

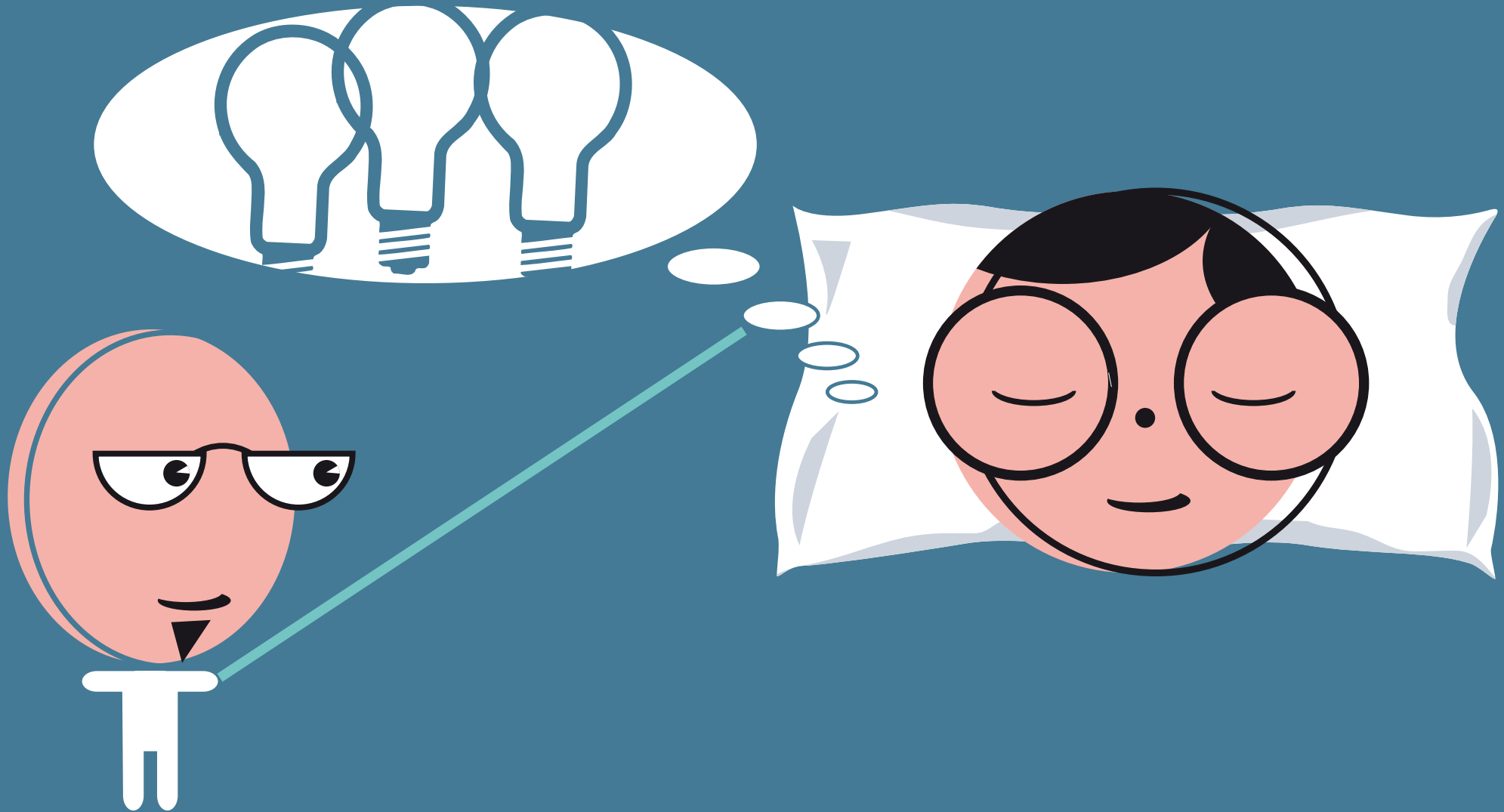
The Marketing Forge

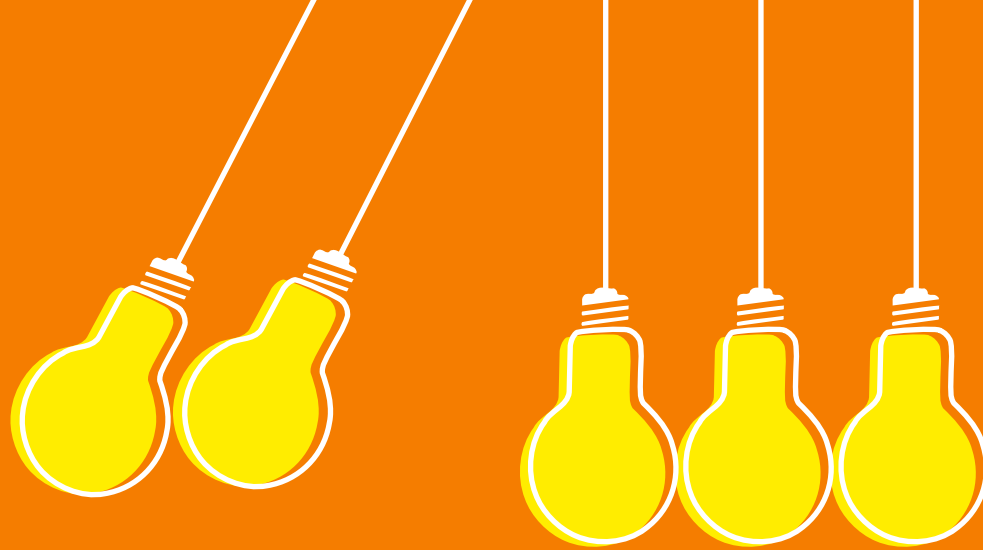
Complete Book of Business Theories

Business success in an unpredictable universe

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The Theory of Dreams states that only companies with vision and creativity survive

