

Analyse to maximise

How to make your marketing generate more opportunities

January 2022



Sabre Associates

We work with businesses at every stage of their life to optimise marketing, business development and bids.

Owners, CEOs and Marketing Directors who want to improve the returns and opportunities generated from their marketing activities trust our approach to creating smarter marketing. Our solutions build on your existing strengths to enhance finding new opportunities.

The Smarter Marketing Programme analyses a company's marketing performance to increase work winning. By maximising your marketing reach without increasing budgets we demonstrate how to boost your revenues.

9.3%

UK average marketing spend of company revenue





Step 1

Smart Marketing Analytics, a marketing analytics tool, is designed for SMEs and corporates who have dedicated marketing budgets and marketing resources.

It is used by CEOs and Executive Boards who are looking to evaluate the return on their marketing spend. There is an additional option to evaluate the performance of the marketing team to create a high-performing team.

The analysis provides a clear factual overview of the company's marketing performance, together with an in-depth action plan and recommendations for quick wins and longer-term improvements which the marketing team can implement.

Step 2

Combining an Executive Workshop with marketing team sessions, we use Smart Marketing Analytics to evaluate whether you are getting a good return on your marketing spend.

The in-depth marketing analysis:

- evaluates marketing's dynamics with the different teams in the organisation;
- appraises performance against main competitors;
- establishes brand presence in the market
- reviews budget spend

The result is a summary of quick wins and longer-term improvements to improve your return on marketing.





Maximise your marketing ROI

“ We really benefitted from taking time out to work with Sabre Associates on developing a strategic approach to generating leads and turning them into client contracts. They are such an expert at B2B marketing strategy.

Director, Sustainability Consultancy ”

Step 3

Understanding whether your marketing is generating the right return is essential to maximising opportunities. Looking at the budget spend and performance of your marketing activities, we identify the correct levels of spend and most effective marketing; showing you how to improve your marketing ROI.

The Smarter Marketing score shows your overall performance and how improvements will grow your marketing ROI. This results in increased opportunities and greater revenues from your marketing.

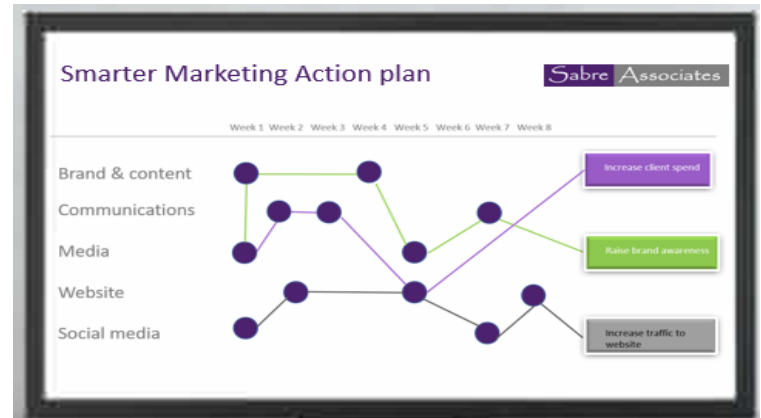
- Improving the marketing ROI
- Increasing opportunity generation
- Creating high performing marketing teams
- Identifying underperforming activities



After 12 months, the improvements made make us look like a completely different company.

Press coverage, social media and web presence are unrecognisable compared to where we were a year ago.

CFO, IBM Business Partner



Find out more about how Sabre Associates can help you improve your marketing performance without increasing your spend.

* Cybercrew

** Gartner report

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