



## Brand and Marketing Review

Having a strong brand presence in the market place and clear effective messaging that clients understand and respond to, is essential for any company who wants their marketing to help generate opportunities.

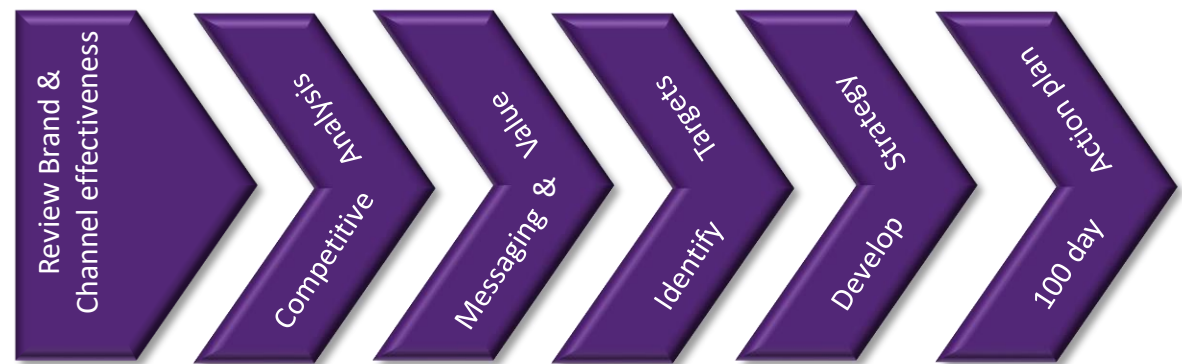
Over 70% of SMEs don't have a strategic marketing plan, which means they don't have a clear vision of how they will grow their business effectively.

We work with organisations to review how their brand and marketing are performing against the competition. Using our tried and trusted methodology we carry out a brand and marketing review to quantify strengths and identify areas for improvement. Using this analysis we are able to provide a set of recommendations and implementation action plan.

Our approach is different for each organisation, we tailor what we do to what you need. Whether it is the full brand and marketing review or the lite version; a strategic marketing consultant to work in your office as your Marketing Director for a short time; or one of our design and content services, we are here to help you generate more opportunities.

### Why clients want help with marketing

- Your company's brand is not making an impact with clients
- Clients are not responding to messages
- There is no consistent marketing messaging
- Website is not attracting traffic
- Campaigns are lacking impact
- Email campaigns are not generating the expected response



Carrying out a Brand and Marketing Review to generate results

207 Regent Street . London . W1B 3HH  
0207 318 1067

info@sabreassociates.co.uk  
www.sabreassociates.co.uk



## Supporting organisations who want results

We provide brand and marketing reviews and services to ambitious organisations who want their marketing to make a difference. From SMEs to FTSEs we provide the brand and marketing knowledge and experience to help you make an impact in the market place. To find out more about our brand and marketing review or our range of marketing services please contact the team.

### Full brand and marketing review

Identifying strengths and opportunities to improve around: brand, market presence, channel utilisation, market projection, messaging and content.

Research and on-site workshops to provide full report and 100 day action plan.

Presentation and workshop to identify implementation of recommendations and programme.

### Brand and marketing review - lite

Identifying strengths and opportunities to improve around: brand, market presence, channel utilisation, market projection, messaging and content.

Review of current activities to provide report and three phase action plan.

Presentation of report to discuss findings and recommendations.

### Individual marketing services

#### Strategic:

On-site Marketing Consultant  
Content Writer

#### Tactical:

Branding  
Collateral design and messaging  
Website design  
SEO optimisation  
PR and Media  
Video production  
Corporate photography  
Content writing – digital and print