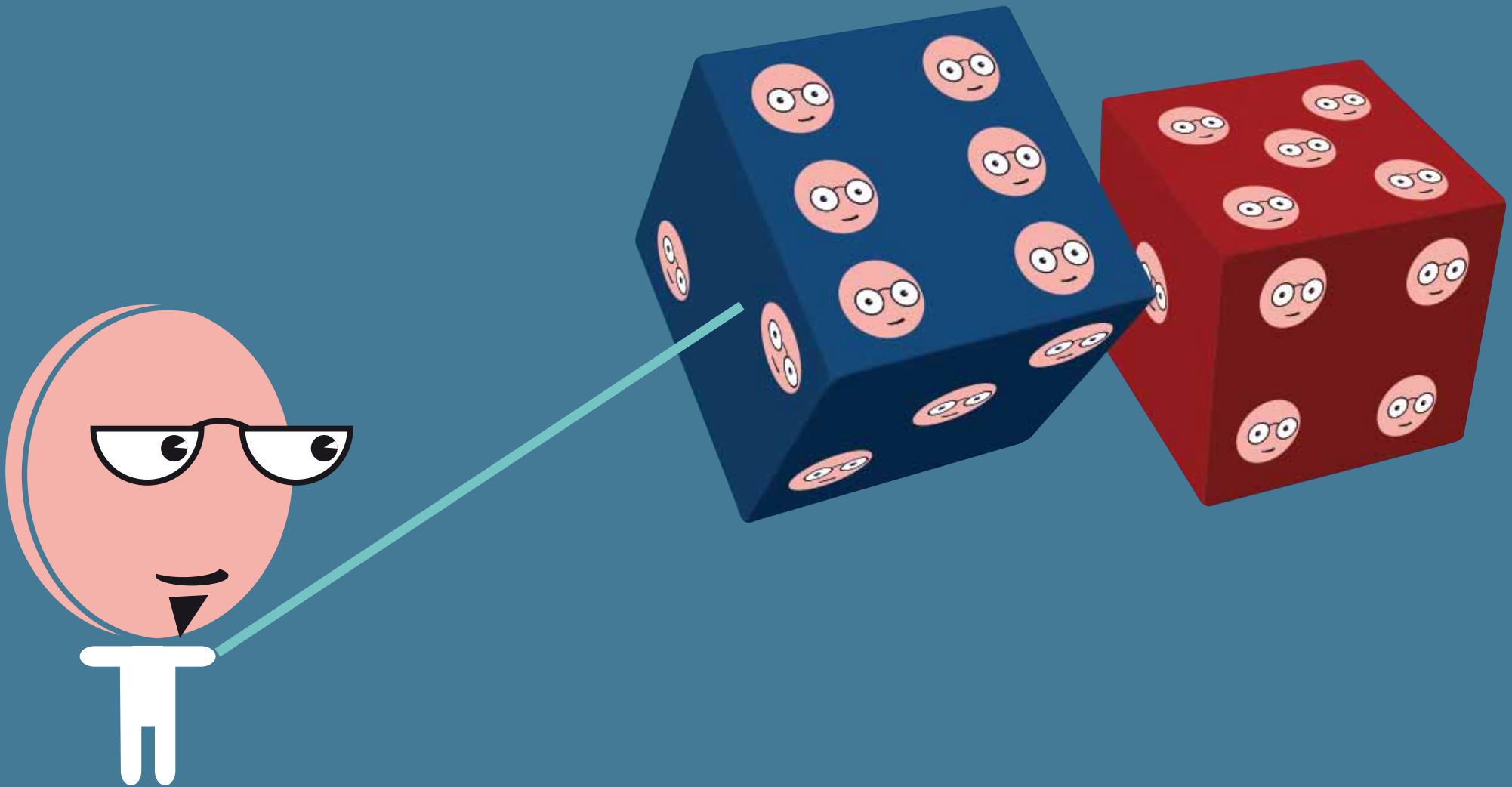




In order to excel, a company first needs Vision.

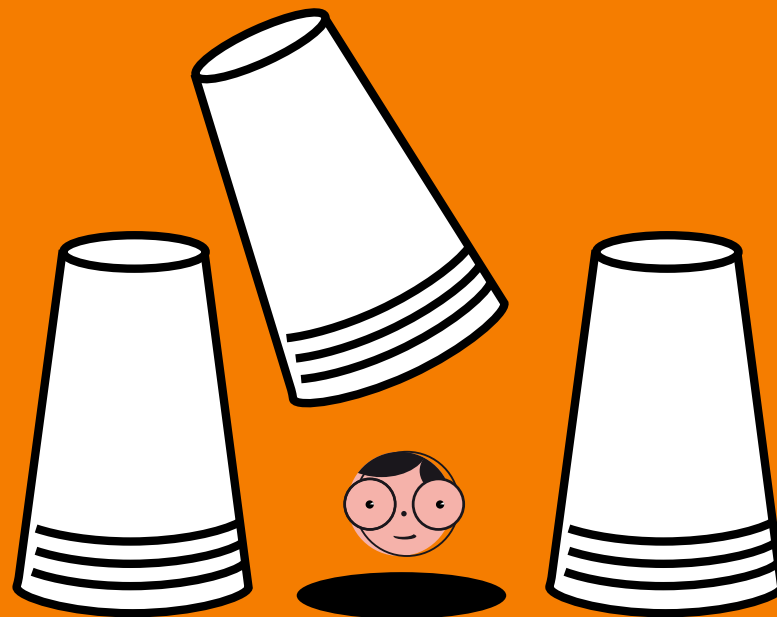
Vision determines how a company grows and develops. The best corporate *visions* are those created not just by The Board, but by all stakeholders including staff, clients, prospects and key opinion leaders. Once *vision* has been carefully conceived and articulated, then it can be used to creatively inform both business and marketing strategies.

