

Marketing and sales services



The laws of attraction

Marketing, at its most successful, creates the optimum environment in which to sell products, services and ideas. In fact, it happens best when target audiences understand how their lives, work or values may be improved. The most successful marketing strategy demonstrates a powerful understanding of the market, its aspirations and anxieties.

To be effective, marketing needs to begin with empathy and end with laser precision in delivering the message. It would be great if it was that simple. Marketing will never be an exact science. It is about probing an audience to understand responses which are evolving, influences which we may not share, and actions which appear to defy prediction. Empathy, imagination and persistence are the real tools of the successful marketer.

How we can help

OUR MARKETING SERVICES

As a company, we can only be successful by helping to contribute to our client's success. And that begins with a real understanding and feel for the challenge and context. We work closely to develop strategies designed to achieve clear objectives and measurable outcomes. We deploy a range of creative and technical services to first interpret and then implement, end-to-end solutions. We do this, where appropriate, across a range of media - ensuring the best possible return on investment for our business-to-business clients.

> INTEGRATED MARKETING STRATEGY

Covering the use of online and offline media, we can develop strategies designed to work on the Web, in email and across printed media, ensuring brand consistency and using each medium to its best advantage.

> DIRECT MAIL

Direct mail remains an essential part of the marketing mix and we have worked extensively and successfully in this medium for over seven years, to create distinctive visual impact.

> ADVERTISING

Our specialism is business-to-business advertising in trade media. Among our projects we have promoted IT services and software, management consultancy and training, and recruitment.

> WEB MARKETING

We can turn your website into a powerful marketing tool, ensuring that clicks are turned into contacts. We can develop highly focused microsites to capture specific campaign interest or attract through site optimisation and web advertising links. We can also supply eCommerce and self-service options.

> EMAIL CAMPAIGNS

Permission-based email is still one of the most powerful communication mediums. We can provide a campaign strategy making best use of HTML email to initiate interest and generate leads.

Our client experience

Our clients include several software vendors, IT service providers, management consultants, training providers and engineering. We work with global companies as well as government agencies. Saffron House projects have provided online marketing strategy for a leading supplier Customer Management software, as well as extensive advertising campaigns. We have also worked with start-up companies which have grown to become valued customers for many of our other services.

Related services

eNEWSLETTERS

Beyond branding, our services include company publications: newsletters and magazines for customers, white paper publishing to confirm thought leadership, as well as telling the company story online and in print. Our team of journalists and business writers are working with features and feedback from worldwide locations. While our designers and developers turn words into exciting and engaging visual experiences.

PRODUCT AND SERVICE LITERATURE

We have more than eight years' experience of designing and implementing product literature, from specification sheets to promotional packs for clients such as Xerox, FrontRange, and Artisan Software Tools. Our writers and designers are experienced at turning abstract concepts into visual assets.

PRESENTATION SOLUTIONS

When it comes to presenting in a one-to-one or group situation, we have particular experience in translating broad strategy into point of contact support. Whether it's providing the 'elevator definition' of your company's value or delivering a sharp and concise laptop presentation.

Working with Saffron House

Saffron House has been providing successful communications and marketing consultancy and creative services to clients since 1994.

Our clients choose to work with us in relationships which are informal, responsive and pragmatic. For this reason we don't employ the usual agency structures. We keep our organisation tight and virtual, with the emphasis on high value and performance.

If you prefer the comfort (and premium) of a large agency then we won't be your choice. If, however, you want a catalyst - people who challenge the status quo and are prepared to think differently about your requirement - Saffron House can offer you this.

For more details of our approach to Marketing, visit our website. Or, better still, contact:

Kevin Mangan
Kevin@saffronhouse.net T: +44 (0)1285 644425

John Mulholland
John@saffronhouse.net T: +44(0)7966 925178

www.saffronhouse.net