



# Guide to Marketing

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The purpose of this guide is to highlight the important role that marketing plays in your business strategy, and how attention in the early days will set the wheels in motion for long-term success.

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# 1 Introduction

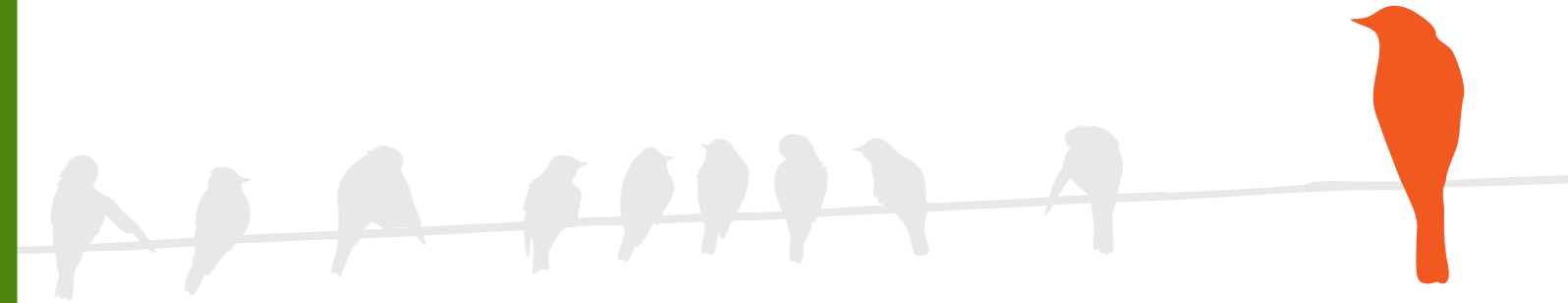
Marketing is the medium by which a company projects itself to its audience, and how it behaves and interacts in its marketplace.

Marketing is all encompassing, from the logo on your stationery to the staff you employ, the training you provide and your after sales service.

A successful business considers the relationship with its customers in every facet of the organisation.

## 2 Start with your Brand

When you define your company name and logo, you start the journey of your brand. Planned properly, your brand can become far more than just a name, it can be an asset to your business.



A successful brand will define your cultures and values to correctly and successfully project the personality of your organisation, this is what your customers buy into and become loyal to. This sets you apart from your competition. This is marketing.

Branding can be a complicated subject because it extends to intellectual property, copyright and trademarks. The significance of this depends on your business activity. For free and comprehensive advice visit the UK Intellectual Property Office website.

Aside from the legal implications, certain basic points should be considered during the branding process and it's important to get it right from the start. We would always recommend that a new company approach an agency for branding. Many companies pay large sums for the research, design and execution of an identity to be extremely distinguishable and appealing to the company's target audience. It's not always necessary to invest heavily, but it is a critical stage in your business development.

An agency can also provide you with a corporate identity manual, which sets out guidelines governing how your identity is applied. This includes colour palettes, typefaces and structures to page layouts and print specifications. The purpose of the manual is maintaining visual continuity and brand recognition across all executions, a fundamental role in success and critical if you intend to trade overseas.

To request a copy of our 'new company' portfolio [click here](#).

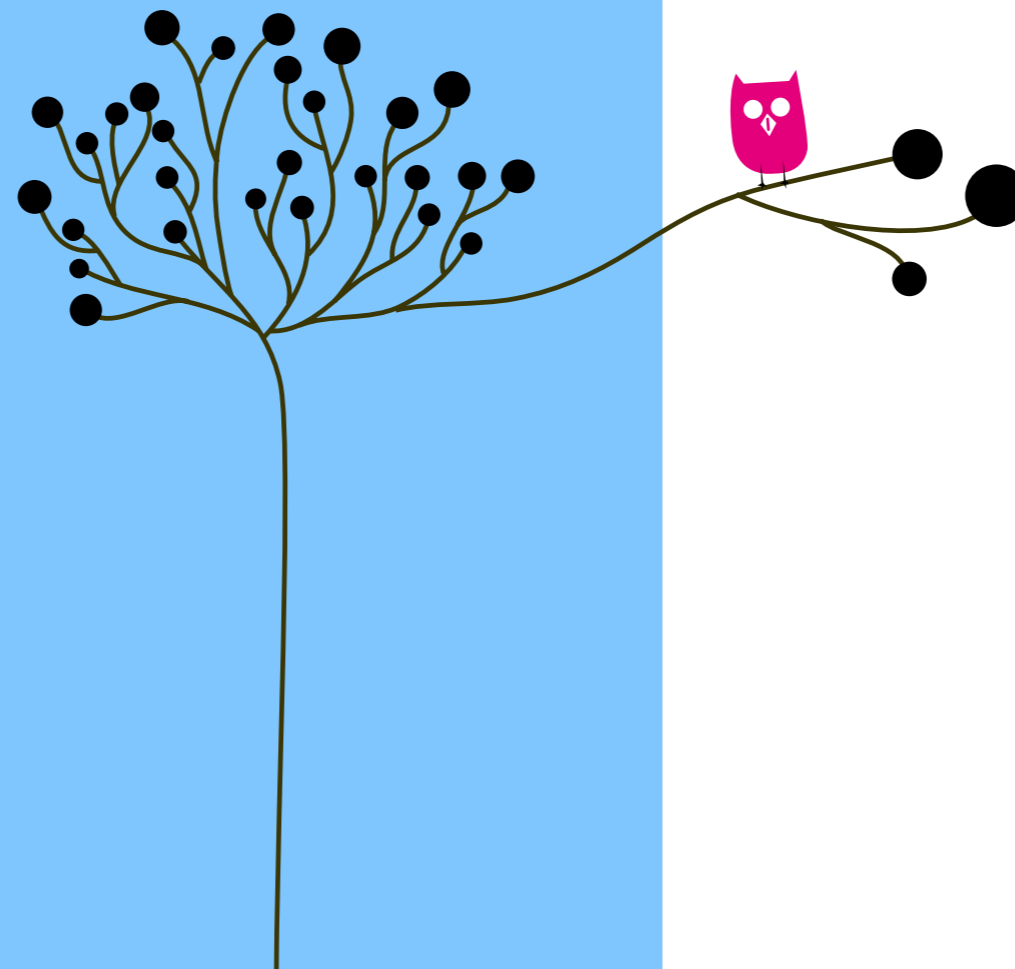
**TOP TIP:** *Consider your favourite brands and why you are loyal to them. Consider big brands and how you see logos and colours applied. Strict guidelines establish and maintain a strong, credible brand that can be recognized across the globe.*

