

Opportunities to **develop markets**

increase sales

and **retain customers**



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Your Outsourced Marketing Department

- Market Research**
- Strategic Marketing Planning**
- Marketing Communications**

Freelance Marketing was established in 1998 and operates as an outsourced marketing department for companies with limited or no internal marketing and research resources. An additional and experienced pair of hands when workload is high.

Headed by Chartered Marketer, Lorraine Davidson, who has 20 years commercial experience, Freelance Marketing can offer you a broad range of professional marketing and research services to help you develop markets, increase sales and retain customers.



Improve Your Market Knowledge

Strategic market information to help you stay ahead of the competition

- Extensive desk research, supplemented by discussions with industry experts
- Customised reports, including market size, trends and competitor information
- Analysis of business to business and consumer markets for more targeted campaigns

Review And Satisfy Your Customers' Needs

Objective, third party feedback to develop customer relationships

- Telephone and face to face interviews
- Focus group recruitment and moderation
- eFocus groups – where participants don't have to leave their office
- eSurveys

Visit www.freelance-marketing.com to access some practical marketing tips

Prepare and Deliver Your Marketing Plans

Project management skills to direct and implement your marketing activity

Either sourcing creative skills on your behalf or working with your existing agency

- Marketing plans
- Creative briefs
- Websites (including ongoing content management)
- Brochures
- Development of corporate images and logos
- Press releases and advertising

