



**KPC Creative Communication**

# Making Marketing Work Better

An immersive approach to help achieve your business goals

# KPC's Guided Approach to Marketing Differently:

## Step **away** from your business to look **at** your business

Are you:

Wishing you had a **more streamlined and efficient** approach to marketing?

**Worried** that you need to do more or different marketing but not sure where to start?

**Feeling slightly overwhelmed** by all the good ideas you could be implementing?

**Concerned** at the money you are spending on marketing and not sure of the returns?

We'd like to help with a dedicated workshop that encourages you to think a bit differently about your business and customers, and then develop a marketing strategy based on long-term success

Step into your customers' shoes, take a fresh approach and together we'll build a solid, purposeful marketing plan built on firm foundations

### Marketing Workshop:

- A deep-dive, fully facilitated and structured look at your business
- Delivered via a 4 - 5 hour investment of your time at an external venue
- Followed up with a fully shaped and considered priority plan to ensure best use of your marketing budget for future use.

# You will reflect on...

## Your target audience(s):

What does your ideal customer look like?

Where are they getting their information?

How do they make decisions?

Are you attracting these customers today?

## Your customers' needs:

What are they telling you they need?

What do they need that they are not telling you?

Are you offering what they need and is it being valued?

Who is doing this better than you? What are the alternatives?

## Promoting your company:

Are you presenting your product/service in a way that grabs attention?

Are you available to your customer at every step of their journey?

What tools or materials do you need to support your sales and marketing efforts?

“

'The process of determining our customers' individual requirements and needs was thought provoking and enlightening for us all. KPC helpfully steered the conversation in the right direction and we now have a clearer direction of what we need to achieve. Now to get it done!'



**Furlong Flooring**

First choice flooring for every room

Mike Symonds  
Managing Director

# You'll leave with:

A different mind-set. And a clearer plan to engage and attract each of your customer types, based on:

Consistent messaging	The tools/materials you need to attract your audience(s)	Clear understanding of which channels to use and why	Success factors: clear measurements to know how well your plan is working
<p>Impactful messages that resonate and engage</p> <p>A consistent approach to headlines, messages and themes</p> <p>Adapted to resonate at each stage of the journey</p>	<p>Identify best use of current materials</p> <p>Identify collateral gaps where you can better demonstrate your services</p> <p>Review website analytics and results for opportunities to improve web experience and SEO and develop action plan as necessary</p>	<p>Which social channels to target and why</p> <p>Other ways to get your message across</p> <p>Ensuring a consistent presence and brand image wherever you show up</p>	<p>Objectives and goals</p> <p>Measurement (success factors)</p> <p>Audiences, markets and geographies – aligned against current business plan</p>

“With all the marketing jargon and processes it was quite daunting commissioning work to get to the nitty gritty of our Marketing. We were not sure if we were really going to find out anything new or get value for money. But actually during our work shop with KPC we uncovered fundamentals that we hadn't appreciated and also shook off some hang ups that had been holding us back.

Completely refreshing, unexpected and a really open honest down to earth approach by Deborah and her team has ignited a bit of fire in the belly of our company and we feel like we have focus and a realistic approach to making even small changes have a big impact. The fact that we laughed a lot and enjoyed it was a total bonus!

**Helen Neatherway, Operations Director, From The Hip**

# Your investment

## We Deliver:

### Pre workshop

- Review of your current marketing via website and social presence
- Research and preparation on your competitors (up to 3 depending on size)

## You Bring:

- Feedback or data from customer service channels (phone enquiries, complaints etc)
- Pre-workshop questionnaire on current marketing activity

### Workshop

- 4-5 hour facilitated session at our offices (or external venue - at extra cost)
- Refreshments

- Customer facing team members who will benefit from stepping into their customers' shoes

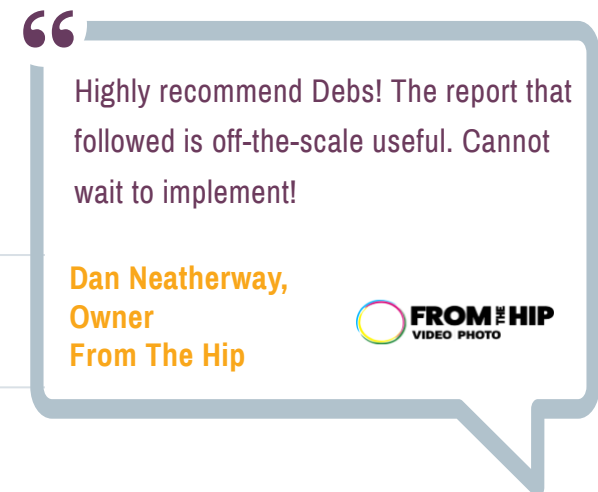
### Post workshop

- Written up, structured report containing customer profiles, prioritised ideas and next steps/recommendations
- Copies of tools used throughout the session
- 30 min follow up phone Q&A / feedback session with Debs

## Investment:

£2000

**Note:** Allow 2 week lead-in for KPC to prepare and do all necessary research



# Who KPC has helped:



Let us help you take all those good ideas and ‘things we should do’ and put them in a priority list for action

We’ll help you organise your thoughts in a process that means things get done and have an impact

We can help make things more measurable so you know the right questions to ask your marketing resources and where your money is going

Together we’ll help set a foundation for more reliable and consistent marketing of your business



## KPC, your team. . .

Some simply 'supply'. A few genuinely help. Marketing that helps your business grow isn't about transactions; it's about a relationship...

**Our marketing workshop is just the start of our relationship with many of our clients. . .**

“KPC has been a dream to work with, extremely reliable, responsive and honest. They truly care about their clients, giving their time to help with any queries/issues even outside the scope of the project. They really do get to grips with what it is their clients need, asking the right questions, providing useful advice/tips and innovative ideas - adding much value to every project.”

**Emma Zovich, Marketing Manager, Wise & Co**

KPC has delivered direction and content that has allowed us to “punch above our weight” in terms of branding.

**Nick Kent, Managing Director, Opemed**

...let's start one



**Thank you**

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