

The Perfect Answer For Telecoms



**reseller
marketing
solutions**

0800 970 9751

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“business will change more in the next 10 years than it has in the past 50”

Business at the Speed of Light - 1999, by Bill Gates

That was 10 years ago, so can you imagine what's happened to marketing?

Introduction

Those of us who remember that not so many years ago, when it came to generating new business we only had a few choices:

1. Cold Calling; knocking on doors or telesales!
2. Mailshots and Direct Mail
3. Advertising in Magazine or Newspapers

Now the business landscape has changed, not just because of the internet, but because of the multiple methods of delivering a message, your message!

When it comes to marketing, if the first thing that springs to mind is mailshots, flyers and brochures, well, these are simply the tip of the iceberg!

Marketing today is about creating a complete strategy that delivers a sequence of information and messages that satisfy a prospective customer to the point that they accept you as a trusted advisor and then supplier.

Your objective is to become a purveyor of fine information, delivered in a variety of formats that constantly engages both existing and prospective customers.

Your customers have access to the world's most sophisticated instant information delivery system. To survive, you must be constantly visible.

And we're here to help make that happen!

To your success

Nigel Maine - Founder



The Pitch!

Consider this; We all receive approximately 3,500 marketing messages per day.

- Most marketing activities cease after two or three attempts.
- It takes seven to ten attempts to get your brand/name recognised.
- 1-in-3 marketing messages don't get through.

Therefore, you need a plan that includes at least 27 separate activities!

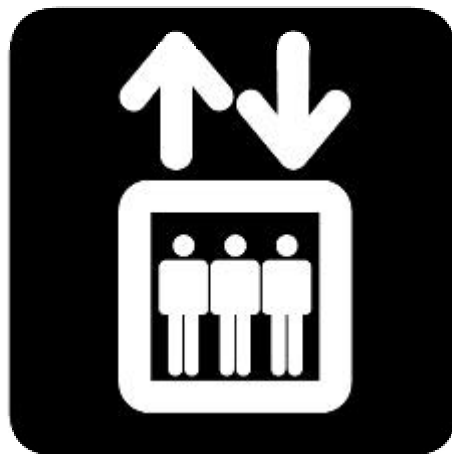
We provide an all-inclusive marketing strategy that delivers everything you need to thrive in today's economic climate and beyond.

Our extensive first-hand experience in the telecoms market means we have an accurate understanding of the way resellers must operate and interact with customers.

Time is always of the essence, something we know you have little of, so we customise our marketing collateral to ensure that your business is visible, as quickly as possible.

Our product includes an automated marketing solution that works 24/7, 365 days a year and all the material you'll need for the next 12 months to position your business as a major marketing player.

We include 56 separate marketing touches, 33 within the first six months, all completely automated, so you don't ever have to remember to do a thing.



Site for Sore Eyes

It doesn't stop there. We provide a complete strategy that includes all traditional, new media and social networking activities for you to consider, to make sure your business gets noticed.

All this is possible through a complete online solution which allows you to amend and edit any aspect of the site without needing to know anything about web design.

Your new site includes the every possible element of functionality your customers have become to expect, including:

- Automated sign up to newsletters
- Social networking, Private Messaging, Forums
- Download Centre (emails required), Video, Podcasts
- And much, much more...

As you would expect, this site is developed in accordance with the latest accessibility rules, recommendations and search engine requirements.

You may already have a web site, but that doesn't matter. We can either work alongside or replace your existing site.

Your marketing strategy is for the long term and so is our complete package.



Construction



Phase One

The Ultimate Marketing Checklist

Experience tells us that we need to create lists to help remember and to take action in a methodical way.

The Ultimate Marketing Checklist provides a valuable insight and simple action plan that you can easily follow to make sure your marketing is a success.

We review our 120 point plan against your Business Plan to ensure that every possibility is considered against both human & financial resources.

Enhanced Prospect Exposure Experience

Keeping your name in front of prospective customers is not easy, especially with so many companies vying for their attention.

We provide a combination of automated digital and manual physical collateral that makes up the total experience.

Our strategy presents accurate, relevant and sympathetic marketing collateral before your audience in such a way that it flows, leading to a natural conclusion - the sale of your products and services.



Phase Two

All your corporate graphics and existing digital collateral is collated, reviewed and re-worked where necessary, in order that it is compatible with our customisation program.

Each of the eNewsletters, eWhite Papers and eMail Series are then branded with your corporate image.



Phase Three

Delivery begins with the press of a button (or a click of a mouse!). All newsletters and digital components are loaded and scheduled to be delivered over the next twelve months. Any item can be amended prior to delivery, therefore allowing new articles to be included if necessary.

What's next...



Call us, right now on 0800 970 9751

There is no time like the present. The possibilities are endless, especially when you implement a recognised formula to place your business on a sure footing to ride out the recession.

Think about your options...

New Staff

To employ another salesman will cost a salary of approximately £30k and agency fees of £6k, hopefully he/she will perform within the agreed time-frame or it will be wasted money, plus you'll have to start all over if it doesn't work out.

Current Marketing

Most activities result in pretty poor and ineffective results that make you wonder why you wasted your money in the first place.

Web Sites

Calculating how much revenue you have achieved from your current web site can in many cases be negligible or non-existent.

So change your approach

Reseller Marketing Solutions offer a strategy that supports your business development, provides a telecoms marketing blueprint that is second to none and exposes your business to more targeted customers than ever before.