

A practical guide to Marketing

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(Reach MC Limited)

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Chartered Marketer
(Corve Consultancy)



A Simple Business Model

I want to take £20,000 of income from my business per annum

Material costs = 35%

Overheads including other Labour = 45%

Therefore: -

Sales = £100,000 / Gross Margin = £65,000 = Net Margin = £20,000

2000 working hours per annum – 50 weeks @ 40 hours per week

Take out one day per week for business affairs (50 x 32)

1600Hours where every hour needs to contribute £62.50

Every 50 hours of labour needs to be sold for £3125.00

MARGIN – are my products expensive enough?

Do I charge myself out at less than the average car mechanic?

Deep down – I don't believe that anyone will pay the price I need to ask

WOE IS ME WHAT SHALL I DO???????

- Reduce my already modest expectation of earnings
- Reduce the quality and cost of my materials input
- Sub contract the labour to less able, but cheaper operatives
- Reduce my cost base and overheads (always recommended, but probably been done!)

OR

CHARGE THE PRICE I NEED TO, TO MAKE A LIVING AND ONLY
SERVE THOSE MAKRETS THAT APPRECIATE AND CAN AFFORD MY ARTISTRY

Consider the £5 challenge!



Do I take products to market or wait for markets to come to me?

SEGMENTATION – SIMPLE SEGMENTATION!

Sales to consumers – (B2C)

Sales to Businesses – (B2B)

Sales in the North of England (B2B & B2C)

Sales in the UK (B2B & B2C)

Sales Overseas (B2B & B2C)



More detailed consideration of segmentation

Business sectors I have previously sold into

Underlying purpose of the Business sale item (functional / ornamental / status)

Consumer sales values by geography – why was I so successful in SW1A 1AA?

Export Sales – what is it about my work that is so appealing in Japan?

How the buyer found me (word of mouth / internet / advertisement / direct marketing)

The most profitable pieces I make

In deliberating where to position yourselves consider this: -

What is the point at which the most cost effective / profitable piece I make aligns with an audiences most positive view of me?



If only I could undertake more of this type of work!

Also

Why on earth do I keep accepting these types of commission?

If this market liked that product, then surely it would be interested in this product as well?

If this product sold well in this market, then surely that market would see the same benefits

Remember 1600 hours @ £62.50p per hour!!



Turnover driven by segmentation choices

£100,000 required

£35,000 my traditional consumer markets

£50,000 2 highly targeted business sectors (e.g. Banking / hotels
property development and management / football
church / embassies)

£15,000 from a single overseas market

PROACTIVITY NOT REACTIVITY



DIFFERENTIATION

For those who aspire to own our products AND have the financial wherewithal to do so

Collectively as well as individually

Forget fraternal rivalry for now

A victory for one is a victory for all

You must attack and defeat FCI, Anna Casa, Harrods, Heals, even John Lewis!



DIFFERENTIATION

Unmistakeable Character

Handcrafted Luxury

Distinctive Design

Breathtaking

Unique

Flair

Ultimate

Finest Quality Natural Materials

Passion

Experience

Hand built – takes time

Crafted

Exclusive

Authentic

Elegant



Home | Northern Contemporary Furniture Makers - Windows Internet Explorer

http://www.northernfurniture.org.uk/content/northern-contemporary-furniture-makers-exhibition-2010

File Edit View Favorites Tools Help

Favorites Wolves County Business Club (CB... Route Planner Routes, ma... Corve Consultancy - Busi... BBC - Homepage Sky Sports Sport News Wolverhampton Wandere... Edit My Profile LinkedIn

Home | Northern Contemporary Furniture Makers Home Feeds (1) Read Mail Print Page Safety Tools


northern contemporary furniture makers

furniture design and manufacture


Home About NCFM Tennants Photos Furniture finder Commission Membership

Representing furniture designer/makers in the north of England


Home




WoodB
Bureau
European oak with fumed oak cockbeading and inlay.




