



Helping businesses in Buckinghamshire create Smarter Marketing

March 2021

Sabre Associates

With over 73,000 businesses, Buckinghamshire has a thriving business community. 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.



9,394
new businesses in Bucks*



Start up



First years
of trading



Established
business



Start up

When the owner wanted to set up a niche healthcare business that would be generating revenues immediately and generating a profit within a year, she approached Sabre Associates.

As a new business there was no previous marketing, which meant building a brand strategy, segmenting customers and developing a practical marketing plan.

Our strategic business planning meant that a workable action plan outlined the key actions and order of propertities, allowing the owner to focus on launching the new business.

First years of trading

Like many companies in the early years of trading, the Directors of the consultancy had concentrated on delivering work rather than generating new opportunities. However, they recognized the need for a work winning strategy so that they could start to grow the business.

We developed a strategic work winning plan that allowed the Directors to manage opportunity generation with service delivery. This included being more efficient in their marketing activities and developing a more sophisticated approach to relationship marketing. The overall result was a strategy that helped to position the company to identify and convert opportunities that would help the business to grow.



Established business

Having been established for over 60 years, the accountancy practice had a strong brand presence and a loyal customer base. However, the pandemic and changing marketplace meant that the business wanted validation that their 2021 marketing would deliver the maximum return possible.

Using the Smarter Marketing programme we carried out an Executive Clinic, Marketing Performance Review and 12/12 Action Plan to validate the marketing for 2021. Recommendations included alignment with business objectives, developing a marketing strategy and generating a marketing plan that encompassed all the service line offerings.

The overall result was the marketing team were able to work smarter and utilise the budget to increase activities by having a clear focus on the opportunities the business to win work.



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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

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Sabre Associates

Understanding whether your marketing is generating the right return is essential to maximising opportunities. We show companies how to make their marketing smarter by:

- Improving their marketing ROI
- Increasing opportunity generation
- Identifying underperforming activities

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

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