

Using Marketing Services

A quick, easy and practical guide to getting the best out of your marketer's skills.

Whilst everyone acknowledges the benefits of effective marketing, not everyone knows the tricks involved in getting the maximum out of the services they buy.

Brand Group has produced this guide in association with Sussex Enterprise to assist businesses of all sizes to get a better understanding of how they can efficiently use the services of their marketing suppliers to achieve their business goals.

Use the lists, tick boxes and note writing areas to review what you could be doing right now to maximise the return on your marketing spend. And if this guide provokes further questions, please call either Sussex Enterprise or Brand Group - we'll be pleased to talk to you.

CHECK OUT THESE WEBSITES:**The Design Council's website:**

www.designcouncil.org.uk/

Has a host of useful information about design and business.

They have a number of articles on how businesses should handle design agencies, including choosing an agency. See: <http://www.designcouncil.info/webdav/servlet/XRM?Document/@id=739&Page/@id=6003>

Danish design agency Brandhouse

Has a list the factors they feel make a good agency, see:

www.brandhouse.com/Web/EN/How+to+choose+an+agency

Business Link and BCentral

Both have a range of useful articles on business, marketing and design, see:

www.businesslink.gov.uk/bdotg/action/layer?r.l2=1074402040&r.l1=1073858796&r.=tl&topicId=1074408444
and

www.bcentral.co.uk/marketing/marketingmethods/

Other websites that deal with marketing in a more generic way, and which sometimes have specific content regarding choosing and using marketing services, include:

www.sussexenterprise.co.uk

www.essentialbusinessguide.co.uk

www.startupjournal.com

Anything that's difficult gets easier the more you do it. We've been helping business's make money for 30 years, so we know what to do.

We work with you to create success through:

- **Powerful key messages that really work.**
- **Graphic designs that motivate customers.**
- **Marketing that delivers results.**

And we make it easy for you by:

- **Charging at rates you can afford.**
- **Giving you a true return on your investment**
- **With marketing that works into the future.**

Brand Group has proven expertise across all media and in many specialist sectors. We've produced successful marketing for world recognised companies as well as small, local, businesses. You get marketing that really does get you more business.