



e-Moonlighting.com marketing plan for Tel Bureau

Job Number: e/M1058

Objectives:

Increased sales

Greater company awareness in the target market

Unique branding to give the business stand-out

Create the perception of Tel-Bureau as a major company

Target Market:

Larger & high growth SME's

Major corporations

Franchise/retail groups

Colleges/Universities

Primary Problems:

Competitive market with many sizeable players

Current low awareness as a company/brand

USP:

Ability to provide a tailor-made telecomms package complete with software and support services to companies with a monthly spend as low as £500

More personalised service



Marketing Strategy – Three Stages:

Stage One – Establish the brand

Stage Two- Direct sales to the target market

Stage Three – Awareness campaign to high growth companies

Stage One – Establish the Brand

This would be the stage of marketing development whereby marketing materials are put in place, the brand values are established and we begin to increase the levels of awareness, particularly online.

Corporate ID & Design Bible

The first element of this is to establish and define the relationship between Tel-Bureau and its brands such as OptionOne and OptionOneWeb. Our believe is that although the brands are perceived separately they should be clearly known as Tel-bureau brands, helping raise the profile of the company. So the OptionOne logo may be accompanied by a line in the same typeface saying 'aTel-Bureau service' . Both websites and all marketing materials would therefore work to raise the profile of all the services.

We believe the Tel-Bureau logo needs to be re-designed. As the OptionOne logo is perceived as being strong we suggest the use of the same colours and typeface. The world symbol is dated and we suggest a fresher more innovative and aspirational logo. This would be accompanied by a design bible to establish the parameters of the presentation of the logo on all future communication material.

Online Marketing

Given that Tel-Bureau is in direct competition with a number of multi-nationals and has an objective of continuing to 'punch above its weight' it is vital that the website is high quality and substantial. In terms of design style please view a website we produced for another of our clients –www.blue-triangle.biz . We would be aiming for something professional but different and aspirational, to reflect what Tel-Bureau stands for.



We would recommend a site of around 18-20 pages, these could include:

- Brief flash intro
- Home page- brief outline of what Tel-Bureau is and what is different about it. This page to be copy light
- Why Tel-Bureau - main sales points
- About Us – detailed description of the company
- Our Services – drop down menu giving detail of what you offer
- e-brochure/pdf download area
- e-newsletter request page/form
- Links exchange page
- OptionOne info page - with link to OptionOne website (and reciprocal info page and link)
- Contact Us – email, phone, mail.
- Client area – with log in & password, this area enables clients to view account information and view documents, etc.

The key to a successful online strategy is twofold:

- A well designed, professional website which effectively sells the service offering and reassures the potential client/customer of the ability to deliver
- An effective means of delivering the correct quality and quantity of traffic on to the website

A programme best achieves the second part of these requirements with Google Adwords and Yahoo Search Marketing. These are the sponsored link packages that you see at the top of web searches. They are very effective and provide good ROI. The reason I suggest a link exchange page on the website is because having links to your website improves it's position on the search engine, although this is a long term effect it is beneficial in the short term in delivering traffic from other websites with the same target market.

As e-newsletter requests build we would suggest the establishment of a database of clients and enquiries and a quarterly e-newsletter to go to all Tel-Bureau clients and contacts.



Sales Presenter:

We believe that the format for the sales presenters that you were planning, folders and inserts, is the strongest option for a developing business such as Tel-Bureau. It enables proposals to be tailor-made and new inserts can be added without replacing the rest of the print.

These inserts would have the added benefit of being easily converted into pdf format and therefore they can be emailed out in response to online enquiries and also added to the website as documents for download.

In addition e-Moonlighting can produce a branded template for use in the production of documents either for client presentation, mail out or email. This template would enable tailor-made documents to be produced in exactly the same style as the inserts.

Stage Two – Direct sales to the target market

Having established the brand and an online presence in stage one, stage two is all about using this foundation to win extra clients of the correct calibre.

We would recommend a highly targeted and innovative mailing package which brings the new online presence into play. Emailers tend to have higher response rates in general but given that we are targeting senior decision makers we believe that this media would be inappropriate here.

For the mailer we suggest the use of a credit card sized CD-Rom attached to a card. The card would contain hard hitting bullet points as to the main sales points of Tel-Bureau. The CD-Rom would contain an interactive information and sales presentation and also have links to the website, etc.

Stage Three – Awareness campaign to high growth companies

We believe that the most fruitful target market for Tel-Bureau would be high growth SME's, companies that have the most in common with your own company. These are companies with ever changing requirements who are always seeking the optimum purchasing options.

We recommend an advertising campaign centered on Business XL and New Business magazines. These titles target large scale startups and business that are experiencing very high growth or have the potential to do so. Their websites are;

www.businessxl.co.uk

www.newbusiness.co.uk