

THE RIGHT MESSAGE
IN THE RIGHT PLACE
AT THE RIGHT TIME



MARKETING STRATEGY

INDEPENDENT APPOINTMENTS IS A NICHE RECRUITMENT AGENCY RECRUITING HIGH QUALITY CANDIDATES FOR JOBS IN INSURANCE & FINANCIAL SERVICES.

OUR RELATIONSHIP

Independent Appointments had previously been carrying out adhoc marketing activities but had decided that in order for the brand to carry consistency and stand out they needed to put a marketing strategy into place for all of the branches and divisions of Independent Appointments to follow and deliver.

Connect Marketing UK were commissioned to spend an agreed number of days to produce a strategic marketing plan.

After discussing the businesses future goals and objectives and evaluating the companies current marketing status Connect Marketing UK could conscientiously and methodically work through all of the information, analysing past performance in order to recommend on which direction to take in the future and how to go about it. Through interaction with the staff and internal systems, a real feel for the business and its day to day functioning and operations could be obtained.

The end result was a cohesive marketing plan.

"Connect Marketing UK's input and advice has been very valuable to us."

Nick Fraser, Director, Independent Appointments

The logo for Independent Appointments features a stylized blue and orange wave above the text 'Independent APPOINTMENTS' in a white, sans-serif font. Below this, the website URL 'www.iauuk.co.uk' is written in a white, sans-serif font.

Independent
APPOINTMENTS
www.iauuk.co.uk



CONTACT US TO ARRANGE A
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 **CONNECT**
MARKETINGUK
CONNECTING YOU WITH YOUR CUSTOMERS

ADVERTISING

advertise in the right places with measurable results

BRAND EVALUATION

brand development & management

CAMPAIGN PLANNING

for existing or current products

COMMUNICATION PLANNING

for current, prospect and lapsed customers

COPY WRITING

use the power of words to get exactly what you want

DIRECT MAIL & PRINT

full direct mail service

E-MARKETING

e-shots, e-bulletins, e-newsletters, websites, customer surveys

EVENT MANAGEMENT

make an impact at an event, stand out, and be memorable

IMPLEMENTATION

Marketing professionals to deliver the activity

MARKETING AUDITS

evaluate your current status and come away with a marketing and communications plan

PUBLIC RELATIONS

use the resources that you might not realise are available to you in order to build on publicity

SEMINARS

have your target audience come to you

SUPPORT TO EXISTING MARKETING FUNCTION

for special one off promotions, events or campaigns

TELESALES

follow up & get results

WEBSITE & INTERNET SERVICES

make your website work for you & increase website traffic