*"For a brand to stand the tests of time, it has to have roots that help it stay true over time. Why? Because lasting relationships are built on a foundation of trust. If you are constantly changing who you are and/or what you stand for, how can anyone come to trust you?"*

*Paul Isakson, Thinkers & Makers*

### 3 A Word to the Wise

In recent years, corporate integrity has become the buzz phrase for a successful organisation. As barriers are broken down and partnerships are built up between a customer and a brand, your ethics and philosophy become core reasons why people align themselves with you.



The popularity of social media has forced companies to quite literally put a face to their brand and communicate with customers on an individual level. People increasingly prefer to buy from and deal with responsible brands that care about the environment, society and communities and not just the bottom line.

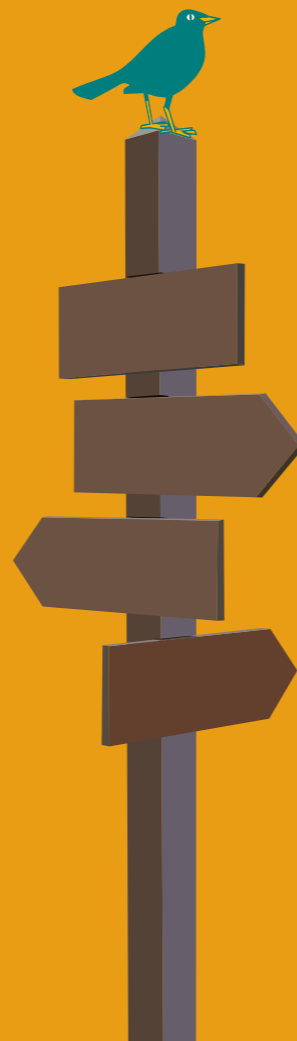
Corporate integrity leads to sustainable marketing, which can have a huge impact on your business. Sustainable marketing produces greater customer satisfaction, increased market share, new product innovation and customer and employee retention. If that's not enough of an incentive, it can also save you money. Sustainable marketing really is a no-brainer, so before you start putting together a marketing plan, ensure you have an ethical philosophy in place too.

*"Concerns about social and environmental issues provide opportunities for brands to connect with their consumers at a deeper level and, in doing so, gain competitive and sales advantage."*

*Patrick Cescau, CEO of Unilever*

## 4 Marketing Plan

A marketing plan is essentially an explanation of what you are going to sell, to whom, how and when you are going to sell it, and how much you will sell it for. It is the next most important step after getting your branding right. An agency can help you put together a marketing plan and then implement the activity for you, or you can produce one yourself. Even if you do seek the assistance of an agency, we would recommend you read through the next section so you are prepared for the work ahead.



An effective marketing plan must have a core-underlying objective but it must also be adaptable. Responding quickly and efficiently to change (in customer behaviour, market conditions, supplier reliability), whilst not losing sight of your objective, can be the difference between success and failure. The following three step Needs Analysis will help you produce an effective plan (if you worked with an agency to develop your brand, a lot of this work will be done already).

### Needs Analysis

1. Understand your brand, who you are, what you stand for and what you want to achieve:

#### Culture

- What are your values and how do you communicate them?
- What is the personality of your business and how do you voice it?
- What is your mission statement or ethos?

#### Business Critical Needs

- What are your targets and objectives?
- What is your proposition?
- How will you measure performance?
- What is your business strategy, how do you respond to change?

#### Long Term Thinking

- What are your corporate goals?
- What is your vision?
- How do you adapt and keep improving?