WoodB
Oak Display Cabinet




Mawdsley Williams
Wharfedale Stool
Ash and American Black Walnut: A very comfortable breakfast bar stool, which can be made at the...




Chris Tribe
Origami coffee table inlay detail
The hand made cherry, walnut, maple and burr elm inlay give a folded impression.




Gabler Furniture
"one"
The cabinet is made from Tasmanian Blackwood. This cabinet can be made in any timber and altered...




Philip Dobbins
Side Table
Burr walnut with boxwood details



Robert Ingham
'Curtsey' Low Table



John Bullar
English elm kitchen chair



David
Tall c with draw

Events

Liverpool Design Festival 18 - 27 November

Six members of NCFM will be exhibiting at the Liverpool Design Festival from Thursday 18th to

Northern Contemporary Furniture Makers Exhibition 2010

Submitted by admin on Fri, 23/04/2010 - 08:40

Northern Contemporary Furniture Makers are once again exhibiting their latest creations and some more well established pieces at their Annual Exhibition taking

Internet | Protected Mode: Off 100%

09:46 27/09/2010

Online Digital Communications



Digital Mix

Web Site

Email Marketing

Digital Assets

Social Networking

Streaming Video



Web Site Top 6



1. Review current performance

- Google Accounts
- Google Analytics

2. Universal search optimisation

- Google Base
- Google Places



Profile



You don't yet have a [public profile](#). [Learn more](#)
[Create a profile](#) or [edit your personal info](#) without creating a public profile.

Personal Settings

Security [Change email](#)
[Change password](#)
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Dashboard [View data stored with this account](#)

Email addresses leaspaden@reach-mc.co.uk (Primary email)
[Edit](#)

Multiple sign-in Off - [Edit](#)

My products - [Edit](#)

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3. Strategic selection of keyphrases

- Develop your list

- Develop your own initial list (sources: you, your staff, your customers)
- Consider keyphrases used by competitors ('view'; 'source')
- Consider product or brand names
- Review Google Analytics for keyphrases which have directed people to your site
- Use Google Keyword tool (relevance /popularity / competition)

Searches are becoming more sophisticated and specific:

1998 = 1.2 words
2004 = 2.5 words
2006 = 3.3 words

Keyphrases should be long tail - specific - not generic



Google Keyword Tool

Google AdWords [Help](#) [Sign in](#)

[Previous Interface](#)

Find keywords
Based on one or both of the following:

Word or phrase (one per line)
contemporary designer furniture

Website

[Advanced options](#) Locations: United States Languages: English

[Search](#)

All Categories

- Apparel
- Beauty & Personal Care
- Computers
- Consumer Electronics
- Family & Community
- Finance
- Food
- Gifts & Occasions
- Health
- Hobbies & Leisure
- Home & Garden
- Law & Government Products
- Media & Events
- Real Estate
- Sports & Fitness
- Travel & Tourism
- Vehicles

Contains
Sort: Alphabetical | Highest count

- ☒ All
- ☒ contemporary (47)
- ☒ contemporary designer furniture (1)
- ☒ contemporary furniture (3)
- ☒ designer furniture (10)
- ☒ furniture (32)
- ☒ modern furniture (5)
- ☒ room furniture (11)
- ☒ Miscellaneous terms (5)

Match Types

- ☒ Broad
- ☐ [Exact]
- ☐ *Phrase*

Keyword ideas [Sign in with your AdWords login information to see the full set of ideas for this search.](#) [About this data](#)

