starting a new business, introducing products or services to an existing market or entering a new market sector, the implementation of powerful communications that deliver a clear and concise message, both effectively and efficiently is critical. We will work with you to identify the opportunities in your target market and the differentiating qualities of your product or service to develop a marketing communications strategy built around the brand values you wish to project.

Rejuvenation Tired, inefficient or inappropriate marketing communications are a financial drain and often a catalyst for reduced productivity and lost customers. Through close collaboration we aim to identify and eradicate the negative aspects of your internal and external communications and ensure future investment is rewarded through operational efficiency, market growth and profit. In addition to rejuvenating your marketing communications we can also assist in instances where your company's brand has suffered from damaging external factors.

Elevation Bills are getting paid, existing suppliers and customers are happy but that does not mean the business has reached its full potential. By utilising previously unexplored marketing, PR and promotional opportunities you could increase market awareness or even tap into new markets.

Experience The marketing communication consultancy service is offered by Ben Marston, partner in KM Design who has many years experience working within 'creative' business environments across a number of sectors. From the design, production management, sales, marketing and distribution of a global lighting brand through to the re-branding, sales and marketing of specialist stainless steel products to some of the world's leading architects and specifiers, the scope of experience has recently proved invaluable to clients within sectors as diverse as catering, nursing and recruitment.



To discuss how we may be of assistance with your marketing communications activity please contact **Ben Marston** on **01442 890017** or email **ben@katemarston.co.uk**

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