

# The Marketing Package Credentials

Transform your Marketing,  
Impact your Business



**The Marketing Package**

# Why The Marketing Package?

- Over 20 years experience in all marketing disciplines
- UK, EMEA and global campaigns
- In-depth IT industry experience – vendor, 1 and 2-tier channels
- Strategic planning through to tactical implementation
- Cost-effective, virtual marketing team

# Strategic Planning

- Developing successful marketing strategies and supporting go-to-market plans is the foundation of the value we can add to your business
- A clear understanding of your business and goals is essential prior to embarking on any strategic marketing planning—along with an analysis of previous marketing activity to see what worked and why
- With this knowledge we can develop a marketing strategy with agreed objectives. This will include specific campaigns and timelines for creation and implementation
- All campaigns will be closely managed and assessed throughout their lifecycle to ensure project and overall objectives are met and the investment is justified

# Communications

- Public and analyst relations
- Building brand recognition
- Direct mail – email or traditional
- Collateral
  - Product brochures
  - White papers
  - Case studies
- Newsletters
- Internal communications

# Digital Marketing

- Email campaigns
- On-line advertising campaigns
- Web site design, copywriting and project management
- Pay per click marketing
- Search engine optimisation

# Events

- Trade shows
  - Stand design and management
- Conferences
  - Management of speaker and exhibitor opportunities
- Seminar programmes
  - Concept, venues, marketing campaigns, on the day management
- Product launches
- Internal and partner meetings
- All pre- and post-event marketing support

# Tele-marketing

- Provide, manage and motivate personnel for:
  - List generation
  - Lead qualification
  - Lead nurturing
  - Appointment scheduling

# Partner Marketing

- Strategic recruitment of partners
- Quick-start partner marketing programmes
- Lead generation programmes
- Channel motivation and incentives

# Summary

- Cost-effective, virtual marketing team
- Retainer or project by project basis
- “Marketing Packages” specific to your needs
- All services discussed can be provided either by The Marketing Package or through their network
- A dedicated and focused resource to make every campaign count

# Clients – past and present

**PANGEA**  
S Y S T E M S

**ADTECH**

**DP**  
Digital Pathways

  
St Lucia Holiday Properties

right on the line



 the pr network

Riverford *+ lots more to your door*  
organic veg



eMarket2



fun & funky clothes.co.uk

# What the clients say!

For any business it is always difficult to justify an investment in outsourced marketing, however, with The Marketing Package there are no concerns only justifiable and quantifiable reasons to keep re-investing.

The Marketing Package are a retained resource to provide a whole host of marketing services whether consultancy on both tactical and strategic direction for our UK and US operation, copywriting for the web site, email communications and case studies to event concept and planning through to on-line marketing. The relationship and trust was built very quickly based on the level of professionalism and the commitment to delivering on time and within budget. The quality of work in the completed projects and the results that we achieved are outstanding.

I would recommend The Marketing Package to anybody and I am sure they would experience the same level of professionalism and quality of marketing support because of their pragmatic, no-nonsense approach to getting the job done and delivering effective campaigns. It is money well invested!

Marketing Director, Pangea Systems

# What the clients say!

Fiona has worked for us as a Virtual Project Manager within one of our major accounts – on two distinctly different projects. The first is to build a communications and visibility program for a department who need to raise their profile within the organization, and importantly, illicit Executive sponsorship. Fiona, working with us and the client team, has demonstrated her ability to create communications opportunities and deliverables to exceed on these expectations.

The second project Fiona has taken co-ownership on is a project to build a Sales Community Program, including communications collaterals and processes as well as an interactive membership and training portal.

We have been very happy with the commitment and professionalism that Fiona has provided in representing our company.

Managing Director, right on the line



# What the clients say!

- Fiona was key in helping us in two critical areas.
  - Firstly she managed the complete redesign of our website both visual, content and operation which has had dramatic effects in bringing us up the search engine rankings and
  - Secondly she managed the whole process of the company going to Infosec, which is the biggest information security show in Europe. Fiona handled all the show paperwork (which is a nightmare!) and co-ordinated all the stand graphics, literature and information portals on the show website. Maybe the most complicated part was ensuring our three partners who were on the stand were happy!
  - Amongst all this she also handled email campaigns, white paper creation and other marketing opportunities, we kept her busy!
- Having worked with Fiona I have found her to be well organised, knowledgeable and focused, ensuring whatever the task, it is completed in budget and on time in a professional manner.

Colin Tankard – Managing Director

# What the clients say!

Fiona has provided free-lance marketing services for eMarket2 since April 2007, with the initial remit of Project Managing the design, development and implementation of the new eMarket2 corporate branding and web site. She rapidly started to add value to eMarket2 as an organisation, through her experience and understanding of what her fellow marketers would be looking for from a marketing agency web site. She has been a core player in developing our strategy and messaging from a “me-too” lead generation agency to an “engagement marketing” solution provider.

The new web site has been a significant challenge for the whole company and I am impressed with Fiona’s drive and determination through some very difficult and challenging times to keep the momentum going with the ultimate focus of delivering a top-class website and knowledge base. And always with a smile!

Fiona is now a key free-lance consultant to eMarket2 and is always willing to provide counsel on any project whether internal, a client pitch or campaign – a valuable team player.

Managing Director, eMarket2

Thank you for your attention!

The Marketing Package Limited

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