

Marketing Support for IT Solution Providers



Why consider marketing?

It's no secret: effective marketing for your business will increase the company's visibility in its target sector which inevitably increases revenues and profits. However, your business may not need a full time marketing resource. For many small businesses, professional marketing support for a few days per month can dramatically improve online presence, equip your salesmen with compelling sales collateral, add the benefit of digital marketing, improve customer contact and drive focus on lead generation. Just imagine the impact of adding a short video or some super-sharp stills of your product to your website. What about interviewing one of your customers for a testimonial or a hard-hitting case study?

There is no substitute for experience

Richard Elmes has been a sales and marketing professional in retail IT for over 30-years. He understands the challenges facing independent solution vendors and how to present solutions and sell and their end-user customers.

Marketing needs a plan to address all the opportunities

Marketing as a service needs to deliver value for money. Richard Elmes Marketing fully appreciates the need to show returns on the investment of your time and money. Everything we do is aimed at improving sales and the presence of your business in its target sectors. A plan to address all the elements of the mix is a good place to start.

Get ahead of the crowd with tactical marketing support

Look at the questions below; if you answered 'no' to any of them, tactical marketing support from an experienced and focused professional will help you address these needs. Some of these tactics are obvious, but it is surprising how often businesses do not have the time or man-power to execute them.

- *Do you have more than enough new sales prospects?*
- *Are you promoting your company brand and solutions online?*
- *Do you obtain and publish testimonials / endorsements from your customers?*
- *Do you use the social media channels and AdWords to grow your business?*
- *Is your website compelling and the content regularly updated?*
- *Do you regularly send emails to your target market?*
- *Do you send emails to your customers - the easiest people to sell to?*
- *Are your flyers, PowerPoints, brochures and product PDFs up-to-date?*



Marketing Support Services from Richard Elmes: value delivered to your business

If your company needs a results orientated, value for money marketing service, help to build a plan or some new creative collateral or images with specific focus on the retail IT sector, please contact us for an initial discussion.

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