

marketing





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Baseline offers a range of services designed to enhance the activity of your business.

It is important to develop a strategy that raises the profile of your company, distinguishing you from your competitors and successfully educating the public about your products and services.

Marketing reviews, analyse what you currently do in relation to the market in which you operate. Such a review is designed to highlight your strengths and weaknesses as a company and indicate opportunities and threats within your market. It is an exercise that takes into account the activity of your competitors, the activity you undertake, and the factors that will affect your market.

Strategies put this knowledge into action. Knowing your strengths, weaknesses, opportunities and current threats allow you to tailor a plan that will take advantage of all that is good and minimise all that is bad.

Once the strategy is established, Baseline will work with you to choose the appropriate mediums and use those mediums to their best effect. Our specialty is in coordinating print, radio, direct mail and TV, ensuring they present a coherent message.

We take an overall view of leaving the detail of what is to be said and sold, to you. The benefit of such an arrangement is that you get the freedom of leaving the grunt work to us, yet never relinquish control.

branding

Every company has a reputation and each person you encounter will form an opinion of you and your business. Whether they have done business with you at this stage is a moot point. Your challenge is to maintain a positive reputation by ensuring potential and existing customers always see your best side.

Branding is not necessarily about slick advertising. Instead focus on getting your customers to see you as their number one choice. Creating a brand that people want to be associated with is not just about what you do, but what you do differently.

A brand is your promise to your customers. In today's increasingly competitive market place, it is essential that your customers acknowledge and support the promise of your brand for your business to thrive.

Market relevance

A brand must be meaningful to your target market and should reflect the experience of doing business with you.

Brand consistency

Your clients will expect your brand to deliver the same experience every time they encounter it. They experience your values through your brand, so consistency results in customers becoming truly loyal to your brand.

Build relationships

A brand is not a logo or an advertising campaign but is reliant on the strength of the relationship between a business and its customers. The stronger the relationship, the greater the likelihood your customers will return or recommend you to someone else.

Loyalty

The test of a brand is in the level of loyalty it generates. A strong relationship with your clients means you have a strong brand and a strong business.

Reputation

Establishing a good reputation is the only way to be successful in business. Your reputation is your greatest marketer as it communicates the manner in which you do business. Your brand can help you to consolidate your reputation.

A good brand looks to the future. To develop a brand that will stand the test of time, look beyond what you do now and be prepared to be flexible. Think of Coca-Cola, Virgin or Jaguar. No matter what their current advertising campaign or how they are selling, their core values have remained constant so customer trust has been maintained.

If your brand is clear, distinctive, and easily understood, and expresses a unique, compelling benefit that people believe in, it will bring you all the business you can handle.