

Marketing Services

Level 1 – Activity Support

What Is It?

The EBS Marketing Activity Support service has been designed to specifically help small businesses that are engaged in marketing activity but do not have the resources or experience to carry them out with optimum effectiveness.

This service provides hands-on support for a wide range of marketing activities by providing qualified and experienced marketing professionals on an hourly/daily fee basis or on a per activity basis (to an agreed scope).

What are the advantages to my organisation?

- Access to qualified and experienced marketing professionals on an 'as needed' basis.
- The ability to survive peaks in staff resource requirements without affecting the quality or quantity of marketing activities.
- A route to cover staff absences without needing to postpone or cancel marketing activities.
- The capability to undertake marketing activities that were previously considered too risky due to lack of previous experience.
- A service specifically designed for small businesses.

What Is Included?

The EBS Marketing Activity Support service provides an hourly or daily rate basis for accessing EBS's network of marketing professionals. Alternatively the service can be delivered on a fixed fee project basis where a defined scope has been agreed in advance.

The service covers the provision of professional hands-on marketing support for:

- **Marketing communications** – the conception, design and full creation of marketing communications such as presentations, brochures, datasheets, newsletters, direct mail pieces, sales proposal documents and other printable/downloadable items.
- **Copy writing and copy checking** - ensuring consistent and memorable marketing messages throughout all activities.
- **Customer testimonials** – the research and copy writing of customer testimonials and case studies.
- **Website development, content creation or update** - ensuring that website design and content matches all other communication messages in a timely and beneficial fashion.
- **Telemarketing management** – designing and delivering effective telemarketing campaigns for both research and lead generation purposes.
- **Exhibition & conference support** – assisting with conception, design, execution and participation at public and private exhibition, conference and seminar events.
- **Press relations** – building and coordinating press activity to support company goals.
- **Branded gifts** – sourcing and supplying branded gifts that are suitable to company's image and objectives.
- **Supplier management** - ensuring timely delivery, to quality and budget, of all sub-contracted marketing materials and programmes.

What Does It Cost?

The fees for the ad hoc use of the EBS Marketing Activity Support services will vary according to the nature of the service being provided, the likely length of the engagement and whether specialist sub-contractors will need to be involved. EBS will always make sure to offer a best value for money proposition and will agree fee rates in advance and hold them for a specified period.

Alternatively, where there is an agreed scope for a complete project, a fixed fee can be agreed in advance to cover all relevant activities and expenses.

About EBS Marketing Services

EBS Marketing is a specialist area of service from EBS Management Resources, a multi-disciplinary provider of business support services to companies with 15 - 100 employees. Service portfolios are provided for the key functions of Human Resources, Occupational Health, Marketing, Sales and General Management. EBS clients cover a wide range of industries and include Dayla, Bucks Net Services, Nottingham Forest Football Club and Red Door Communications.

The complete set of marketing services includes:

- Level 1 - Marketing activity support (web refresh, brochure refresh, copy writing, ...)
- Level 2 - Effectiveness Assessment (marketing effectiveness audit and strategy creation)
- Level 3 - Marketing programme rollout (project specification, project management, ...)
- Level 4 - Interim marketing manager/director
- Level 5 - Non-executive directorship