*"You can't build a reputation on what you are going to do."  
Henry Ford, US Automobile Industrialist*

## 2. Define your products and services

What are your USP's (unique selling points)? Are they specific to products or to your business? The more you have, the better your advantage, but be clear about what they are and how you communicate them so your message does not get confused or diluted.

Your products and services will appeal to different customers and matching them requires careful consideration. You may find some products will have a number of groups that they appeal to but each group is compelled by a different message. Read on for a more detailed explanation.

## 3. Understand your customers

### Don't make assumptions!

It sounds obvious, but it's very easy to base the motivations of your customers on assumptions rather than facts. Market research can give you insight into all sorts of customer trends and can also help you understand your competitors better to. There are two types of research to consider:

### Secondary Research

Requires searching online for statistical economic and demographic data from libraries, research companies and professional associations - (see the Institute of Directors). This data provides generic information from which you can draw your own conclusions based on your required parameters.

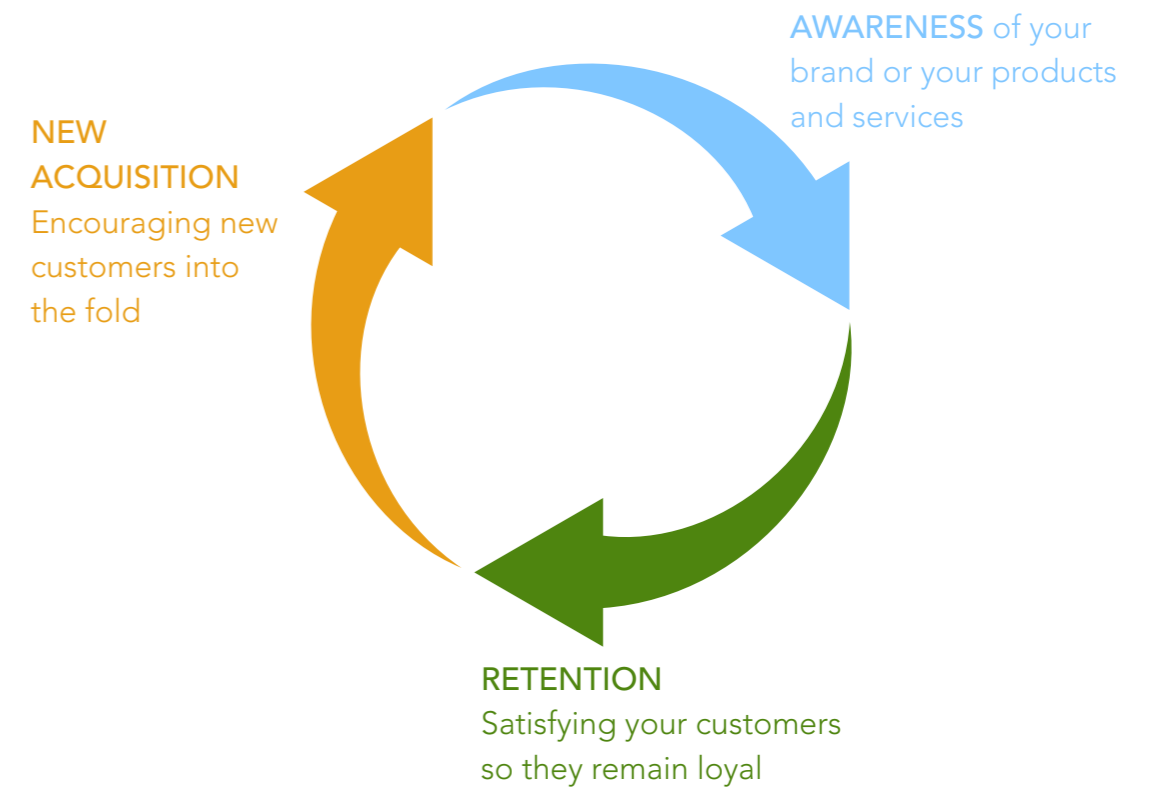
### Primary Research

Provides tailored results to your precise needs by way of customer feedback, surveys, questionnaires and focus groups. Primary research is ideally suited to local or niche products but can be part of a larger branding, awareness or service project. If you do not feel comfortable engineering this yourself we can recommend people for you.

Alongside the facts and figures, it is important to consider the customer journey. Whenever a purchase is made, a journey is taken, whether that's in the car to the local supermarket or online at Amazon. The customer journey is the necessary steps taken from finding a product to purchasing it and the pit stops along the way. This knowledge will help you consider

how you need to sell to them, when to do it, where to do it and the right messages to grab their attention.

The last point for this section is to consider the life cycle of your customer relationships. There are three key areas to ruminate, and your customers will require different messages and triggers for each:



**TOP TIP:** Your marketing plan will include timings, actions, budgets and necessary resource, so be sure to dedicate enough time to getting it right.

## 5 Why an Agency can Help

Depending on the size of your organisation and the needs you have identified, we would strongly recommend that you partner with an agency or contemplate outsourcing the complete marketing function. Using an agency is not about spending money, it's about careful investment in expertise for measurable results and long-term growth.



