

Growing your  
business is our  
business!



**ELSEGOOD ASSOCIATES**  
Sales and Marketing Support

# **Elsegood Associates offers a comprehensive range of services to support every sales and marketing activity.**

Total Marketing Packages • Direct Mail • Telemarketing • Creative Services • Database Management



**We understand the needs of the people who require our services and we understand the pressures and demands that are upon them.**



**We are a keen, and energetic team of individuals motivated by a challenge and the success of our customers campaigns.**



## Our strengths

We consider that the prime strength of this business is that the experience we offer has been developed through practical experience gained 'client side' of the desk in pressured corporate situations.

From this perspective we have been accountable for budgeting, sourcing, purchasing and management of all of the services we now provide ourselves.

Adding to our resources our business is complemented by an established and proven network of suppliers, who provide access to a reliable source for all of the marketing related support services and products required.

# Total Marketing Packages

This service is typically commissioned by smaller businesses who do not wish to commit to an internal marketing resource or who have concluded that they need a resource but are unsure of their needs.

In this situation the first step is for us to gain a basic understanding of the products and market in question. We then work with the management team to apply the 'marketing mix' to the precise need and to define a strategy which then provides the basis for a programme of activities which typically include ...

- Prioritising the product offering
- Profiling of products to markets
- Market research campaigns
- Cleansing of customer and prospect lists
- Mailing campaigns
- Advertising & PR
- Exhibitions

In many cases these practical exercises are preceded or complemented by creative input which includes ...

- Definition of corporate identities
- Product & sales support literature
- Advertisements
- Direct mailing literature
- Web sites

In providing these services we are able to provide the creative services and production resources from our proven network of suppliers, but we respect the existing relationships our customers may have with their suppliers, and will be equally happy to work with them.

# Telemarketing

Marketing is all about communication and successful communication by whatever means, is all about talking to the right contact at the right time and being able to communicate with integrity when you do!!

In undertaking this type of work we do not use or advocate the use of 'call centre' type telemarketing agencies. They have a place when volume is required but 'junk-telephone calls' are far more intrusive than 'junk mail' and we are all bored with receiving calls we don't want from someone who doesn't know their subject!

So a critical part of our service to our customers and a key focus in our business is communicating by telephone to ...

- Identify the correct contact name and location of decision makers
- Follow-up direct mail campaigns to establish level of interest and need
- Provide market research on products and services
- Identify purchasing structures within large and fragmented organisations
- Recruit delegates for product launches, exhibitions, workshops and focus groups

We manage this type of work in house and the senior partners undertake the work themselves - we don't trust anybody else! Our goals are to obtain the real results - good or bad and we are not driven by targets. We'd rather report ten 'real' leads to a client than waste their expensive sales time with 100 optimistic maybe's!!

# Direct Mail

Correctly targeted direct mailing remains to be the most cost effective method of communicating with prospects and customers but it has to be correctly targeted-everything else is 'junk-mail'.

A significant part of our business is advising on and managing direct mail campaigns. So how do we avoid this all becoming ineffective and expensive 'junk-mail'?

Well it's simple - we have learnt the lessons and ...

- know how to identify the target market required
- have identified a reliable network of list sources and know who to trust
- have the resources and knowledge to build bespoke lists for our clients
- advocate the use of telephone research to identify precise targets when necessary
- advocate the use of test exercises to 'prove' the methodology
- can assist on the design of responsive messages

## **Total fulfilment services**

The management of direct mail campaigns is backed by a total fulfilment service which deals with the practical issues from production of personalised letters, through to mailing.

# Database Management

As direct mailings form a significant part of our business, the management and manipulation of databases forms an integral part of our business and we are able to offer our customers a wide range of services which include ...

- Database design
- Data capture and creation of databases from raw sources
- Data cleansing, de-duplication, and merging
- Hosting of databases
- Sourcing of mailing lists
- Journal circulation management

We are skilled in the manipulation of data and are constantly exploring the potential of new software and technology. This ensures that we are offering our clients the most economic solution with optimum integrity.



# Creative Services

In support of the campaigns which we manage for our clients Elsegood Associates can offer the full spectrum of creative services which include ...

- Graphic design of promotional literature, websites and advertising
- Photography
- Copywriting
- Print management

These services are available in-house and through a proven network of suppliers with whom we have long established relationships and who we trust implicitly with our reputation and our future. We couldn't be more sure of them than that!!

**Call us on 01787 277468 or email  
info@elsegoodassociates.co.uk**

Elsegood Associates is registered to control data under the Data Protection Act 1998, by The Data Protection Registrar.

Paul Elsegood - Senior Partner - is a Fellow of the Institute of Direct Marketing.





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