

marketing services

If you know you need marketing help, but taking on a full-time marketing director simply doesn't make sense, Prism Group may hold the key. We provide affordable, high calibre input on a part-time or project-by-project basis.

Our approach is simple:

- lay solid foundations: *positioning*.
- plan exactly how to build on them: *strategy*.
- use professionals to make it happen: *implementation*.

Positioning

If your foundations aren't solid, we'll tell you how to re-lay them. There's just no point in going full-steam ahead if you're not clear about

- who you are
- what you're selling
- who you're selling it to
- why they should bother.

Whether you're selling products or services, your positioning is the foundation-stone for your marketing strategy. It provides the brief for your corporate or product identity (verbal and visual), and makes communication to your target market relevant and attractive.

Without it, your marketing will lack focus; and failed initiative will follow failed initiative. With it, your marketing will have the cutting edge needed to deliver.

Strategy

Experts in the traditional media and pioneers in the new, we pride ourselves on marketing 'smart'.

Implementation

You may well want us to *implement* the advice we give you. We are happy to oblige. This endorses our commitment to taking responsibility for that advice; and it ensures the job's done properly: we set exacting standards on behalf of our clients.

As required, we manage the project every step of the way. We frequently fulfil execution of an entire project in-house; where more specialist craft input is required, we manage the competitive tendering process to

ensure the very best value for money.

Backed by many years' experience, we work with a wide range of expert, specialist suppliers, covering virtually every conceivable discipline. Here are just some:

design	copywriting
print buying	PR
broadcast	DVD
exhibitions	sales promotion
telemarketing	web
search engine	e-commerce
optimisation	

If any or all of these are a mystery to you, take heart: they are our stock in trade.

Provided you are open to professional outside input, talk to us: we'll be delighted to help .