The Theory of Probability states that
success is not random

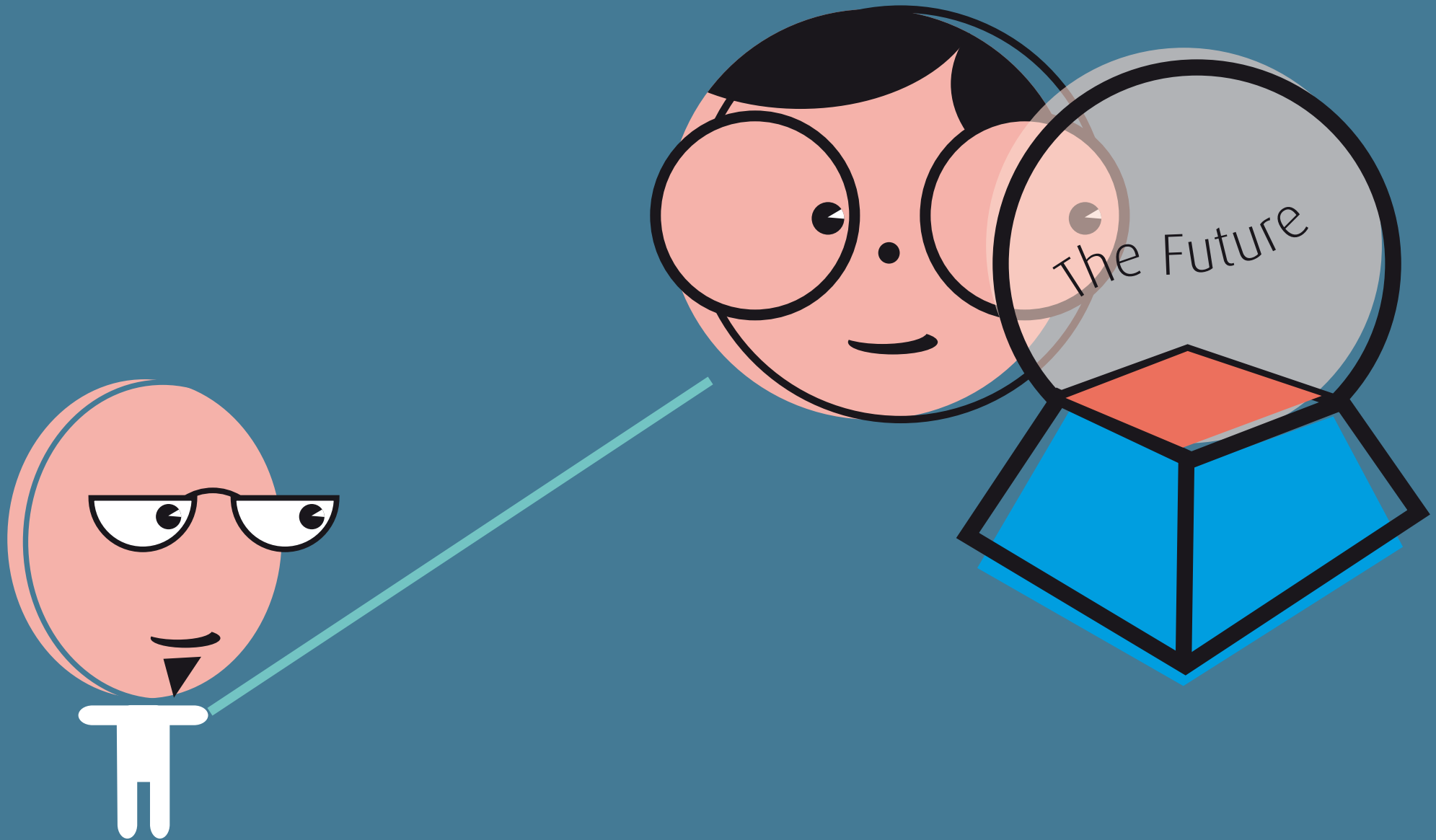


Taking chances with your company's success?

Success for most companies is not a random occurrence, but something that should be carefully *planned* and developed. Strategic integrated marketing activity can help a company *plan* its journey to success. Such activity ensures that organisations are really making their marketing budgets work as hard as possible. *Planning* for multi-layered and multi-channel campaigns will ensure that core communication messages achieve maximum impact.



