creative quality strategic marketing

for marketing
strategy, planning
and practical support

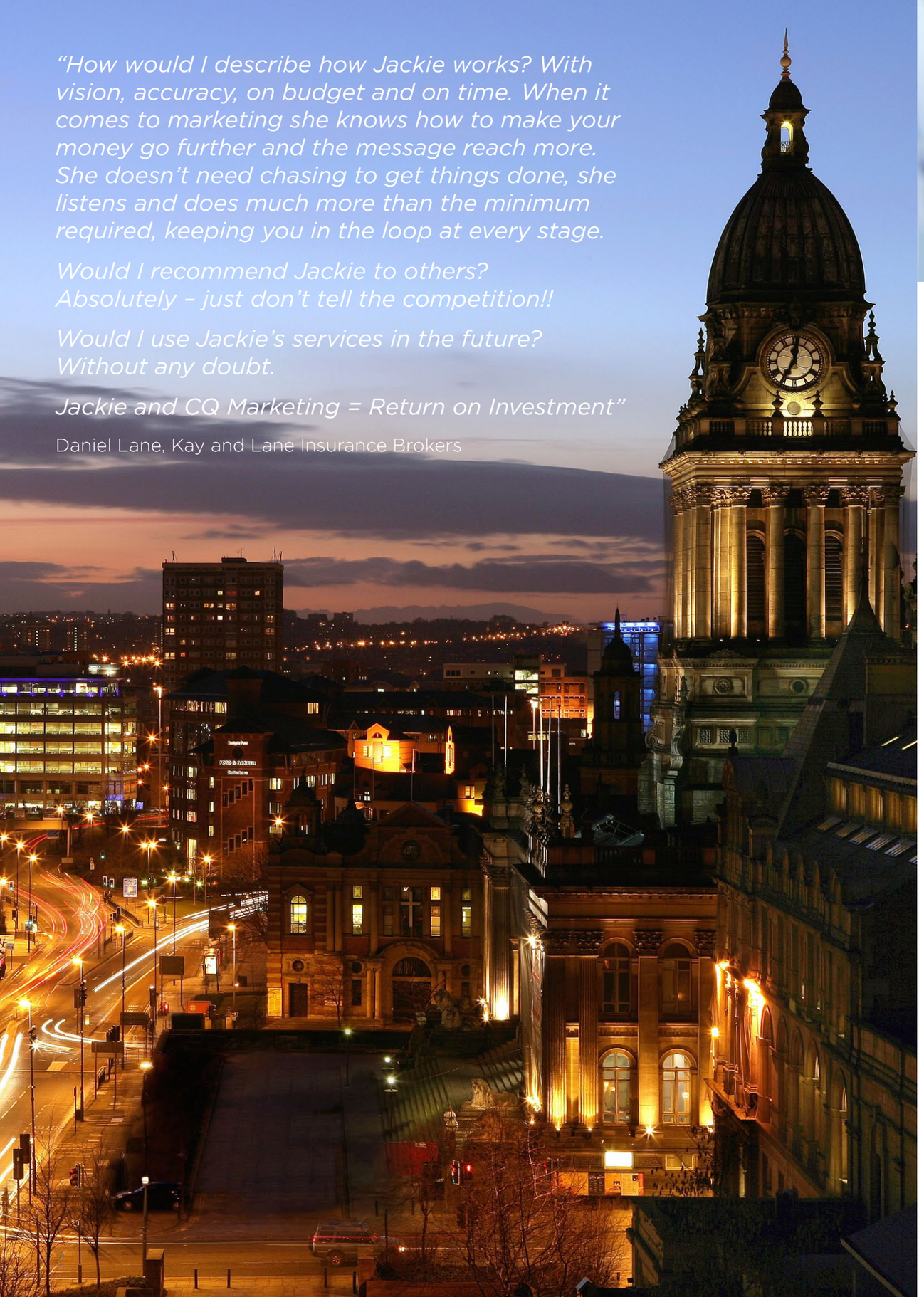
"How would I describe how Jackie works? With vision, accuracy, on budget and on time. When it comes to marketing she knows how to make your money go further and the message reach more. She doesn't need chasing to get things done, she listens and does much more than the minimum required, keeping you in the loop at every stage.

Would I recommend Jackie to others? Absolutely – just don't tell the competition!!

Would I use Jackie's services in the future? Without any doubt.

Jackie and CQ Marketing = Return on Investment"

Daniel Lane, Kay and Lane Insurance Brokers



Marketing Services

How can we help you?