### **Partnerships**

A collaborative marketing agency can assist you with all aspects of your branding and marketing needs, working alongside your in-house team. Everything from research, analysis, strategic planning and implementation to creative design, PR, direct marketing, internal comms, online, social media, media buying and printing (pew). Alternatively, you can scatter your requirements across a number of agencies specialising in different areas (e.g. branding, websites, social media). Results can be impressive but it can prove more cost effective and coordinated to use one agency, where one team manages the development and implementation of all creativity. Therefore the messaging, themes and overall direction knit together seamlessly.

### **Outsourcing**

By outsourcing marketing, a single resource assumes responsibility for the entire marketing function. Outsourcing provides access to a network of professionals with expertise in every marketing discipline, creating a team of specialists that can be scaled to suit projects of any size and scope. This flexibility means a company pays only for the services used and for the length of time needed. Outsourcing works best when the relationship between you and the outsourced team is very close, it is important that you still feel very much involved and in control of the activity they deliver.

For help choosing the right agency relationship, [email us now](#). We will happily provide you with free, no obligation advice.

#### Getting it right:

- Use someone you know or that has been recommended to you
- Meet up with the agency before you start working together to have an informal discussion about your requirements and their suitability to the task
- If you choose to go ahead, always provide a written brief for a project
- Make sure you include a clear formula to measure KPI and ROI
- Always agree costs up front
- Don't be afraid to nominate a budget – it is a popular myth between clients and agencies that a budget disclosed is a budget overspent. This may have been the case in the past but now it is the easiest way to get what you want for a price you are willing to pay. It may be that you are not completely sure how much a project will cost but it is important to be open and frank as early as possible. It's all too easy for an agency to present desirable ideas that exceed your budget. The trick is to manage expectations for all parties involved and a good agency will work with you to achieve a cost effective, realistic campaign that will still give you the results you need.

Working with an agency can be very rewarding; here are just a few of the extra benefits to consider:

#### Growing your business network

By working with an external partner you gain access to an extended network of experienced professionals, trusted contacts with which you can exchange knowledge, ideas and opportunities.

#### Reducing your overheads

Avoid or reduce the cost of staffing, equipment and third party relationships. Pay for what you need when you need it.

#### Streamline processes for maximum efficiency

If a company has its own marketing department, an agency enriches the mix and allows in-house personnel to play to their strengths. If a firm does not maintain a marketing function, outsourcing provides a complete resource, allowing the business to focus on its core competencies.

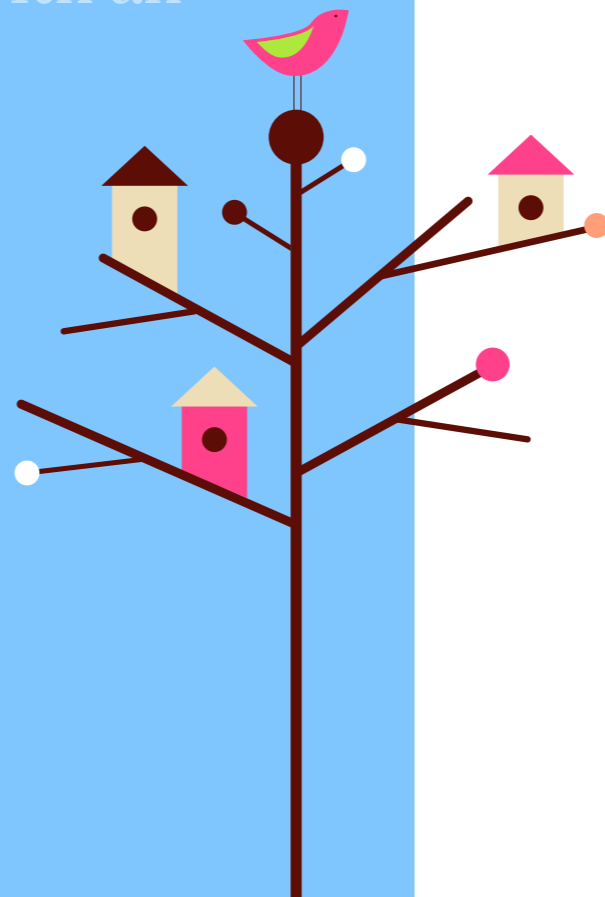
#### Fresh thinking, solid experience

In-house marketing staff may not always have the skills needed, especially on larger, more complex projects requiring extensive coordination among various components of the plan. Bringing in an experienced marketing team that can integrate smoothly into the organisation not only brings in innovative ideas and added energy, but also the high-level talent needed to execute the goals of the marketing campaign.

**TOP TIP:** *Advice from an agency with a specialty in one marketing discipline may be biased; marketing agencies tend to recommend what they have to sell.*

## 6 The Marketing Mix

Your marketing plan will have identified numerous ways in which you need to target your customers. From this you need to decide, with time and budget permitting, what is the right marketing mix for you. The mix requires a balance of platforms, that, relative to your market place will get you the best bang for your buck. Again, we would recommend consulting with an agency on the main part, but take note, there is plenty you can do yourself for little or no cost!



