

Nicola Cooper

The marketing part of your team...

Take a practical and proven approach to acquiring and converting enquiries into more customers.

The key to successful marketing is making sure the customers who will buy from you, not only know who you are, but also perceive your product or service to be better than your competitors.

There are a range of different marketing activities available to suit different organisations and budgets; the challenge is to use those that will work for your business.

Getting the results you need.

Most small to medium businesses have an idea of the marketing they need; however, it can often fall short of delivering the desired results as there isn't the resource to manage the campaign from start to finish.

I will work with you to put a realistic campaign together - across a variety of media - and follow it through to turn sales leads into customers.

What can we do?

There are many activities we can use to promote your business and generate leads and these will vary by industry and budget.

These may include:

- Search Engine Optimisation
- Email Marketing
- Telemarketing
- Sales Literature
- Event Management
- Sales Lead Follow-up & Appointment Setting
- Web and Blog Copywriting
- Direct Mail
- Public Relations
- Advertising
- Data Sourcing & Management
- Campaign Design, Execution & Management.

How do we start?

The first thing we need to do is assess the activity you already have in place, your results and what you would like to achieve. A marketing plan can then be put into place to achieve an agreed outcome.

Depending on your requirements you may require a one-off project or choose to invest in a regular commitment to on-going activities.

A return on your investment.

"Some simple changes to our SEO have already generated additional business. *Nicola is an excellent addition to our business* and unlike other marketing consultants she is able to offer a complete service by managing an entire campaign from marketing through to sales."

Dan Carter, Training Director, StressCHECK Training

"We saw a 1200% return on our investment over a period of just 4 months. I would have no hesitation in recommending Nicola for any marketing activity due to her professionalism and above all ability to deliver results."

Andy Brooks, Operations Director, Harbrook

Competitive rates.

A couple of hours or a couple of days...

- Ad-hoc work is charged at a half-day or day rate and a fixed rate can be agreed on a job by job basis.
- A discounted rate is applied to a retainer i.e. an on-going commitment to a specified number of hours in a week or month.

What can you expect to achieve?

Each and every campaign is different, however it is possible to estimate how long some common activities can take.

- **SEO** – a comprehensive review of current website and practical recommendations for action can be achieved in approx. 5hrs.
- **PPC** – campaign research and initial set-up would be achieved in approx. 6hrs.
- **Email Campaign** – research, copywriting, design and build would take approx. 8hrs.
- **Telephone follow up of leads** – on average 10-15 completed calls can be achieved in an hour depending on engagement.

The next step...

If you know you need more customers but aren't sure how to get them, why not give me a call for a free consultation or further details.

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