CQ Strategic Marketing Group provides marketing strategy, planning, training, coaching and practical support tailored to your individual business. We provide ongoing support or one-off projects to SMEs and business support organisations in local, national and international markets. We specialise in the manufacturing (engineering) and professional services sectors with regional offices in Leeds and Rotherham.

CQ Strategic Marketing helps business owners and managers think differently to develop creative, high quality, consistent and proactive marketing activity, directly targeted at their customers' needs. The CQ cycle encourages an understanding of the market and strategic business position before planning and implementing any marketing activity. All activity is measured and reported.

CQ Marketing Academy provides quality, accessible marketing training, coaching and mentoring for business owners and marketing teams in B2B markets.

With over 50 years' combined experience in business-to-business, manufacturing and services industries, CQ Strategic Marketing has the expertise and creative talent to develop your marketing ideas, plan and/or conduct your next campaign. Put CQ and the team to work today, and they will guarantee measurable results.

Our approach

We provide dedicated account management for each client to ensure you get our full attention, along with our high standard of service and expert knowledge.

When we are working for you on a regular basis, your account manager can, where appropriate, work from your site to ensure better understanding of your business, provide a more direct link and create a stronger working relationship. A full marketing and business support team can be made available to you as required.

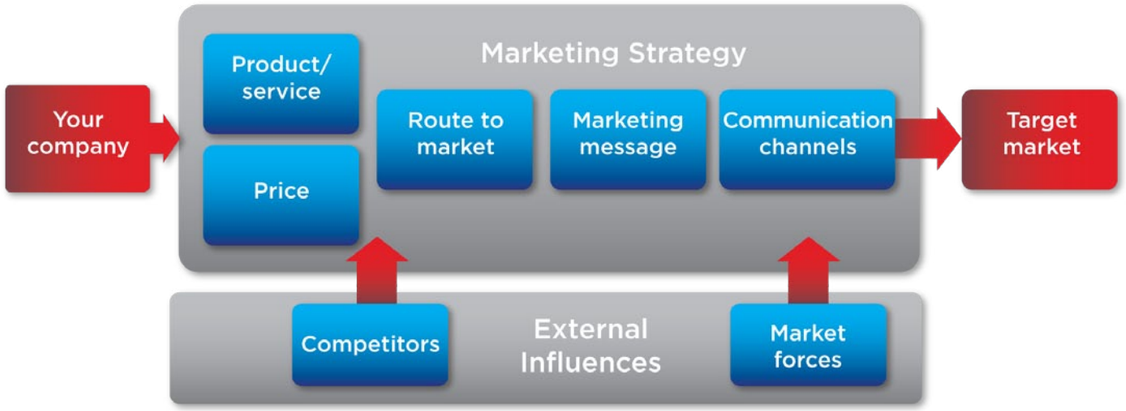
Our service, whether provided as an ongoing or one-off basis, is entirely tailored to your needs as a customer, and to your marketplace.

Marketing Strategy

Before you start with your marketing strategy, you need to be clear about your overall business strategy, values and goals.

Strategic Planning	Marketing Planning
Concerned with overall, long term organisation objectives	Concerned with day-to-day performance and results
Provides the long-term framework for the organisation	Represents only one stage in the organisation's development
Overall orientation needed to match the organisation to its environment	Functional and professional orientations tend to predominate
Goals and strategies are evaluated from an overall perspective	Goals are subdivided into specific targets
Relevance of goals and strategies is only evident in the long term	Relevance of goals and strategies is immediately evident

Marketing strategy helps you identify what you are selling, who you're selling to, how you want to sell it, and what communication channels to use to reach your potential customers. It will be affected by outside influences of competitors and fluctuating market forces:



Clarity Inward Investment Marketing

"I have worked with Jackie for two years now in her ongoing capacity as Senior Marketing Associate with Clarity Business Strategies Ltd. She has made an excellent contribution to the business in the areas of Marketing Strategy development and delivery. She offers high levels of business-to-business marketing knowledge and expertise, combined with total trustworthiness. I would strongly recommend Jackie to companies with requirements for business-to-business marketing services."