The Uncertainty Principle states that the future is always uncertain

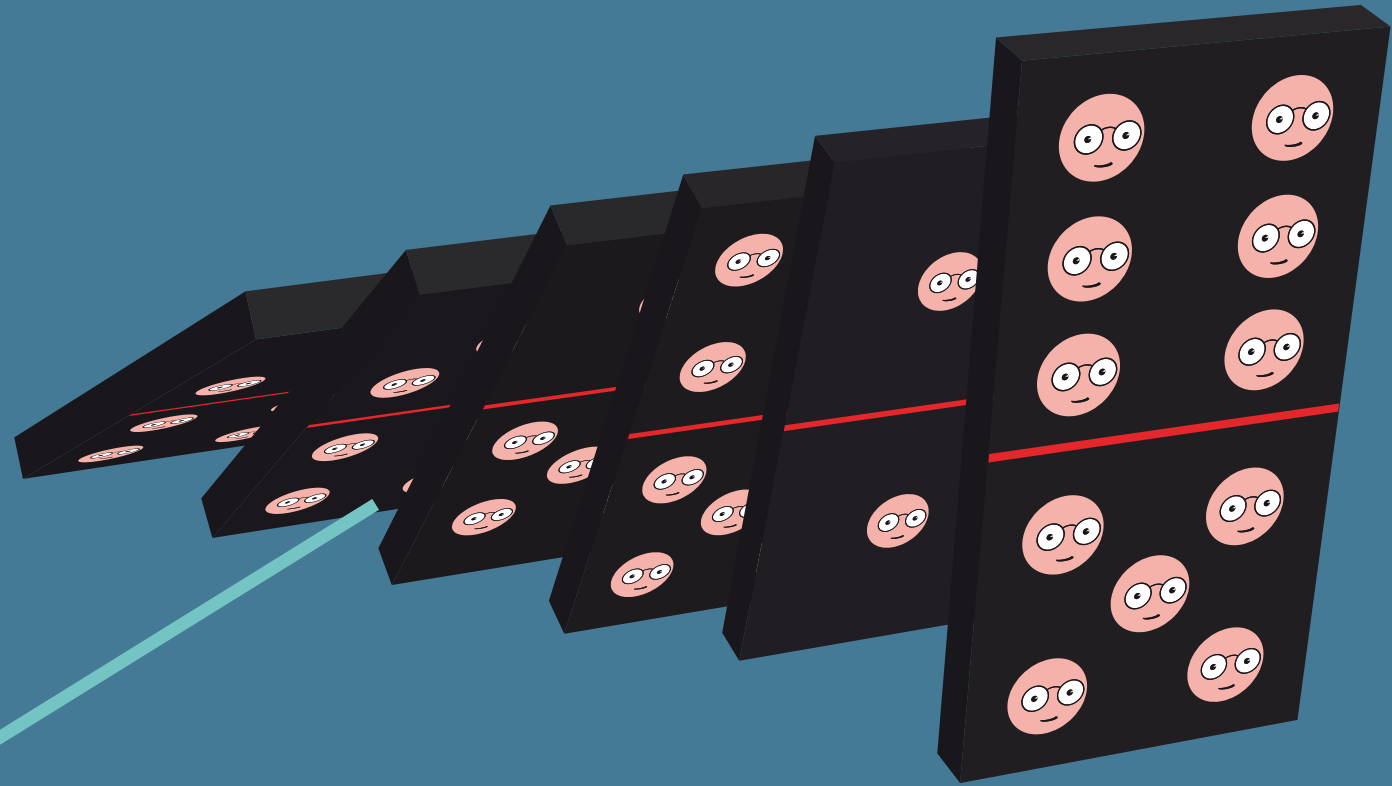
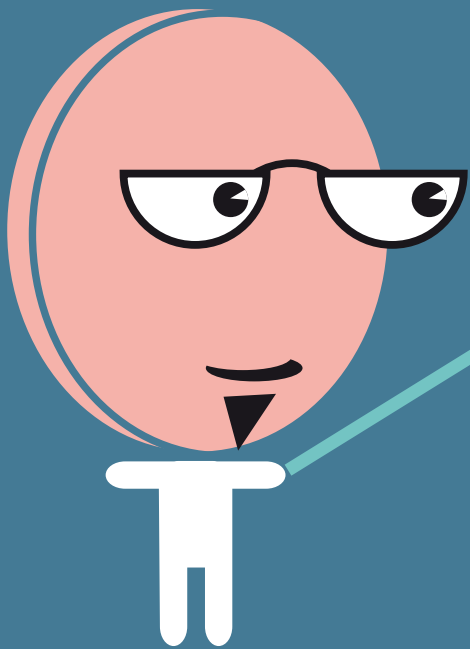


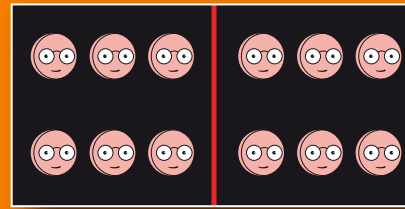
Wouldn't business be easy if we could all predict the future?

In so far as is possible, successful businesses need the ability to predict threats, whilst responding to emerging opportunities. It is therefore vital to carefully *listen* to and engage a target audience to minimize the unpredictability of business life. Bespoke market research helps to us truly *listen*, after which dialogue and engagement can commence.



The Domino Theory states that a company
at rest will soon topple over

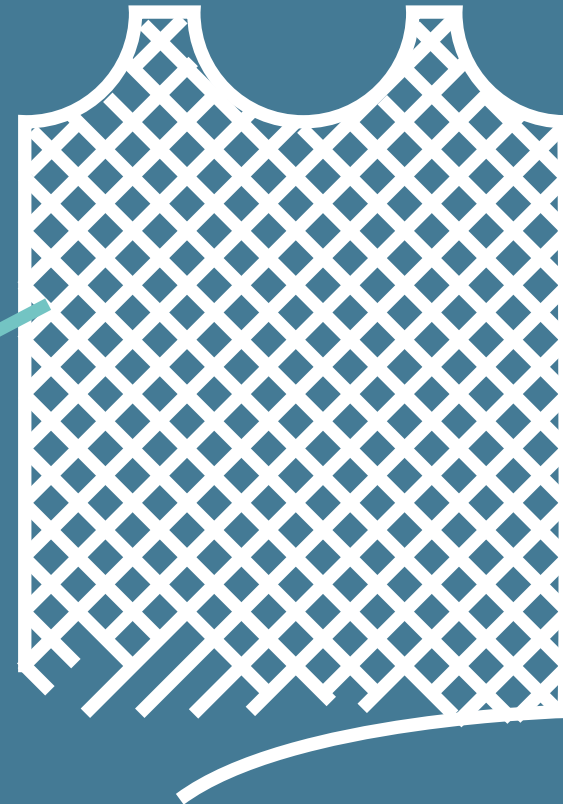
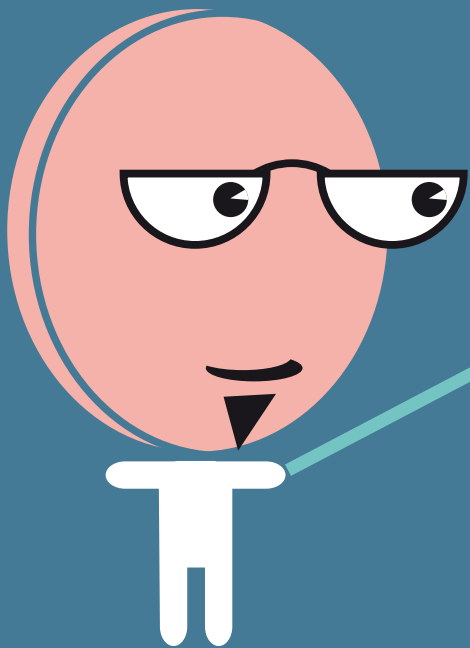




Do Your Marketing Efforts Stack Up?

