

Daisy & Friends

There is an increasing trend for ad-hoc, short term marketing support services to both small and large companies looking to 'start up' or focus on isolated projects without impacting on their existing resource, and this is where Daisy & Friends can help.

Each client meeting begins with the 'checklist', a sort of Marketing MOT, and each client meeting ends by understanding what the client is looking to achieve – the objective.

With checklist outcome and objective in hand, we will determine the most appropriate strategy, complete with marketing plan, costs and implementation process. In summary – we supply a 'things to do list', and simply hand it over, or do it for you.

Daisy & Friends

Daisy

Debi Arnold, (aka Daisy), director of several businesses, has also worked across almost every marketing sector. In size from small business 'start ups', to European and global markets, in status from marketing manager to managing director, in industry from pharmaceutical to business to business.

Providing a non graduate, non text book approach the service provided is entirely bespoke and looks to plug any gaps in the client/brand marketing process, a discipline that is essential to every business, large or small, novice or established.

How is 'Daisy & Friends' different?

Firstly, nobody is employed – therefore overheads are limited and costs can be kept low. Skills required for any given project are 'spot bought' across a portfolio of experts necessary for optimal success and budgetary control. It also ensures the right people work on the right campaign, rather than tying us to the restrictive experience or ability of an expensive employee.

Daisy also provides an MOT.

The MOT is a marketing checklist, comprising at least 50 questions or as many as necessary pertaining to the client set up (or desired set up if a new business). A brief can rarely move forward until these have been delivered, probed, challenged and answered.

The Marketing MOT report is chargeable (albeit refundable), and comes complete with action plan and cost estimates to *fix* the failed areas of the Marketing MOT.

The MOT requires a senior client representative and at least two hours of their time on site, with another couple of hours with their staff understanding existing procedures, resource and skills. It is not unusual to spend more than a day working alongside the client and their staff. With 25 years experience, it is apparent the fundamental failure of most sales growth, brand development, product launch or market share is the lack of a marketing plan. The MOT will identify potential flaws before they become a costly reality.

The MOT report that follows empowers the client to make changes where necessary, either using their existing resource and suppliers, or as is more common, to be the catalyst in generating a new marketing plan with new objectives and suppliers.

The MOT ensures objectives and strategy can be formulated resulting in both internal and external briefs, should new or additional skills (such as training, marketing communications, PR, recruitment, sales support and so on) be required.

It is strongly recommended that before any marketing plan is observed that an overview of the current market position is taken and the role the brand or client wishes to fulfil in that sector, fully explored. The MOT not only helps achieve this, but replenishes the client with approaches and angles that only new senses can bring to the table.

In summary:

1. MOT (a thorough checklist of on-site questions optional SWOT analysis)
2. Report and estimated costings (gaps/challenges identified and solutions sought)
3. Objectives determined (what needs to be done)
4. Strategy, timeline and budgets (how are we going to do it, when and for how much)
5. Briefing out for services required (who is going to do it, supply it, or service it)
6. Implementation (the action plan, internal and external promotion - making it happen)
7. Analysis (is it working OK – what needs tweaking/addressing)

... & Friends

Having worked closely with the client to fully support an achievable business model, it is more often than not elected that Daisy continues with the implementation of the marketing plan on behalf of the client.

This may include

- securing and overseeing marketing services (such as design, print, event, publishing, web programming, SEO, research, PR, above the line production and so on)
- or internal restructuring, training, and launch to support the new business model or marketing plan (for instance the way in which an enquiry is handled increasing the likelihood of conversion to a sale)

This is when Daisy's friends are called upon, or more accurately, associates worked with over a 25 year period, all bringing a different skill or service to the table. They are hired for the duration of the campaign or programme, and this helps to keep the spend of each and every element as relevant as possible.

Daisy & Friends

What help you can expect:

- Your Marketing Mix explored
- SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis
- Competitor Watch
- Mystery Shopper
- Company Structure/Training direction
- Suppliers/Skills Review
- Performance Monitoring
- Incentives and Reward
- Projections/Vision
- New Products/New Markets

- Business and Marketing Plans
- Exit or Franchise strategies

And of course *EVERYTHING* to do with:

YOUR Brand Visibility incorporating :

- brand identity
- logos/mission statements
- strap lines
- awards/accreditations
- reputation management
- customer profiling
- data management
- sales targets
- search engine optimisation
- internal brand perception
- off-line and on-line communications such as stationery, forms, sales brochures, catalogues, direct mail, leaflets, Christmas cards, out-door, bill boards, TV, Radio, local press, national press, merchandise, uniforms, ambient, experiential, events, road-shows, sponsorships, PR, advertising, van livery, signage, web design, web programming
- immediate access to copywriters, sub editors, photographers, production controllers, sign-writers, film makers, designers, researchers, programmers and so on.

Charges:

MOT	£175 per day
Report with Costings for implementation	£250

Thereafter	£1000 per 5 day period
------------	------------------------

Plus VAT Plus Expenses at cost

Billing

The Invoice for the MOT is hand delivered at the end of the MOT meeting. Should the client require estimated costings for implementation by us or another, an additional £75 will be invoiced with delivery of the MOT Report. Should the client be in the slightest bit disappointed with the MOT – this invoice will be credited and the report will not be submitted.

Payment terms are 7 days on receipt of invoice, unless alternatively negotiated,

Ongoing billing for additional MOT days or implementation is in increments of £1000 and is payable before work commences and is always part refundable at any point.

In our experience the most costly area of marketing is the employment of the wrong skills or services which damage corporate strategy considerably. An MOT can eliminate these mistakes and provide a solid foundation from which to grow.

That's Daisy.
And Friends.

Marketing MOTs for Marketing Strategy & Communication
Don't set off without one.

Daisy & Friends – +44 (0)777 564 6274 – daisy@tomorrowsbusinessgroup.com