

YOUR VIRTUAL MARKETING RESOURCE



ASK THESE QUESTIONS

- How much will it cost to implement your marketing communications plan?
- Do you have the marketing resources you need to see your marketing plan through?
- Would it be easier and more cost effective to employ marketing resources as and when required?
- Does your current marketing team have the breadth of experience to achieve your goals?
- Would you like your marketing team to gain hands on training, education and advice, so that they are better equipped to handle future projects?

The Implementation of your marketing communications plan concerns all the tactical day-to-day aspects of putting your plan in action. We will work with you to decide how to schedule and plan activities, calculate costs and measure progress. Most importantly we will help you 'complete each task'.

HOW WE CAN HELP

Having reviewed and talked through your marketing communications plan we deliver:

A budget that is right for your business

We will provide a breakdown of costs associated with each of the tools of the marketing communication mix and an indication as to how each of these tools will contribute towards achieving the objectives. We will provide options where appropriate, so that we can ensure we gain the most from your marketing communication budget and worked into a specific timeline of activities.

A realistic schedule

A plan is only as good as its execution and this means drawing up a timing plan of all the activities that need to be carried out, by whom and when. We will draw this up for you, making recommendations for the type of resource required for each task. We find you can never have too much detail. It all goes towards the successful completion of the plan, on time.

We can help you get your plan moving. We can take on as much or as little as you need – whether it's managing and completing every task or just the one.

Strategies to measure the success of your plan

In implementing your marketing communication plan, we recommend you follow a practice of measuring and tweaking the strategy. It is an ongoing process that serves to improve what you do.

GET IN TOUCH

To learn more about how our virtual marketing service could help your business please contact us.