Many organisations fall into the trap of responsive, rather than *strategic* activity. An advertisement is placed because a journal has a special offer, or a press release sent off at a request from a publication. The most effective marketing activity is *strategic*, expenditure and activity should be carefully planned to achieve maximum impact, with emphasis placed on core communication messages.

String Theory states that a company that's well hidden will soon unravel

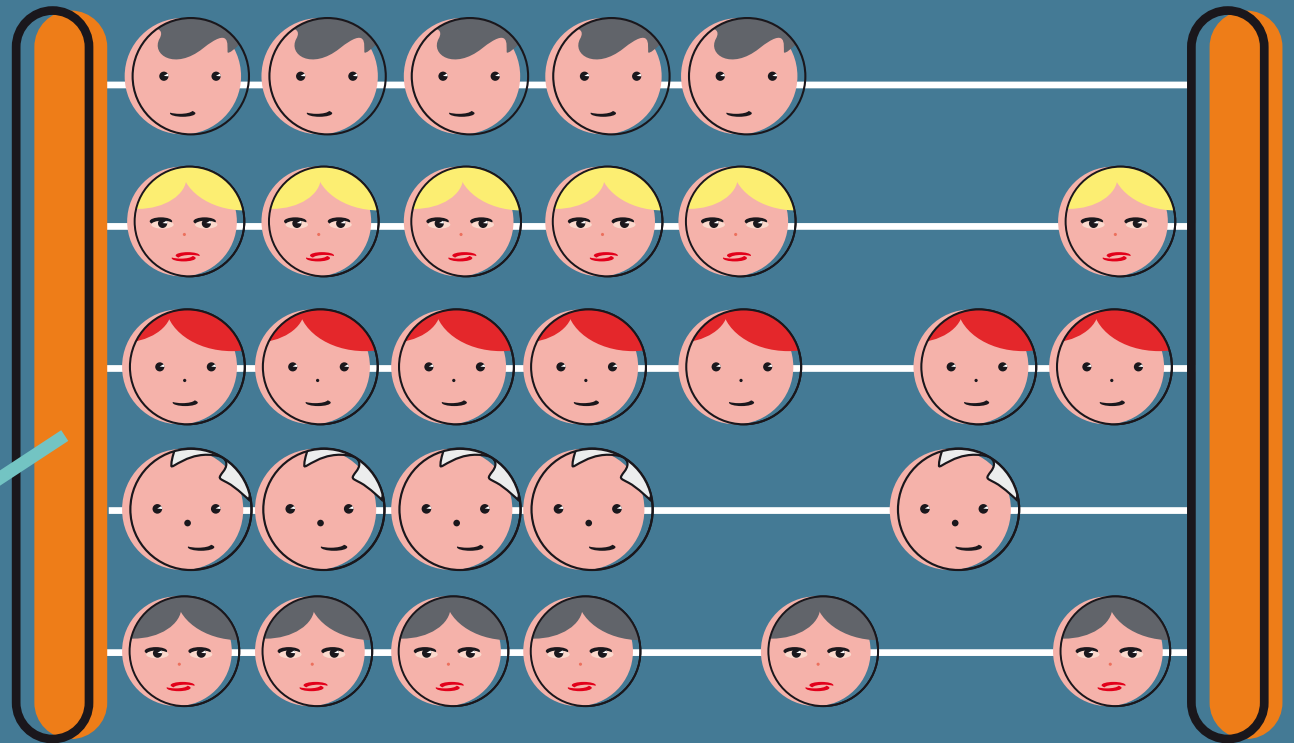
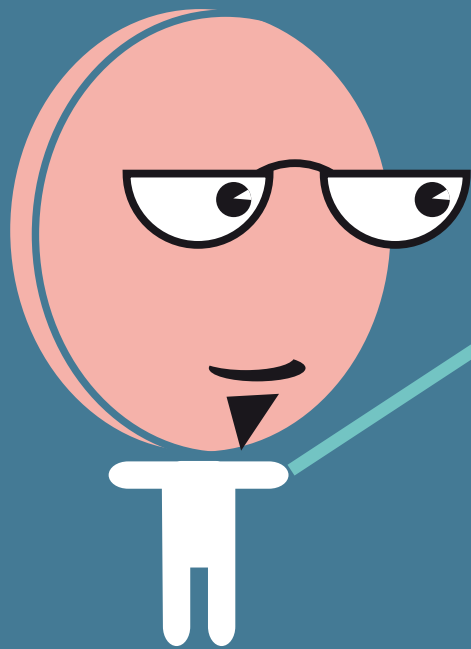


Say No to Loose Ends

An *integrated campaign* of activity is the best way to achieve both brand acceptance and loyalty, otherwise marketing activity can fail to have impact. Ideally, core messages should be repeated through a variety of traditional and digital media channels with a fully *integrated marketing campaign*.