Below is a list of the most common types of media and our recommendations for when an agency is helpful and when you can do things perfectly well on your own. For any specific queries, [contact us](#).

AGENCY	YOU
Local press advert design	Local press space booking
Local radio	Google Adwords
Outdoor media - poster sites	Social Media
Direct Mail	Partnerships
Email/Newsletters	Networking
Online advertising	Recommendations
Viral marketing - YouTube etc	Online Directories
Websites	
Events	
Guerilla Marketing	

Let's explore these platforms in more detail starting with the Agency List. With the right advice and guidance, an agency can design very cost effective solutions to all of the above.

### **Local Press and Online advertising**

Using a strong call to action, local press and online advertising can affect a direct response to an offer or service. An agency's expertise will produce a well-designed, professional ad that will deliver page presence.

GOOD FOR promoting a sale, product launch or opening event.

### **Local Radio**

Not appropriate to all types of business but local radio can really help to establish your company in the local area. There are many different types of packages available including jingles, podcasts, adverts, interviews and sponsorship. Radio stations can also be very generous in the extras they provide and can encourage excellent responses to competitions and huge turnouts at events. Depending on the station, many can produce jingles and ads for you but you may need help with scripting and an overall theme. This is where an agency can provide invaluable support.

GOOD FOR openings, launches, competitions and location and brand awareness.

### **Outdoor Media – Poster Sites**

Useful for generating general awareness, great if you need to target specific commuter or business groups. It is important to get the message and the location right but for that very reason prominent sites can be expensive.

GOOD FOR commuters, B2C promotions.

### **Direct Mail**

The right type of direct mail can have fantastic results. With more and more organisations sending emails, a printed DM piece can cut through the clutter and stand out from the crowd. Personalised, targeted mailings with cleansed data lists are a very cost effective solution to developing relationships and can be very successful with new customer acquisition. If you need help finding the right data, talk to us, we can help you.

GOOD FOR B2B customers, new acquisition, offers and events.

### **Email and E-Newsletters**

Email newsletters can be an excellent way of staying in touch with your customers, encouraging loyalty and launching new products or services to a captive audience. They are extremely cost effective and can be managed yourself via services like MailChimp where you can build lists, track open rates, click through rates and unsubscribers. Where an agency comes in helpful is providing the creative for the email. It's so easy for an email to get ignored if the finish is not professional and compelling enough.

GOOD FOR staying in touch with existing customers, rewarding loyalty and releasing news and offers.

### **Viral Marketing**

YouTube has become a hotbed of very good and very bad viral marketing campaigns. The idea is to let the campaign grow organically, fuelling its own success by being so good that people choose to tell each other about it. We would recommend that initially, a viral campaign would be considered as part of a branding project as it may seem costly and a bad deployment of resources for a specific project within the business. Viral marketing is not a quick fix but a slow burn.

GOOD FOR brand awareness and customer experience.

### **Websites**

Your online presence is a window into the soul of your business so it's important that it does the right job. Websites are no longer the bottom line nightmare they once were so there is potential to do a lot with a small budget. Consider the customer experience, content is key; there is nothing worse than a convoluted and laborious website to put someone off before they've found the information they need. A good agency can advise on search engine optimisation and provide analytics to measure traffic, keywords and time spent on your site. Unless you need very specific data, this information can come via Google Analytics at no extra cost to you.

GOOD FOR everything.

### **Events**

Dependent on your industry, events may be regular or few and far between. It makes good financial sense for you to handle booking the stand etc but using an agency for the creative aspect will give you the polished finish you need to really stand out on the day. You should expect a theme and some clever merchandising and stand designs at the very minimum.

GOOD FOR brand awareness, customer acquisition and experience.

### **Guerilla Marketing**

Guerrilla or alternative/buzz marketing works because it has no rules. The more you can get away with, the better. Such campaigns are nontraditional, they disrupt and surprise on purpose. They can be crazy, irreverent, or

bizarre, and many times they are extremely potent and effective for a lot less money than the ordinary campaigns.

GOOD FOR captive audiences at business parks, retail parks, head offices or busy town centres. A great competitor blunting tool.

The other list represents what you can get stuck into on your own. So, whilst an agency can prove invaluable in many areas, there are still plenty of rewarding activities that you can get stuck into on your own.

#### Local press space booking

It's a good idea to get on first name terms with your local newspaper. They look favourably on building relationships with local businesses rather than agencies and you will undoubtedly receive better rates. It also gives you an opportunity to negotiate some editorial or an interview, alongside your booking.

#### Google AdWords

AdWords can seem something of a minefield at first but with a little patience you will see them as an invaluable tool to help you promote your business.

The AdWord works by producing a mini ad with a combination of keywords (keywords are the search terms used by your customers). When a user searches using those keywords, your ad is displayed. Google wants to direct users to the most relevant information relating to their search so the more targeted your ad, the better chance you have of appearing. You can create groups and advertise by language and location so there is a huge opportunity to run a number of very successful campaigns.

