

# Strategic Marketing Partner for PR Companies

## WHO IS IT FOR?

PR companies serving the technology and IT segments.

## WHY SHOULD YOU BE INTERESTED IN THIS PROGRAM?

Ideally, clients will take an integrated approach to marketing by developing a marketing plan and then utilising specialist agencies for implementation. In reality there are weaknesses with the client not being clear on their marketing plans, proposition, messaging, and target segments. The challenge is to engage with the client in the core marketing process.

Expertek provides a strategic marketing input to a tactically driven marketing arena. We help our PR partners to develop a greater understanding of PR's position within an integrated marketing communications programme. We work with end-client to improve PR effectiveness through better segmentation, propositions, messaging and communications channels.

## WHAT IS THE PROPOSITION FOR THE CLIENT?

### Strategic input to a tactically driven marketing area:

- Improving marketing effectiveness through improved segmentation, positioning, propositions, messaging and use of communications channels.
- Increased competitive strength and positioning of the end clients products and services.
- Greater understanding of the value of the clients PR investment within integrated marketing communications.
- Facilitation of strategy discussions and workshops, using core marketing frameworks.

## HOW DOES IT FIT WITH EXISTING CLIENT SERVICES?

Extends services to existing clients and provides a new facet to business development, helping to win new clients.

## WHAT ARE THE BENEFITS?

### From the end client's perspective:

- Provides an independent view and improvement of marketing strategy.
- More effective use of their marketing budget through improved effectiveness of PR investment.

### From the partner's perspective:

- Win additional clients and revenue by deeper engagement.
- Develop higher level relationships through assisting with marketing strategy.
- Improved engagement and increased proportion of client's marketing budget.
- Improved perception of the role and effectiveness of PR.
- Additional perspective when pitching for new business.