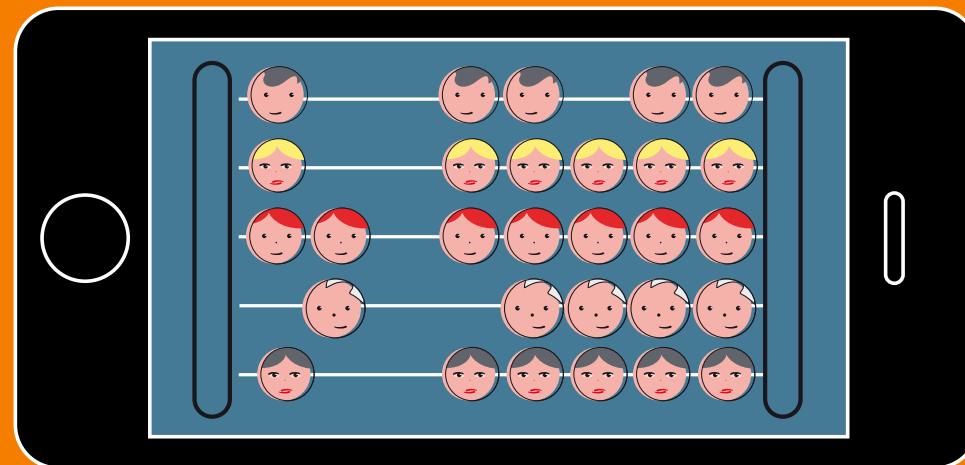


Number Theory states that numbers
don't look after themselves

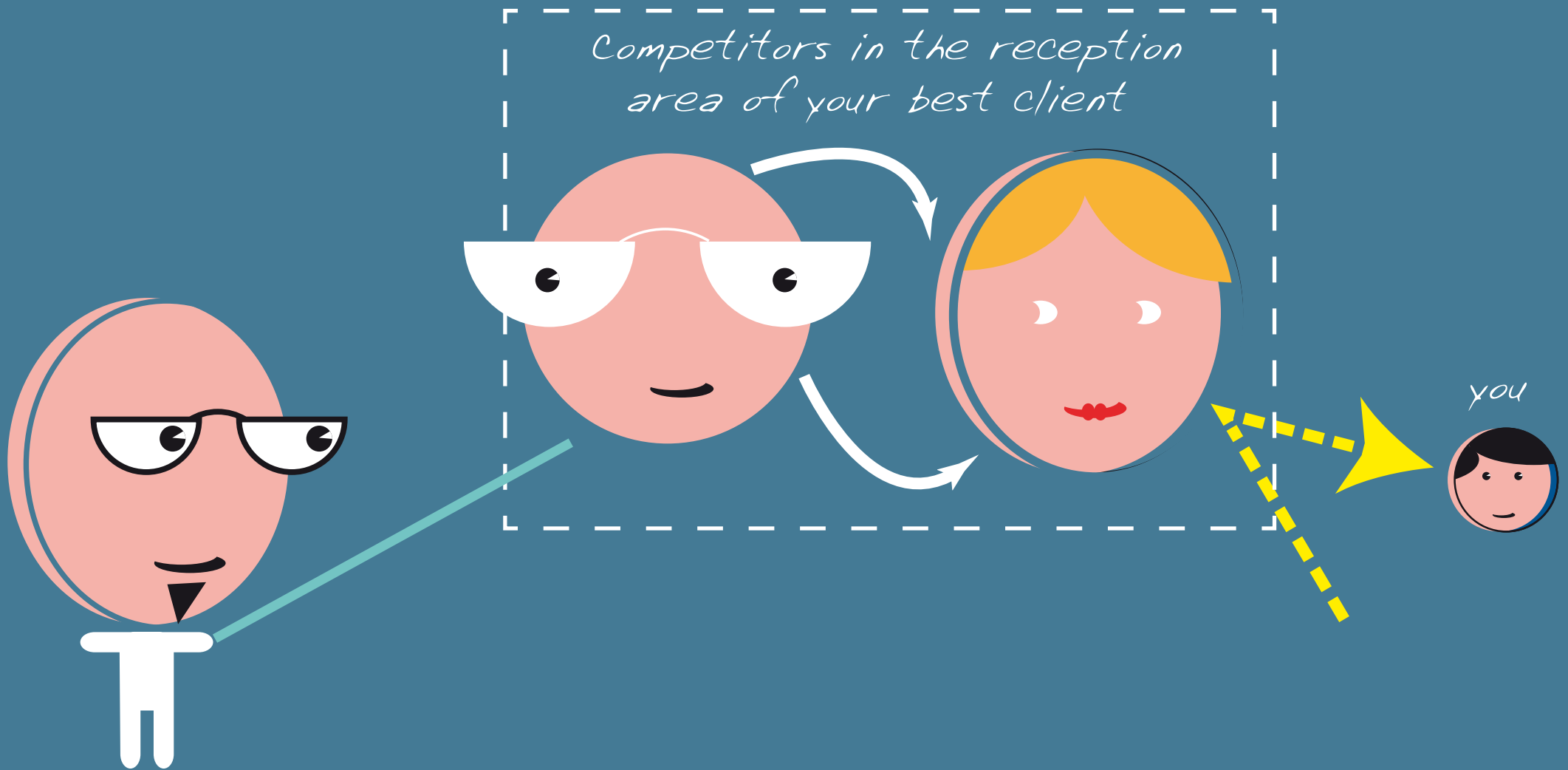


Boosting your numbers

Most companies want improved profitability, better ROI, greater market share, higher percentage awareness, greater customer engagement and so on. The key to achieving better figures is being able to properly *communicate* with the target audience. Great *communications* are informed by an understanding of the target audience's perspective. The result is greater resonance, enhanced brand appeal and of course, better figures!



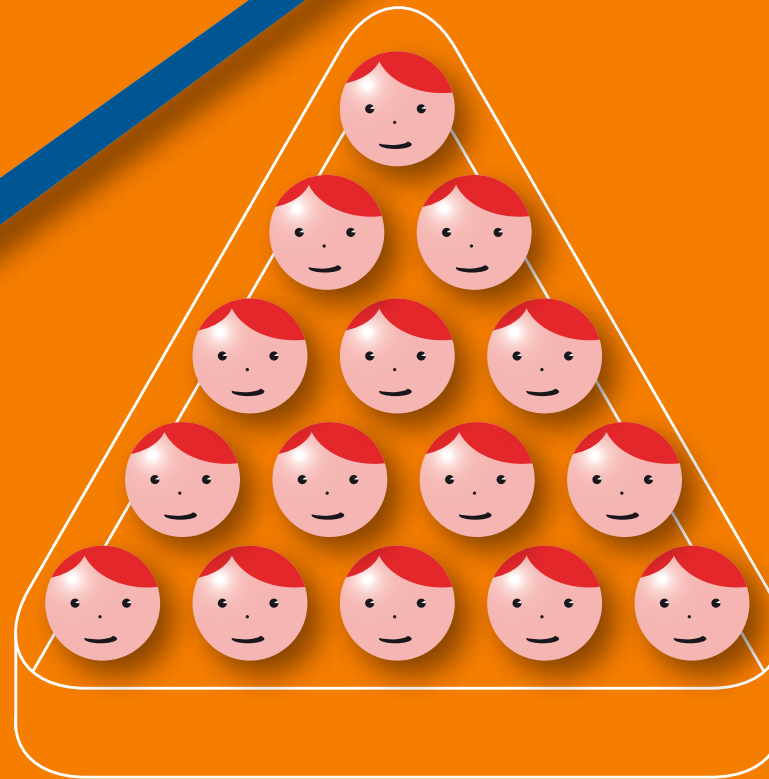
Game Theory states that your competition
always seems to be in the reception area
of your best client



