

customer marketing
& management

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Marketing & Customer Management

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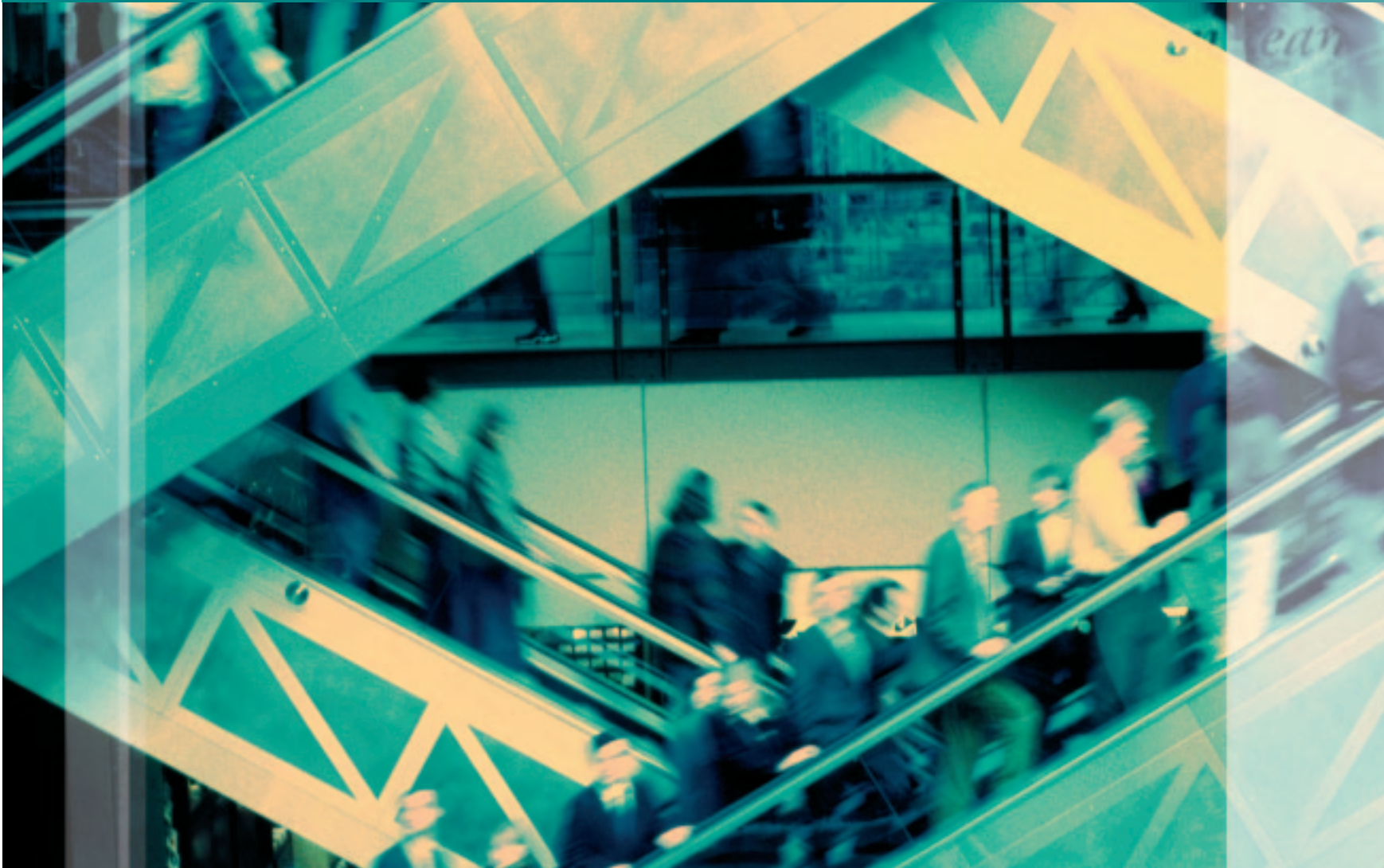
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question

If marketing is about anticipating and meeting customer needs profitably, why do we find it difficult to measure our performance?...discuss



With rapid escalation in competition, massive increases in product choice, significant changes in communications and a revolution in customer expectations, marketing and customer management challenges are becoming ever more intense. These prompt a variety of concerns:

- Are we getting as much from our marketing budget as we should be?
- Where and how should we allocate our marketing spend?
- How do we measure the results of marketing initiatives?
- Do our products and services meet customer requirements?
- How do we make best use of all the customer contact points available to us?
- What do we know about our clients?
- Why do we lose them?
- How can we retain their business?
- How do we use customer information to help create more sales opportunities?
- Is our organizational structure geared up for marketing and customer management?