Download ▾

Sorted by: Relevance ▾ Columns

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/> contemporary designer furniture		2,900	1,300	
<input type="checkbox"/> contemporary furniture design		9,900	5,400	
<input type="checkbox"/> modern designer furniture		4,400	2,400	
<input type="checkbox"/> european designer furniture		720	480	
<input type="checkbox"/> italian designer furniture		3,600	1,000	
<input type="checkbox"/> modern design furniture		27,100	12,100	
<input type="checkbox"/> modern contemporary furniture		49,500	33,100	
<input type="checkbox"/> designer bedroom furniture		6,100	3,600	
<input type="checkbox"/> contemporary italian furniture		8,100	4,400	
<input type="checkbox"/> contemporary dining furniture		22,200	14,800	
<input type="checkbox"/> contemporary living room furniture		12,100	8,100	
<input type="checkbox"/> contemporary furnishings		14,800	9,900	
<input type="checkbox"/> affordable modern furniture		6,100	6,600	
<input type="checkbox"/> modern living room furniture		22,200	14,800	
<input type="checkbox"/> bedroom contemporary		110,000	90,500	
<input type="checkbox"/> contemporary dining room furniture		12,100	9,900	
<input type="checkbox"/> chairs contemporary		110,000	74,000	



4. Build content based around keyphrases

- Relevant, updated & keyphrase based content

- Ideally 200-250 words per page
- 1%-2% keyphrase density (approx. 3 repeats per 300 words)
- Content relevant to keyphrases
- Add new content regularly



5. Optimise metadata for keyphrases

- Guidelines for optimisation

- Title tag - most important (no more than 10 words / keyphrase at beginning)
- Keyword tag (no more than 4 words)
- Description tag (no more than 25 words of sales copy to attract click throughs / include keywords - max of 3 times)
- Header tags (H1, H2 etc. include keyphrase - endorses relevance to search engines)

6. Build backlinks

- Generates traffic to your site

- Links help to generate traffic back to our site
- Many free directory listings available
- Valued by search engines - the more links = the more important we become to search engines
- Check your links at www.linkpopularity.com



Web Site - Top 6

1. Review current performance

- Google Accounts
- Google Analytics

2. Universal search optimisation

- Google Base
- Google Places

3. Strategic selection of keyphrases

- Develop your list

4. Build content based around keyphrases

- Relevant, updated & keyphrase based content

5. Optimise metadata for keyphrases

- Guidelines for optimisation

6. Build backlinks

- Generates traffic to your site



Social Media



Social Media



LinkedIn numbers:

- Over 75 million members in over 200 countries
- 4m: UK members (3 million in Nov 2009)
- 15m: European members
- 25%: of FTSE 100 companies hire through LinkedIn
- 50%: of Fortune 100 companies hire through LinkedIn
- 1: professionals joining LinkedIn every second
- 1m: professionals joining LinkedIn every 12 days
- 1/3 of all UK professionals have a LinkedIn profile
- 1bn: people searches on LinkedIn last year
- 500,000: LinkedIn groups

Options for your business

- Set up a business profile
- Create a discussion group / network
- Promote studio events / open days / new products
- Link to web site / blog & other SM sites
- Search for contacts & invite them to link with you
- Each time your profile updated your contacts notified

Social Media

[Home](#)
[Profile](#)
[Contacts](#)
[Groups](#)
[Jobs](#)
[Inbox \(2\)](#)
[More...](#)

[MBA without Bachelor CEO - Online MBA in Leadership 18 Months University of Cumbria MBA for CEOs - From Dr. David Costa](#)

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Leo Aspden (you)

Managing Director at Reach-MC Limited

Manchester, United Kingdom | Marketing and Advertising

Leo Aspden Developing presentation on marketing strategy and comms to Furniture manufacturers. Marketing within reach <http://www.reach-mc.co.uk>

Reach Marketing and Communications, marketing consultancy and... [reach-mc.co.uk](http://www.reach-mc.co.uk)

Reach Marketing and Communications is a Manchester marketing consultancy combining strategic marketing with creative marketing communications and language services. We provide business advice and management training to suit the S...