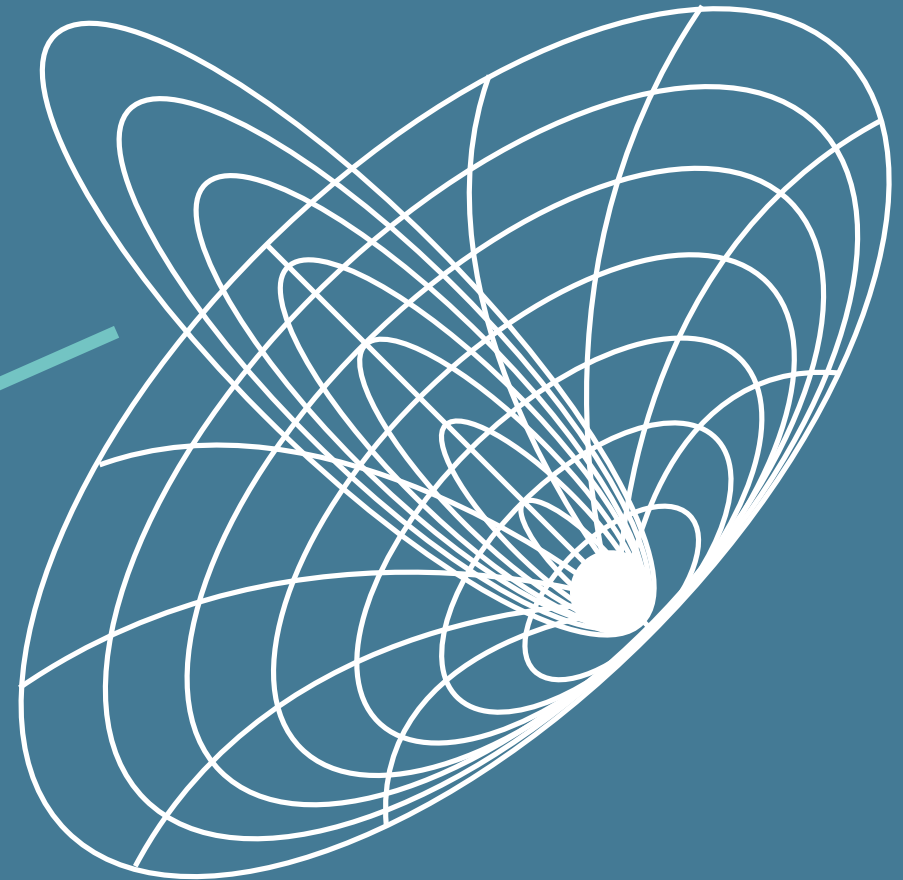
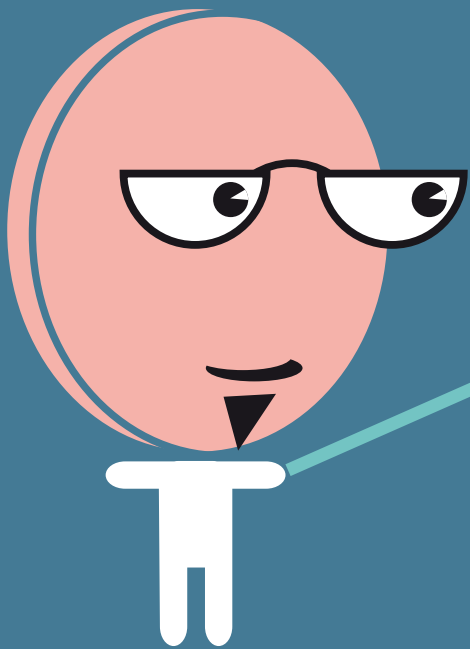


Successful Gameplay

The competition is everywhere, often overshadowing what you do. Build a strong enough *brand* then it is much harder for the competition to get a foot in the door. We all know that a great *brand* is so much more than just a neat logo and a website; it has personality, character, vision and credentials. Nowadays, it's the marketplace that has ownership of the *brand*, especially if that *brand* is worth having and with good *brand* management it should be.



The Theory of Black Holes is no longer a theory.
Some companies resemble Black Holes.
This is not a theory.



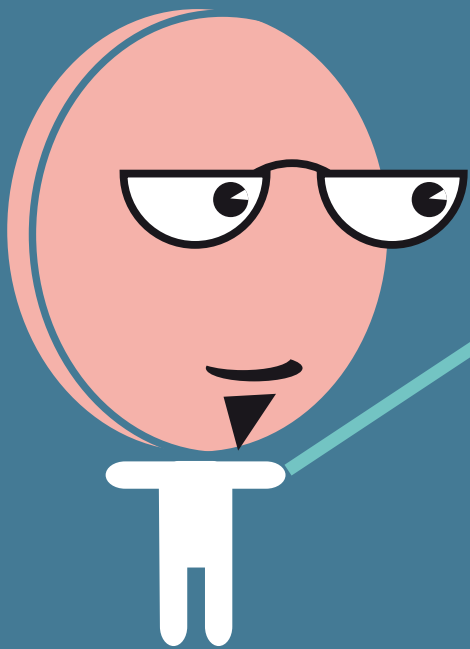
How a simple message can make your company brighter

It's difficult to escape a black hole. In order to make sure that your brand is highly visible, it is essential to communicate

