

A Marketing Team to Match the Needs of Your Business

Many business to business companies find it difficult to ensure that they have the marketing resource they need, when they need it. 4sight is a professional marketing consultancy which can supplement, support or indeed substitute for your own in-house resource.

We are flexible in our approach and can support your business in a number of different ways:

Develop and implement your marketing strategy

Your in-house resources are busy with 'day to day' tactical activity and don't have the capacity or maybe the skills to take on strategic or longer-term projects.

We can provide an experienced marketing professional to develop your marketing strategy and to direct or implement the strategy on a long-term basis.

'The process implemented by 4sight provided us with an understanding of the business issues facing organisations within the market sector and most importantly what this meant for us as an IT solutions provider.'

Deb Brooks, Marketing Manager, ITNET

Identify and develop new business opportunities

You want to expand into new areas but need help and support to determine where the best opportunities lie.

We can provide specialist skills and experience in the identification and development of new business opportunities and help you develop the platform for the future growth of your business.

'The consultancy process developed and implemented by 4sight has helped Ramesys to identify the most attractive market opportunities for the Group and will be a major driver of the strategic direction and investment programme.'

Gordon Matthew, Chief Executive Officer, Ramesys Group

Plan and deliver innovative marketing programmes

You need to find new, more effective ways to communicate with your customers.

We have specialist skills in face to face marketing including the organisation of events for customers and prospects.

'4sight show tremendous understanding of brief, flexibility, co-operation with other agencies, knowledge and teamwork. They have become a strong and valued member of the BT Team, and the key enabler to the success of our events.'

Jacquie Fowler, Relationship Marketing Manager, BT Corporate Mid-Market

Provide on-going marketing direction and support

You need to raise the standard of marketing in your business but are not yet ready to appoint a full-time marketing professional.

We can provide an experienced marketing professional to work with you for a few days each month. We can audit your existing marketing activities and plans and make recommendations for the way forward. We can also provide the marketing coaching necessary to develop marketing skills within your business.

'I selected 4sight as a partner because they showed a real understanding of our business and were able to quickly help us in the development of Dynistics' marketing activities.'

Anthony Dent - Managing Director, Dynistics Ltd.

4sight will give your business

- A clear marketing focus
- Improved marketing effectiveness
- Tailored marketing programmes, delivered on time, when your business needs them
- Continuity of support
- No hidden marketing costs
- Improved business performance

Why 4sight

- All 4sight team members bring practical marketing experience from working across a wide range of business to business markets.
- Our team includes experienced Marketing Directors as well as Marketing Communications professionals, Market Researchers and Project Managers.
- Our established customer base, ranging from large international corporations to small business start-ups means that we can understand exactly what your business needs, whatever your stage of development.
- Our in-depth experience in a range of industries and markets means that we can quickly apply our knowledge and contacts to the benefit of your business. IT and Telecommunications is a specific strength.
- We can provide access to our trusted suppliers with whom we have long-established relationships e.g. design services, telemarketing, specialist research.
- For some companies, access to funding may be available from Business Link – we are listed on the National Business Link Consultants Register.

Our team has specialist skills in:

Market Research
Marketing Strategy Development
Market Planning
Opportunity Prioritisation and Development
Marketing Communications Planning and Execution
Sales Pipeline Development
Customer Event Management
Marketing Audits
Marketing Coaching

Visit our website

Our website provides more information about 4sight and a number of briefing papers which you can download to help you with the marketing of your business. The briefing papers cover a range of subjects including:

- Getting the most from your Marketing
- Lead Generation
- Successful Event Management
- Developing New Business Opportunities

To download the briefing papers go to:

<http://www.4sightltd.co.uk>

The way forward

Think about your current marketing and review it against the 4sight guidelines to see how it stands up.

Then give us a call or send an email and we will be happy to meet up to discuss your business and its marketing.

Contact Us:

For a discussion on how 4sight can provide your business with the marketing resource that you need please contact

John Savage on 01384 444899

or by email at:

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