Adwords are also placed on the Google network at no extra cost. The Google Network is a large group of websites and other products, such as email programs and blogs that have partnered with Google to display AdWords. The chances are you see ads on the Google Network every day. For more detailed information click [here](#).

GOOD FOR local businesses, shops, bars restaurants, anywhere that a customer can visit. Niche services and plumbers, gardeners, window fitters etc.

#### FREE Social Media

A term for an ever increasing number of websites, blogs and chat rooms, but the top three sites for an average business are Facebook, LinkedIn and Twitter. We would recommend getting to grips with these first before attempting anything else. You may regularly blog on your own or industry sites, an ideal opportunity for trouble shooting and customer service queries. The more 'social' you are, the easier it is for customers to find you. We recently wrote a case study for Social Small Biz, an online resource for SME's looking to invest in social media marketing or improve the ways in which they currently use it. It's a great resource tool and keeps you up to date with news and views on the big players.

As part of the case study they asked us for our three tops tips to using social media, these are:

- Research the different platforms and decide which ones will best reach your audience. It's important to maintain a 'noise level' so you don't want to spread yourself too thin.
- Different platforms will require different types of messages/tone of voice, see how other companies use these sites (not just in your industry, you can learn a lot by cross-pollinating good practice).
- Don't expect immediate results. Social media takes time, patience and a lot of trial and error! There is no set of rules, just don't try too hard or make every message a sales pitch.

[Read the full case study.](#)

Social media is fast becoming a necessary ingredient to any marketing mix, blending many different disciplines together to amplify your communication. To discuss a more advanced social media strategy click [here](#).

GOOD FOR awareness, staying in touch, loyalty, research and development, amplified messages, national coverage.

#### FREE Partnerships

Affiliations with like-minded brands or businesses are a great way to throw your net to a wider audience of potential customers or influencers. Don't be afraid to take the first steps and make an introduction, but first think about

where you could do with support and what you can realistically offer, and its attraction, in return.

GOOD FOR launch events, charity events and generally raising awareness. See networking.

### FREE Recommendations

Personal referral is unsurpassed as an advertising tool. It costs nothing and is the most believable marketing there is. Encouraging word of mouth referral is therefore a good reason for sustaining excellent customer service and relations. If your customers are thrilled by the service you give them they'll tell their friends/colleagues.

You can encourage word of mouth referrals through the use of discount vouchers and coupons, loyalty and 'friends and family' schemes, RAF (recommend a friend) incentives, and any other mechanism that encourages people to spread the word on your behalf. LinkedIn is a fantastic opportunity to not only grow your network but demonstrate recommendations from previous colleagues, clients, suppliers and friends. Facebook groups and pages also include the ability to 'like' a person or project, for more information on social media and how to use it click [here](#).

GOOD FOR credibility, awareness, loyalty, testimonials on print/online.

### FREE Networking

A variety of networking opportunities exist in all sectors and regions, including trades associations, chambers of commerce, networking websites, societies, clubs, breakfasts, lunches, events, and anywhere that potential customers and influencers may meet. Many opportunities offer both online and face-to-face contact, it will take dedication but the more visible you are, the better your results.

GOOD FOR awareness, staying in touch, loyalty, credibility, seeking affiliations.

### FREE Directories

Internet directories and specialist search engines are an increasingly effective way to advertise and market your services, because so many customers now use these listings to find suppliers. Many listings are free. To discover what website listings and directories you should appear on, search for your own products and services using Google. Include the town or area or other geographical descriptions in your search phrases - in as many different ways as you think your customers would.

You need to be featured on the Internet directories and listings websites that appear at the top of the Google results for the search terms that your customers will be using.

GOOD FOR awareness, local businesses etc. See AdWords.

- TOP TIP:**
- Remember the customer experience
  - Keep in touch
  - Create opportunities to cross-sell and up-sell
  - Reward loyalty
  - Don't be afraid to run pilots or trials. It's important to get everything right before you commit your budget.

## 7 Press and Public Relations (PR)

PR is all about reputation. It's the result of what you do, what you say, and what others say about you. PR is fundamental to the development of your organisation, working intrinsically with marketing to build trusting relationships with your employees, customers, investors and the local community.



Public relations techniques include media relations and lobbying, speaking at conferences, online viral campaigns and sponsorship. More and more, PR is becoming an integral part of a company's SEO strategy, re-purposing content across a multitude of channels including social networking and blogging sites. This produces a rich mix of online information that can boost awareness of a brand extremely cost effectively. With PR, a company does not pay the newspapers and TV channels for the media exposure it secures. It's this third-party endorsement that gives PR its power and credibility.

As such, PR can play a critical role in achieving a competitive advantage by opening new markets, attracting high-calibre employees, generating funding, creating a high value for products and services, generating hype or "media buzz", repositioning your brand and protecting businesses in times of crisis. All organisations, whether local or international, big or small, benefit from public relations.