Nick Smillie, Managing Director

Segmentation, Targeting and Positioning

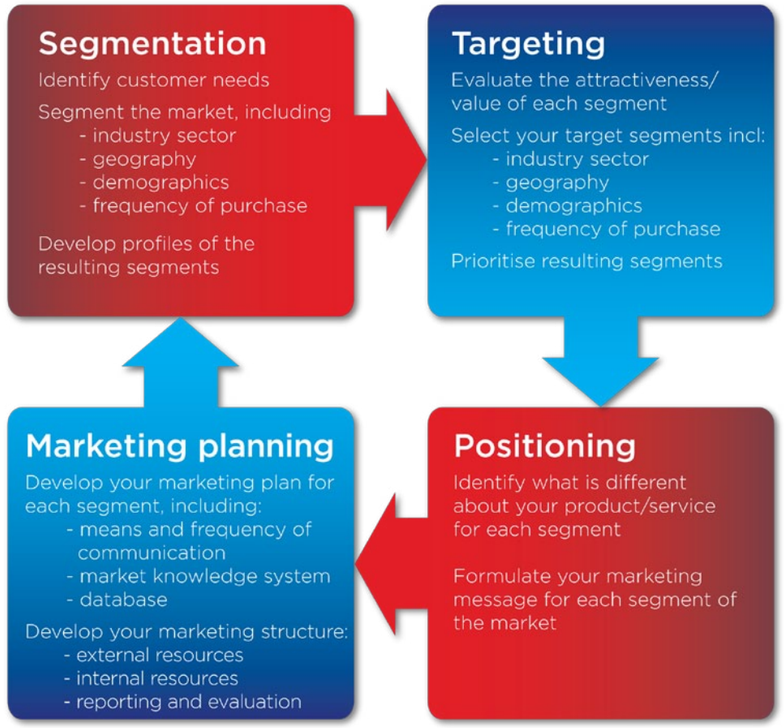
This may sound like marketing jargon, but it is about understanding who your customers are, how they make their decisions, who makes the decision to purchase, and how best to answer their needs.

It is important to break up your potential customer base, as this will enable you to give focus to your marketing efforts. You can target particular industry sectors, locations, with messages that are more tailored to their needs, and so improve interest and convert them to want to buy your product or service.

Segmentation is about building a profile of who your customers are, where they are geographically, who the decision makers are, and how often they purchase. Identify the benefits to your customers of your products or service as opposed to selling them the latest gadget. Think about what problem are you solving for them.

Targeting: having identified who your customers are, you need to look at the attractiveness of each segment to establish priorities. Some of the factors to consider include market size, whether it is a growing or declining market, profitability, your market share, your competitors' activity and strength; your route to market (ie. through a distributor or agent, selling direct), your existing order base and capacity. If you are already busy, can you get resource onboard to cope with increased orders or do you need to train people up in advance?

Positioning: having looked outwards from your company at the marketplace you operate in and your competitors, you now need to look at your product or service offering. Keep in mind what your competitors offer, and what problem you are solving for your customer. If you have established different segments of your overall customer base, they may well have different needs so may require a different marketing message or service offer.



Rollem .com

"We have worked with a number of marketing agencies in the past, but Jackie has really understood our business as an SME manufacturer in an international marketplace with a limited marketing budget. She has helped us adopt a more strategic approach generating technical campaigns and providing easy to understand reporting."