29 seconds ago • [Like](#) • [Comment](#) • [Share](#) • [See all activity](#)

Current

- Managing Director at Reach-MC Limited
- Manchester Branch Chair at The Chartered Institute of Marketing
- Chartered Marketer at Reach Marketing and Communications

Past

- North West Ambassador for SMEs at The Chartered Institute of Marketing
- Group Marketing Manager at Pilkington's Tiles Group [?]
- Business Development Manager at August Fischer (UK) Limited

Education

- Chartered Institute of Marketing
- Blackburn Tech
- Moorland High School

[see all...](#)

Recommendations 10 people have recommended Leo

Connections 136 connections

Websites

- My Website
- CIM
- My Twitter Site

Twitter

- LeoA07
- reachmc

Public Profile <http://uk.linkedin.com/in/wwwreachmccouk>

[Add Leo to your network](#)

[Forward this profile to a connection](#)

Sponsored Content

ERP in SMBs
ERP as a potential source of cost savings and operational improvement [Download Now](#)
From: SAP

Invitation from LinkedIn
Place ads on LinkedIn. Acquire new customers for your business. Try it now, LinkedIn.com/DirectAds
From: LinkedIn

Leo's Activity [edit](#)

Leo Aspden Developing presentation on marketing strategy and comms to Furniture manufacturers. Marketing within reach <http://www.reach-mc.co.uk>

Reach Marketing and Communications, marketing consultancy and... [reach-mc.co.uk](http://www.reach-mc.co.uk)

Reach Marketing and Communications is a Manchester marketing consultancy combining strategic marketing with creative marketing communications and language services. We provide business advice and management training to suit the S...

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Leo Aspden joined the group [ICn - Social Media, Business Development, Marketing & Communications in the Built Environment](#)

12 days ago • [Find a group for you](#)

Leo Aspden is now connected to **Garry Olson**, Owner/Manager at Garry Olson Furniture

12 days ago

Leo Aspden was recommended by **Martin Joyce**, 'Leo has shown a great flexibility in adapting to our business and market needs. He has proven to be ...'

13 days ago • [Read more](#)

[See more >](#)

Summary

Leo Aspden MCIM is a Chartered Marketer and represents the Chartered Institute of Marketing as the Manchester branch Chair and is a former NW Ambassador for SME's with over 30 years experience of successfully working with international companies in manufacturing & distribution. Reach-MC Limited is a business consultancy combining strategic and tactical marketing expertise with creative communications and effective language services.



Social Media


facebook

- Top social search engine
- Largest social media site
- Over 350 million users
- Adds 250,000 users per day

Options for your business


- Set up a business page
- Create a discussion group / network
- Promote studio events / open days / new products
- Link to web site / blog & other SM sites
- Email your contacts

Social Media

facebook 2  Home Profile Account





Get Ready for Your Streamlined Page close

Starting August 23, we'll be simplifying your Page to make it easier to browse: 1) Boxes are going away, including the Boxes tab; and 2) All custom tabs will be narrowed to 520 pixels. If you have a custom tab, we recommend you visit your tab now for a preview of how your content fits in the new layout -- please make adjustments as needed. The rest of Facebook will see the old tab width until August 23. [Read More](#)




Reach-MC Ltd Like

Get Started Wall Info Notes +


Attach:    

Share

Reach-MC Ltd + Others Reach-MC Ltd Just Others Settings




Reach-MC Ltd Developing presentation on marketing strategy and comms to Furniture manufacturers. Marketing within reach <http://www.reach-mc.co.uk/>




Reach Marketing and Communications, marketing consultancy and business advice
www.reach-mc.co.uk
Reach Marketing and Communications is a Manchester marketing consultancy combining strategic marketing with creative marketing communications and language services. We provide business advice and management training to suit the SME business and for UK and European manufacturing and distribution.

a few seconds ago Comment Like Share Promote Report



Reach-MC Ltd Preparing to deliver a marketing workshop to SME businesses in Manchester on "How to grow your business in a competitive environment"
March 1 at 10:57pm Comment Like Promote



Reach-MC Ltd Great CIM Manchester event last week by our speaker Jan Klin focused on Online Marketing. See <http://www.janklin.com/blog/> for Jan's blog.
Online Marketing
www.janklin.com
Online marketing blog from Jan Klin & Associates. This Online marketing blog has various information about Online marketing techniques and strategies.

