

# Your marketing fully managed for you.

In an increasingly complicated media environment, local businesses need marketing leadership like never before. Digital saviness is lacking, and we know that local businesses yearn for someone with a marketing plan that makes sense of it all.

Local business operators often make some fundamental mistakes:

- Many feel like marketing novices, and subsequently don't invest nearly as much as they should
- When they do undertake to work on their marketing, it ends up taking far too much of their valuable time
- They dabble, sample, try, explore, and dip their toe in the water with various marketing ideas; an approach which tends to achieve very little

Marketing done poorly is costly, in outlay and missed opportunity. If you're going to invest valuable time and money, then you need to get more customers through the doors, or more interest from prospects .

Having a clear strategy of how your marketing needs to work, and what you are going to measure is critical. If you are not doing those two things, then you're probably wasting money. With Inspire KBB, we'll ensure this never happens.

## **We'll achieve more with 80% of your marketing budget, than you do with 100%.**

We know how to market KBB businesses properly, in fact we're obsessed with it! Plus, we can give you your time back, to focus on the activity in your business that you love doing, and what only you can do well.

We know that the KBB businesses achieving the best results right now, are doing so by taking a longer-term view, by building brand and establishing positioning. In our experience, this is best achieved using a media mix - with offline, mass media as a base, layered with an increasing number of complimentary digital marketing solutions.

A fundamental of successful marketing is media planning and buying. It's about getting the right message, to the right audience, at the right time, and for the right price. Our close relationships with local media outlets across the UK enable us to create highly effective campaigns, at great rates.

## ***'If we hire Inspire KBB, what will we get for our money?'***

What are you currently getting for your money? You've already determined your marketing budget, you're spending it now, what are you getting for your money?

You'll discover with our experience, knowledge, and systematic approach developed over 25 years, we can do a whole lot more with your marketing spend than you can on your own.

Think of it this way ...

- What if you could spend the same amount on marketing and get a better result?
- What if you could free up your time?
- What if you never had to speak to an advertising rep again?!
- What if you could remove the stress of experimenting with your hard-earned marketing money?
- Would you do it? Of course, it's a no-brainer!

At the end of the day, not hiring us is much more expensive than hiring us!