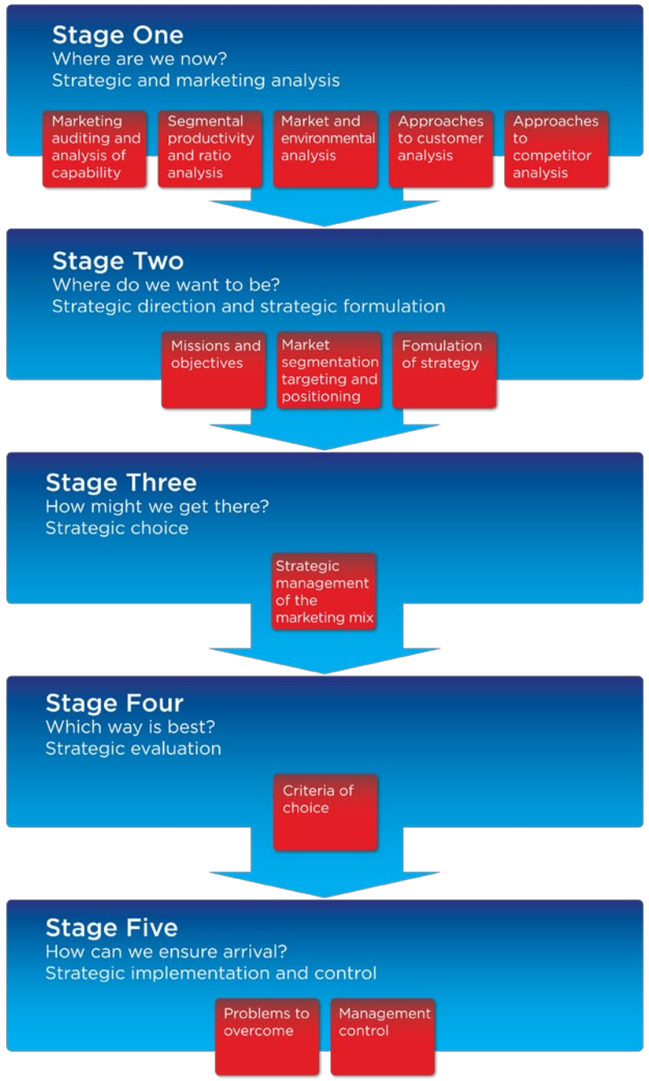
Stuart Murphy, Managing Director

Marketing Planning

Marketing planning must always be in line with your overall business objectives - taking into account, for example, goals for growth, budget for marketing activity, and production capabilities.

As part of your marketing strategy you will have identified **who** you are targeting, **how** that market looks and the differences in it, and **how** you will position yourself to those different customers. The next step is to plan your marketing communication activity, identifying the right channels and messages for those channels. These could be exhibitions, online, through social media, trade press etc.

Once you have identified your plan, ensure you have measures in place to monitor your campaign success and complete the feedback loop in amending any future campaigns. CQ can provide training and coaching to your teams for you to prepare your marketing plan or work with you to prepare a plan for your implementation.



Model by Richard Wilson and Colin Gilligan, 2005

Parkin Limited

"Jackie has a dedicated approach to her clients and wants to understand their business fully before embarking upon a project. Her professionalism, accuracy and attention to detail are first class, which, when combined with her superb time management means that each assignment she has undertaken for me has been comprehensively planned. Her excellent network of other professionals is extensive and Jackie is an excellent networker who is constantly trying to help you meet potential clients and suppliers. A first class service from a professional who also has a sense of humour!"

Kevin Parkin, Chairman

"Jackie has worked closely with our senior management and sales teams to develop a series of technical marketing campaigns both for our general engineering market and tailored messages focusing on particular sectors. She ensures we have a consistent and relevant message across all our marketing materials from printed brochures to website and social media, helping us develop regularly updated content."

David Greenan, Managing Director

NEWBURGH PRECISION

Practical Support

CQ offers a range of practical support to carry out your marketing activity for you or manage a particular project as required. This includes:

- **Customer management programme** including client service interviews and questionnaires
- **Target management programme** including identification of markets and priorities, news monitoring, campaign planning and control
- **Tender process** including documentation preparation support
- **Research** including customer and competitor markets
- **Branding** including visual identity standards for all company documents which may include website, brochure, newsletters, presentations, advertising, company stationery including letterheads, business cards, etc
- **Advertising and sponsorship**
- **Corporate Public Relations** (PR) strategy and management
- **Event organisation** including seminars, corporate hospitality, lunches, networking events, charity events
- **Digital marketing** including LinkedIn profile creation and coaching, Facebook and Twitter page creation and regular updating
- **Direct mail/e-newsletters** including preparation and distribution
- **Database management** including bespoke systems, Access, Excel etc
- **Internal marketing** including intranet, presentations, newsletters

"Jackie has built up a good relationship with the Yorkshire print media, which means she has a high level of understanding of what will help get your press release printed. She managed the whole process for us and kept us informed of when the release was sent out, who to, and followed up by letting us know where it was used.

Andrew Moore, Director

LINDRICK
ACCOUNTANCY
SERVICES LTD

Reporting

After your campaign, it is important to ensure you report and evaluate success and use your results to adjust your future campaigns accordingly.

We regularly provide clients with statistical analysis and evaluation followed by recommendations in areas such as:

- Client Service Reviews
- Exhibition feedback and follow up
- E-shot campaigns
- PR achieved
- Tender success rates and feedback
- Social media analytics, and
- Website analytics.

Reporting will be tailored to suit your needs as an individual client and your marketing campaigns.

Processes

Our approach to marketing is to ensure that it is set in the context of the rest of the business and the marketplace in which the business operates. Hence The CQ Cycle, which also makes sure that marketing is accountable and measurable, and where appropriate the feedback from market research or customers then influences strategy and future activity.

We can work with your senior management or marketing department to review and put in place marketing processes to ensure you are effectively managing your marketing campaigns, and that these link with the rest of your business. These can include:

- Client Surveys and Review Programmes
- Market information systems - co-ordinating your market research/knowledge, sales effort, marketing campaigns
- Internal marketing programmes
- Introduction of brand guidelines across the organisation.

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