February 21 at 7:00pm Comment Like Share Promote Report

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Promote with an Ad
Suggest to Friends

Reach-MC is all about bringing "Marketing within reach" of your business. Our specialist expertise in strategic and tactical marketing campaigns delivers real benefits for our clients in construction, building services & products and home improvement

Insights See All

0 Monthly Active Users


0 Daily New Likes

0 Daily Post Views

0 Daily Post Feedback

Insights are visible to page admins only.

Get More Connections
Get more people to like your Page with Facebook Ads! Preview below.

Reach-MC Ltd

Your Text Here
Leo Aspden likes this.
Like

Social Media



Options for your business

Set up a business page

140 characters but link to detailed content

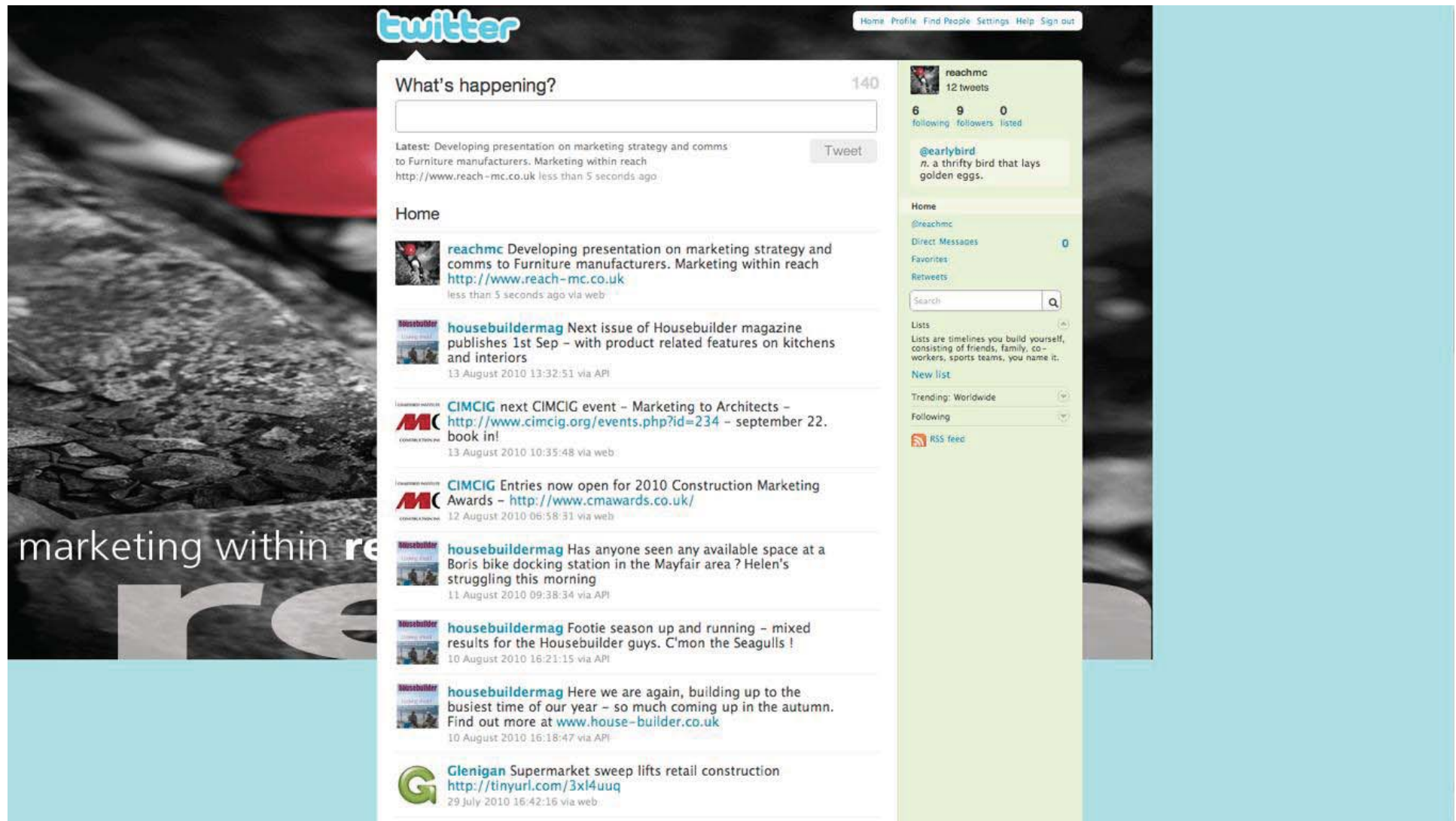
Promote studio events / open days / new products