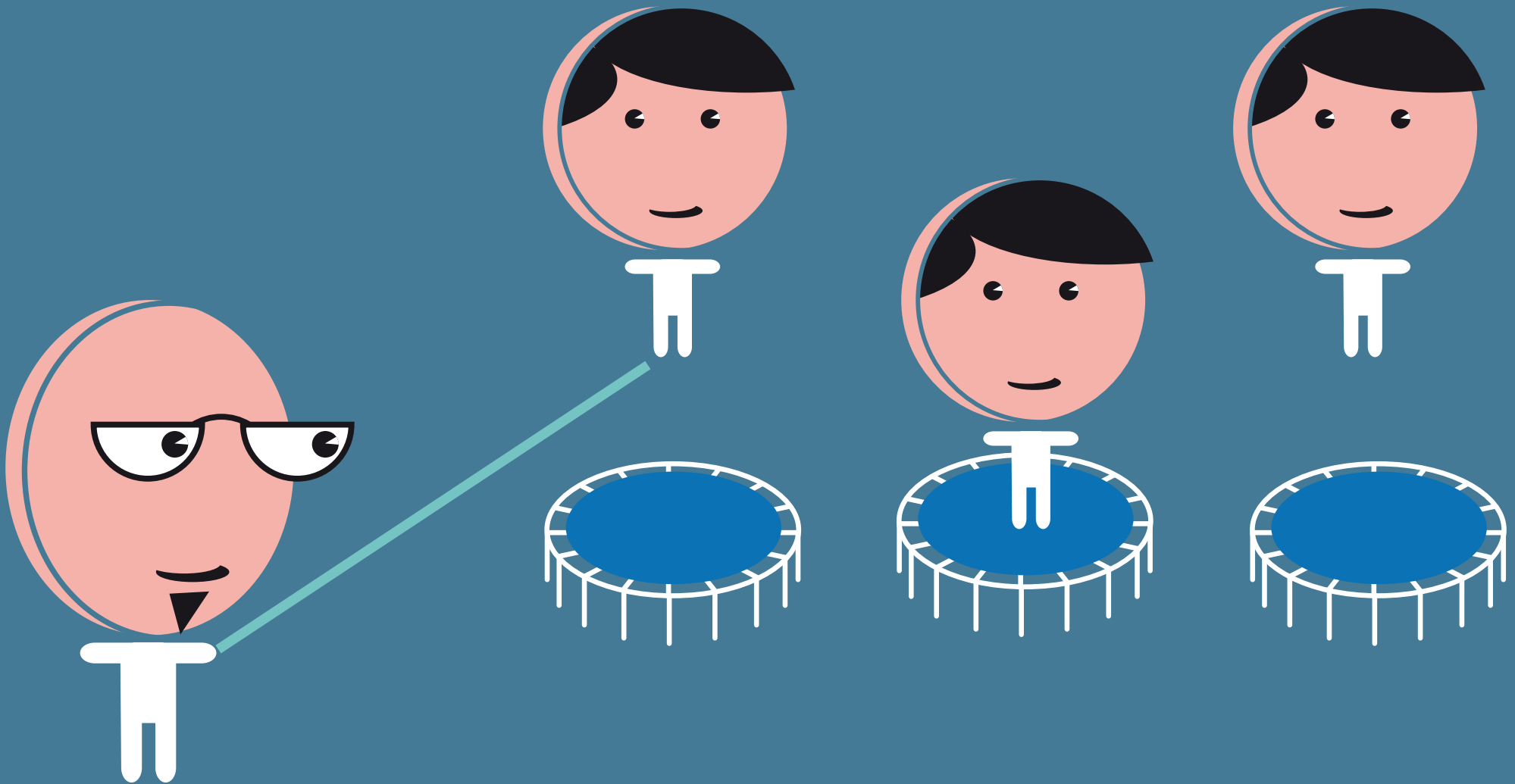
key core messages to the target audience. Repeating these *key core messages* frequently, through different media will make sure that your brand is remembered for the right reasons.

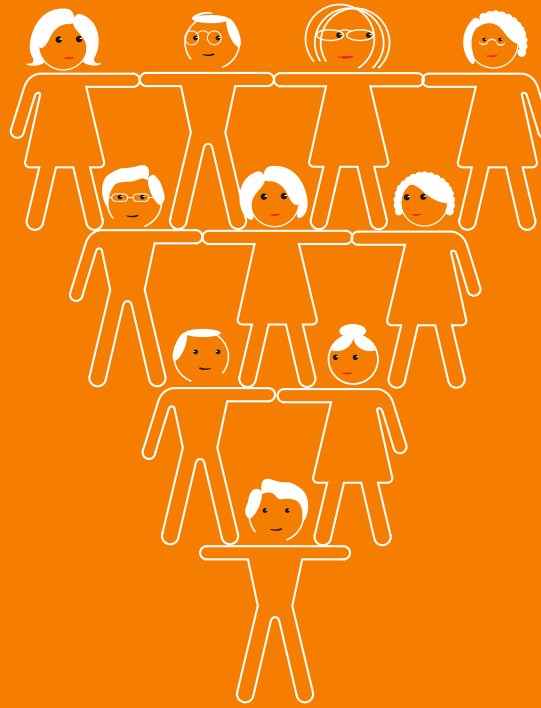


The Theory Of Relativity states that only the swiftest companies bask in the light



The Pleasure Principle states that companies jump for joy when they win new business.
This is a principle not a theory





It always feels good when a company's hard work successfully pays off

If your brand is loved by clients and prospects and the order book is bulging, then its likely that your brand has great appeal and a significant following. Of course, it takes effort to get to that stage and good marketing communications is instrumental to this process. Great marketing campaigns are comprised of customer insight, a strategic plan of action, the development of a well considered brand and market positioning, and clear, consistent, coherent, creative communications activity across traditional and digital media.



The Marketing Forge
Strategic Creativity

About Us

We help businesses and organisations achieve success through strategic creativity.

Customer insight is used to inform strategic and creative marketing communication campaigns.

By listening to customers, we develop an understanding about what they want to know about your company, its products and services. This inputs into brand development and the design of advertising, websites, PR campaigns and social media activity. Our goal is to help companies achieve their marketing objectives and to ensure greater customer engagement and interaction with your brand.

For more information
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