**TOP TIP:** PR is not best placed for short-term goals, such as product launches. The real rewards come from longer-term strategic aims, such as brand building and working with local communities.

## 8 How to make your marketing sustainable

“Companies whose brands rightly become synonymous with sustainability will be the ultimate winners. By committing to the sustainability agenda, customers will learn to trust your brand and realise you’ll do the right thing by society and the environment on their behalf. That’s when you can offer customers something truly valuable and you’ll be rewarded through their loyalty.”

*Adrian Hosford, Director of Corporate Responsibility, BT*



Throughout this guide we have focused heavily on building honest relationships with your customers and the impact this will have on your success. There is an opportunity now for you to take that one step further, to be at the heart of what is termed the Triple Bottom Line process where, alongside the normal financial bottom line, a business measures its success on both its environmental and social performance.

Why? Because, as explained in *A Word to the Wise*, it’s your customers who are demanding accountability for your ethical and social responsibility and they identify with brands who are demonstrating a commitment to this. If you are at the front line building relationships and identifying with these customers, it’s your insight that will bring about the all important changes in your organisation. Did you know that according to a recent report from the Cooperative Bank, the current value of ethical spending in the UK has grown 9 per cent in the past 12 months, to £32.3billion (Ethical Consumerism Report 2007).

Many aspects of the marketing function are critical to engagement with sustainability – processing, packaging, distributing and marketing a product. It’s these areas where your customers will identify a need for action so now is the time to respond to the challenge. What’s more, evidence shows that by including sustainability as part of normal business activities, the financial bottom line is enhanced, not diminished.

In practice, it’s simply about looking at your products and/or services, assessing how they impact the environment and then taking steps to minimise those impacts. Here are just a few of the ways in which brands are integrating sustainable marketing into their toolkit, and the benefits they are reaping:

### **Differentiate the brand**

Danone has been working on a project with added value for health and the environment, which also cushions higher milk prices through increased productivity in dairy farming. Centered around enhancing milk quality by the use of flax in animal feed, Danone partnered with Bleu Blanc Coeur, a European association dedicated to health-oriented farming. Adding flax to feed increases yields by an average of 10%. But it also helps to increase cows’ fertility and bolster their natural defenses. Milk from cows fed with flax

offers health benefits for consumers, since its fat content is lower and it is rich in omega-3 fatty acid. The product differentiates, not just by its healthy characteristics but it benefits the environment, since flax crops require limited quantities of water and pesticide, and on average, cows fed on flax produce 20% less of the greenhouse gas methane.

#### **Increase Customer Retention and Brand Loyalty**

The 2008 Sony BRAVIA LCD TV range includes various measures to reduce the environmental impact of the products. Some models have a power consumption of just 0.19W in stand-by mode, around 97% less than 10 years ago. A brightness sensor in most models also automatically adjusts the brightness of the picture in accordance with its surrounding, meaning that energy consumption is reduced when being watched in a darker, evening setting. As "eco friendly" slowly becomes a more important influence on the purchasing decision as well, investing into this also might have an influence on sales. For women for example, 'eco friendly' is a more important purchase decision factor than features.\*

*\*(Source: European Maia TV Research, Knots)*

#### **Create New Market Opportunities and Win New Business**

Within months of its launch, Canon's new 'green' calculator range accounts for 25% of the sales volume of the total non-printing calculator segment. Made from re-used plastic from other Canon end of life products, the new design, as well as having a solar cell, has a replaceable battery which helps to extend the product life span. The packaging was reduced in weight and both it and the instruction manual were printed on recycled paper.

#### **Drive Innovation and Creativity**

SONY Playstation has partnered with Pli Design, a company that specialises in manufacturing eco-friendly furniture, to give old Playstation 2 consoles a second life as chairs. The ribs of the REEE chairs are made from around 8.5 recycled PS2s. In 2008, the company plans to recycle around 7.2 tons of plastic to create 3,000 chairs.

#### **Motivate Employees**

Since 2006, Volvic has worked in partnership with Unicef on a program to improve access to safe drinking water in developing countries. From its beginnings in Niger, the "Drink 1, Give 10" campaign has helped dig and maintain wells that give local populations reliable access to 40 litres of safe drinking water per person per day. The programme has rallied support from employees. In France more than 300 employees took part in events organised in stores with Unicef volunteers to promote the program and the brand.

#### **Protect Reputations and Build Strong Brands**

Innocent became the first company in the world to use 100% recycled plastic bottles for its smoothies in September 2007. The company, which was established 9 years ago has a turnover of over £100m and has almost doubled its market share since 2006.

#### **Save Costs**

A partnership between O2 and Nokia has helped save an excess of 1.5 million miles, reduced paper weight by 23%, avoided the manufacture of surplus charging units and cut carbon emissions and increased delivery rates to 98%. By giving customers the option of receiving their new mobile phone without a charger, new boxes were designed that can be posted through a standard letterbox. The move also means customers no longer have to wait at home for a delivery or need to travel to a sorting office to collect a missed delivery.