Link to web site / blog & other SM sites

Email your contacts



Social Media



twitter

Home Profile Find People Settings Help Sign out

What's happening? 140

Latest: Developing presentation on marketing strategy and comms to Furniture manufacturers. Marketing within reach
<http://www.reach-mc.co.uk> less than 5 seconds ago

Tweet

Home

reachmc Developing presentation on marketing strategy and comms to Furniture manufacturers. Marketing within reach
<http://www.reach-mc.co.uk>
less than 5 seconds ago via web

housebuildermag Next issue of Housebuilder magazine publishes 1st Sep – with product related features on kitchens and interiors
13 August 2010 13:32:51 via API

CIMCIG next CIMCIG event – Marketing to Architects –
<http://www.cimcig.org/events.php?id=234> – september 22. book in!
13 August 2010 10:35:48 via web

CIMCIG Entries now open for 2010 Construction Marketing Awards – <http://www.cmawards.co.uk/>
12 August 2010 06:58:31 via web

housebuildermag Has anyone seen any available space at a Boris bike docking station in the Mayfair area ? Helen's struggling this morning
11 August 2010 09:38:34 via API

housebuildermag Footie season up and running – mixed results for the Housebuilder guys. C'mon the Seagulls !
10 August 2010 16:21:15 via API

housebuildermag Here we are again, building up to the busiest time of our year – so much coming up in the autumn. Find out more at www.house-builder.co.uk
10 August 2010 16:18:47 via API

Glenigan Supermarket sweep lifts retail construction
<http://tinyurl.com/3xl4uuq>
29 July 2010 16:42:16 via web

reachmc 12 tweets
6 following 9 followers 0 listed

@earlybird
n. a thrifty bird that lays golden eggs.

Home

@reachmc
Direct Messages 0
Favorites
Retweets

Search

Lists
Lists are timelines you build yourself, consisting of friends, family, co-workers, sports teams, you name it.

New list

Trending: Worldwide

Following

RSS feed

marketing within reach

Offline Communications



Communication Mix

Advertising

Direct Marketing

Sales Promotion

Public Relations

Personal Selling



Where do we start?



Understand your customers



Communication Mix

Who buys?

- Individual or DMU

How do they buy?

- Direct / indirect / online

How do they source?

- Key sources of selection

Why do they buy?

- Key drivers

How do they source

- some key sources of selection

- Word of mouth / recommendation
- Web search
- Business directories
- Advertising
- Exhibitions
- Supplier literature
- Local supplier