If any of these questions arise in your own organization, chances are that you need to find practical answers quickly. How easy is that?



about us

Affinityworks was formed specifically to help companies address tasks necessary to deliver relevant and efficient marketing and customer management. Based on the experience of our team in marketing, business development and line management, we provide both strategic and practical input to our work with clients. These services bring together traditional marketing skills with focus on customer development, new distribution channels and appropriate management processes to make the best use of marketing investment. This Brochure sets out how we help businesses and organizations tackle these challenges.

Strategic support

Subtle or more significant shifts in approach may be required if marketing, particularly customer focus, is seen as a strategic priority within your business. Comparing current activities and organization with proven planning templates, we can help to identify and implement the changes necessary to achieve your objectives. We place particular emphasis on the development of suitable budgeting and plans to enable clear measurement and adjustment of marketing activity. Practical decisions can then be taken on day-to-day marketing management requirements.

Practical support

For many companies, marketing and customer management strategy is clearly defined yet for a variety of reasons (such as constraints on management availability, tight staffing or conflicting projects) may be difficult to progress. Harnessing our cross-sector knowledge and skills, we provide marketing support for companies who need to tackle specific initiatives, from planning and budgeting, right through to roll-out of marketing campaigns:

- Customer Marketing Programmes – campaign development, co-ordination and performance tracking
- On-line marketing – website content development and management to maintain customer interest and search levels, integration with off-line marketing, customer database building
- Customer Contact Mapping – identifying client touch-points and building 'rules of engagement' to ensure that opportunities to maximize income, information exchange and service are achieved at each contact.
- Customer and Market Surveys – we focus in particular on business-to-business questionnaires and surveys to determine product / customer matches and service support
- Customer Information Reviews – making best use of data and intelligence to build long-term relationships with clients

what are the benefits of working with Affinityworks?

Experienced management resource dedicated to your requirements without costing the earth – a real alternative to more expensive agencies and management consultancies, where advice may come at a premium and not always with the practical experience to back it.

Responsive to your time-table requirements

Independent contribution, yet recognising the practicalities necessary to progress initiatives

Enthusiasm, courtesy and communication skills necessary to engage with all levels of staff

Clear focus on generating income, profitability, efficiency and customer goodwill from marketing activities

credentials

First and foremost we are practitioners, based on substantial experience working as senior managers in different organizations and through project work for corporate clients. This equips us with a variety of reference points through which to examine individual requirements for each initiative we work on – vital if objectives are to be achieved.



develop

Actions speak louder than words, so perhaps the best way of indicating what we do is to set out a sample of projects we have worked on. Some of these have developed into long-term business support assignments, a testament to the value-for-money services we offer.



Case Studies

Recent work includes assignments across:

Drinks sector

- Website content design & management, customer data build and on-line marketing for Dewar's, part of the Bacardi-Martini Group
- Audit of on-line website marketing for Whyte & Mackay

Financial Services

- Commercial client marketing & management workshop project for a UK clearing bank
- Customer segment marketing plan for a UK Bancassurer
- Direct Marketing campaign management review for a large UK Life Assurer
- Business-to-Business research programme into a leading financial services provider's service management support to IFA clients
- Key client support project for a UK Insurer

Industrial Products

- Customer survey and internal review of client handling facilities for a joint venture between Lafarge Industries and Scottish Power
- Contact database build, campaign planning and execution

Recycling and environmental sector

- Business and communication strategy for a key recycling advisory group, focused on building membership services through website, database and off-line communications
- Marketing review and planning for The Environment Exchange, a trading and settlement facility for environmental obligations

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implement

In answer to the question at the beginning of this brochure, we believe that the key to measuring performance lies in creating a link between marketing initiatives and ensuing customer response, purchase and satisfaction. Join these up and we can start to solve a variety of marketing equations.

If you think we can help with your particular marketing and customer management requirements, we will be delighted to talk to you, whatever level of support you are looking for.