#### **Attract Investment**

In 2006, Coca-Cola Beverages Austria, together with other industry partners, finalized a €5 million investment partnership to build the country's first bottle-to-bottle recycling plant. The plant, scheduled to be in full operation in 2007, has the capacity to provide 6,000 tons of recycled PET annually for use in new bottles.

#### **Retain the Best Staff**

66% of BT employees say that the company's CSR activity makes them feel proud to work for BT.

CSR Europe's Sustainable Marketing Guide 2009

## 9 Marketing on a Shoestring

“I can’t thank Gasp Four enough! I really didn’t expect an agency to be quite so flexible about fitting my needs around my small budget, but the plan they came up with exceeded my expectations. With their help I have a stunning low-cost website and a great new brand. Their knowledge of social media has really helped me feel more confident networking and I am already seeing the results!”

*Liz Waight, Owner Cutie Call*



Let’s face it, in the early days many businesses do not have the necessary budget available for serious marketing activity. If this is true of your organisation, the fundamental question is, where should you invest and what should you focus your energies on?

Well, presentation is key. So, if you have not already branded your business we would strongly recommend focusing on this first and investing in a well designed, memorable brand and logo. From this your business cards and website should follow.

We recently helped a local nail technician start up her company which she aptly named Cutie Call. For £950 we gave her a logo, a website, business cards, and a social media plan.

Recognising her need to develop her business quickly and with very little investment, we researched some options and came back with the perfect solution. One of the key things we did was to use an existing website template, already available on the web. We used our expertise in creativity to add the right images and copy and include the company logo we designed, producing a polished, professional looking website to be proud of. The easy template system allows the client to revisit her website any time and make changes quickly and easily.

We included details on local directories and listings and also produced a Facebook fan page and LinkedIn profile with tips and guidance on how to use these sites. These will help expand her network, promote her services and improve her Google rankings, supporting the basic SEO provided with the web package. Finally, our close relationship with a local printer provided some cost effective, attractive cards which double as a sales tool, dropping through people’s letterboxes.

If you are interested in a low budget, high performance kick start, call us now on 01344 453776 and speak to Sophie.

If you would like to know more about Cutie Call visit [www.cutie-call.me](http://www.cutie-call.me) or search for Cutie Call on Facebook or Liz Waight on LinkedIn.



*...Gasp!*

## 10 About Gasp Four Ltd

Gasp is a small creative team passionately focused on producing cohesive communication strategies that work, confidently mixing traditional and new media. Their flexible approach means they can work as an extension of an in-house marketing department or a fully-fledged outsourced team.

If a project requires additional skill sets they will collaborate with a trusted network of experts. As such there are no limits to what they can coordinate.

Gasp work closely with an organisation to establish its objectives, market position and budget. From this Gasp present a measurable strategy to achieve the set goals. Their extensive experience includes branding, corporate comms, direct mail, advertising, web, social media, PR, printing and research.

Gasp's growing portfolio spans global organisations to start-ups and individuals looking for big ideas. So whether an organisation wants to break into new markets, increase retention or needs new customers they have the experience, the ideas and the enthusiasm to help.

Gasp has a growing network of clients, locally and nationally. They work alongside a number of Property, IT, Training and Telecoms companies and have most recently welcomed Windlesham Golf Club, global support solutions provider SkillSoft and a unique online arts website Uneath.

Collectively we have experience working with big brands including Virgin, Samsung, O2, Mizuno, The AA and Comet.

To request our case studies click [here](#).

## 11 Testimonials

“Gasp as a marketing and creative company have been invaluable to my business. Their knowledge and expertise have helped my company move forward beyond measure. The focus and commitment has been amazing; I use the word “amazing” because they are continuously working in the background pushing forward, developing ideas and striving to achieve what’s best for me as a client and us as a business. They have my trust and full support in any action that they feel I should take or may take on my behalf. To us, as a business, Gasp are regarded as a partnership and not a resource or means to an end”

*Nick Carter, Managing Director, Unearth*  
[www.unearthonline.com](http://www.unearthonline.com)

“The Sales Office Displays look great and are just what I was after. Very happy with the level of service and I know my team found the whole process smooth and reliable so all I need to do is find some more work for you!”

*David Orchin, Sales and Marketing Director, Asset Trust*

“Step Up Software has grown rapidly to become market leaders in mobile data technology. To embrace this growth we appointed Gasp, who came highly recommended by the Crowthorne Enterprise Centre, to help us develop a strong brand and identity. We are ecstatic with the results and the feedback from our customers!”

*David Hillman, Partner/Sales Director, Step Up Software*

“Gasp is a great company to work with. Having worked closely with them for the last year we have formed an excellent working relationship and Sophie and Giles feel like part of our team. During this time they have developed a deep understanding of our business and a professional approach to all our campaigns. They are very creative thinkers and can be relied upon to keep a project on time and in budget. An asset to any team, I would recommend Gasp without reserve.”

*Nina Michell, Senior Marketing Manager SkillSoft*

## 12 Further Information

If you would like to discuss any aspect of your marketing or public relations activity then please contact a member of the Gasp Team who will be happy to help.

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