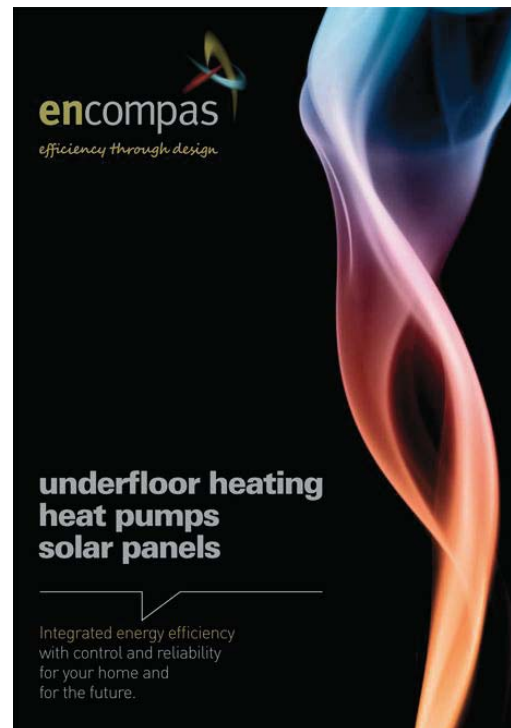
Why do they buy

- some key drivers to purchase

- Quality product or service
- Design ideas
- Personal - unique - bespoke
- Recognised brand - designer - manufacturer
- Price
- Prestige

How and why customers buy?

- Case study



1 Your energy cost savings...

20%

Underfloor Heating

can deliver this level of saving when compared to traditional radiators.

60%

Heat Pumps

can save as much as this on heating costs when compared to oil fired or LPG boilers.

50%

Solar Panels

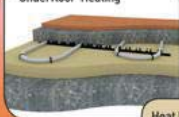
can contribute up to 50% of your domestic hot water needs.

altogether you can save up to 60% on your heating and hot water costs....

when compared to a 'traditional' boiler and radiator system.

2 What's right for you...

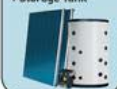
Underfloor Heating



Heat Pumps



Solar Panels + Storage Tank



whether you need a fully integrated solution or individual systems, we can help...

From plans supplied by you and allowing for your lifestyle, we can advise on the most cost effective answer for your project, to include one or all of these components – a bespoke service.

3 Our full support...

from concept to installation we are here to assist and advise...

Design service

Accurately priced specifications with technical and installation drawings.

Component supply

Highest quality, factory and field tested components.

Installation

Project planning and site visits.

24/7 Technical advice

Our experts are here when you need them.

After sales support

For the times when you need extra help and guidance.



4 Make the right choice...

the right system... at the right price... with the right people.

Reliability & Assurance

Accredited under the Microgeneration Certification Scheme (MCS) and members of the Underfloor Heating Manufacturers Association (UHMA).

If you require further information then contact us... our aim is to help you reach your building and lifestyle aspirations.

encompas.co.uk



Talk to us and we'll work with you to achieve the most suitable energy solution for your project.

For advice and / or a free quotation
Call: 0845 631 3000
or e-mail: info@encompas.co.uk

5 Friendly team, expert advice.

Your straightforward guide to cost effective, energy efficient heating systems.

**UNDERFLOOR HEATING
HEAT PUMPS
SOLAR PANELS**

encompas
efficiency through design

Welcome to energy efficiency & cost savings

Altogether you can save up to 60% on your heating and hot water costs...

"A household in the UK creates around 5.5 tonnes of carbon dioxide (CO2) every year - enough to fill a hot air balloon...the UK has committed to an 80% reduction by 2050".

"The average household spends around £23 per week on fuel and power, around £1,200 per year."

Source: Energy Saving Trust

With fuel prices expected to rise at a staggering rate, investment in sustainable technologies means worthwhile savings on energy bills, and dramatic reductions in your family's carbon foot print.

On average homes can save hundreds of pounds per year by insulating and improving their heating systems. Investment in Underfloor Heating, Heat Pumps and Solar Panels can deliver these cost savings.

Energy efficiency shouldn't cost you the earth.

Heating an old house may account for up to 60% of all energy consumed, whilst in a modern house it may only be 30%.

Source: Low Carbon Trust



0845 631 3000

20%

Underfloor Heating

can deliver this level of saving when compared to traditional radiators.

60%

Heat Pumps

can save this much on heating costs when compared to oil fired or LPG boilers.

