

SERVICES

Marketing Consultancy Services

Needs Assessment, Marketing Audit, Diagnostic Review.

If you know there is a problem in your current marketing approach, but you are not sure how it could be fixed, or how your marketing could be improved, this is the first step towards finding the cure.



Strategic Marketing Planning.

After we have a diagnostic review, we look at your products and services from the market's perspective and devise a plan upon which a foundation can be built for your tactical marketing activities.

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Text conception & copywriting.

Direct mail sales letters, company brochures, press releases, case studies, email newsletters, product information documentation, white papers, customer testimonials, success stories, advertisement copy, plus speeches, and presentations.

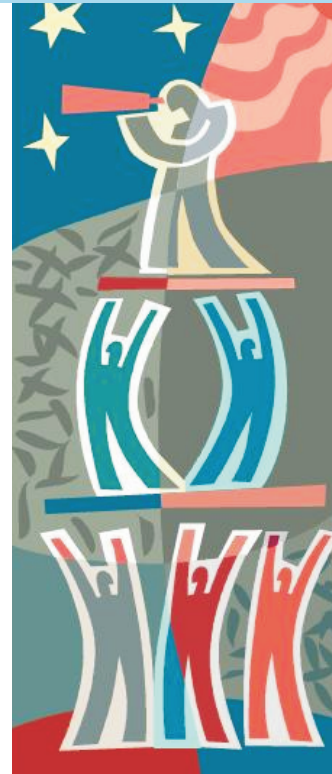
Website Development

Look and feel for your website. Copywriting for web content, design navigation and layout optimization. Statistical traffic reporting.

Vendor analysis.

If you are considering hiring an outside advertising agency, implementing customer relationship or sales support software, then a vendor analysis prior to making this decision is recommended.

Get your message out to the world.



Market Research.

Customer surveys, development of customer survey questionnaires, evaluation of existing customer demographics, customer perception audits.

Branding and Brand Management.

Brand research and brand strategy development, devise and deploy your brand marketing campaign.

Translations.

Marketing messaging from German to English.



Helping business professionals with their marketing communications in English since 2003

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HELP
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