50%

Solar Panels

can contribute up to 50% of your domestic hot water needs.

The table below shows the efficiency of using Heat Pumps when compared with other heat sources(*).

Based on:
Size of property - 200m²
Heat load - 10 kW
Occupants - 4

Heat Source	Estimated Fuel Cost, annum	Estimated CO2 Output, kg / annum
Ground Source Heat Pump	£964	5,288
Air Source Heat Pump	£1,247	6,696
Maine Natural Gas	£1,247	9,822
Fuel Oil	£1,756	10,973
LPG	£2,260	9,376
Electricity (Direct)	£3,740	20,094

Helping you make the right choice...

Encompas bring the benefits home to you....

There are many reasons for choosing renewable energy products from Encompas. With over a decade at the forefront of the low-energy heating industry, self builders, architects and developers across the UK have already discovered the significant benefits of an Encompas installed system.

Systems can deliver heating and cooling solutions using underfloor heating, heat pumps and solar systems. Select any one of these, or choose a completely integrated system.

With your ideas and our expertise we can help design and then supply quality components to deliver the ideal solution for you. If you prefer, you can install the system or we can do this too.

You decide - after all it is your project.

And don't forget we also offer:

- Peace of mind, exceptional product and systems quality assurance
- Full indemnified heating design
- 24/7 Technical support from our in-house team
- First class service from our highly trained staff
- Comprehensive ongoing service and maintenance



Advertising

- some key pointers

- Set clear objectives
 - call to action
 - request a brochure
 - visit our showroom / gallery / product launch
 - request a visit
- Avoid knee jerk media offers - review media circulation & reader demographics
- Communicate key drivers to purchase
- Communicate competitive edge
- Use to promote an event - launch
- Measure response - ask customers how they found you



Direct Marketing

- some key pointers

- Set clear objectives - call to action
- Use targeted mailing
 - Royal Mail : target within 20 minutes drive of gallery / showroom / consider door drops
 - Local media: may be able to target by post code areas
 - Experian: target by post code / drive time and demographics
- Build database and use E-shots
 - Specific to exhibitions & launch days
 - Consider E-newsletter software to provide detailed response tracking
 - www.icontact.com
 - www.constantcontact.com
 - www.newzapp.co.uk
- Measure response - ask customers how they found you



Public Relations

- some key pointers

- Create a list of target media- review media circulation & reader demographics
- Consider relevant forward features
- Consider customer case studies - third part endorsement
- Promote showroom events
- Link with associated artisans & designers for joint article
- Links with design colleges & award programmes
- Consider topical themes - environment / hand crafted design vs. engineered design
- Measure response - ask customers how they found you

Personal Selling

- some key pointers

- Mainly through showroom
- Consider joint gallery events
- Develop support presentation tools
 - Portfolio of designs
 - Post card hand out - contact details/reminder of key drivers & competitive edge
 - Referral scheme - refer a friend
- Understand & communicate key drivers
- Communicate your competitive edge

Sales Promotion

- some key pointers

- **Samples** - mini design items
 - As take away from Gallery/Showroom event
- **Events**
 - Gallery/Showroom event Spring / Autumn
- **Competitions**
 - Linked to Gallery/Showroom event - free interior room design by local designer
- **Offers**
 - Linked to Gallery/Showroom event - % discount on order placed at the event
- **Road Shows**
 - Themed event at local venue - consider joint event with associate artisans / designers

Summary

Understand your target audience

Identify the key purchase drivers

Understand your competitive strengths

Use appropriate channels

Communicate relevant messages

Stand out from the pack



What next?

For more useful advice for businesses wanting
to build on their marketing knowledge

www.reach-mc.co.uk/learningzone.html

www.corveconsultancy.com

www.cim.co.uk/knowledgehub

[Email: leoaspden@reach-mc.co.uk](mailto:leoaspden@reach-mc.co.uk)

[Email: jeremy@corve.co.uk](mailto:jeremy@corve.co.uk)

