

INTELLIGENT MARKETING



WHY MARKETING?

There are surprisingly similar sales pain points across different industries and different sized companies when talking to SMEs, and most pain points stem from the way customers use the internet in their decision making and the lack of understanding or action by businesses to tap into this.

Given that 70% of a purchase decision is made without contacting a company, marketing has a particular significance in reaching potential clients across different touch points to ensure companies have an input to the decision-making process and can create opportunities for sales.



ABOUT TRI-SYNERGY

We inject impact and results into your business's brands, products and services with our integrated marketing approach and our marketing team, consisting of website developers, SEO and PPC specialists, marketers, creative designers, copywriters and management accountants.

With 10 years' experience Tri-Synergy works UK-wide providing intelligent marketing to B2B and B2C clients. With an enviable client retention rate, our proven track record is testament to the fact we achieve optimum business results through marketing - every time.

SEO & PPC (search engine optimisation and pay per click)

Professionally managed optimisation and Google Adwords campaigns for maximum return of investment.

Visibility online equates to business and in an ever-evolving search engine landscape, we work very hard at connecting you to your customers.

We ensure that your site's coding, content, user experience, web reputation and social status are in line with current ranking criteria as well as traditional keywords and linking aspects.

We lever PPC to make your products and services visible to generate sales enquiries whilst search engine optimisation (SEO) rankings are being established.

Both SEO and PPC are tailored, actively managed services with clearly defined objectives and outcomes.

A POSITIVE BUSINESS DECISION:

Effective SEO increases enquiry and conversion rates by bringing targeted traffic to your website.

Optimised websites rank higher in search engine results, lending more importance and credence to your website (and company).

PPC targets people searching specifically for your products and represents an excellent return on investment.



551%
RETURN ON
INVESTMENT
FOR PPC CAMPAIGN



CONTENT MARKETING & SOCIAL MEDIA

Your brand's presence and voice is magnified and resonates with your target audience through images, motion and the written word.

A planned content creation strategy delivered with consistency is the key to success with fresh, relevant content that grabs attention and brings people back for more.

- Inject life into your company's communications with our resourceful and talented content marketing services.
- Content creation is at the very hub of a strong, successful brand presence for any business and we are the difference that makes you stand out in the crowd.
- We carefully craft strategy and effective campaigns to amplify your brand's social voice.

A POSITIVE BUSINESS DECISION:

- Clients research before making online purchases and producing clear concise content will influence their purchase decision making.
- Producing consistently good quality content will promote confidence in your brand.
- Content Marketing and Social Media go hand in hand. Making sure your content is easy to share and optimised will attract visitors to your website from across a range of platforms.

MARKETING CONSULTANCY

Encompassing current ideas and thinking with a pragmatic and practical approach we make a real difference to our clients' businesses.

Marketing consultancy connects your business goals with your marketing to achieve real clarity and focus.

Auditing your current marketing plans and activities against your business objectives is key. Few SMEs have their marketing strategy driven by their business objectives, leading to lost sales opportunities and higher costs.

Our advice is based on extensive experience underpinned by the Chartered Institute of Marketing (FCIM) and Chartered Institute of Management Accountants (FCIMA) qualifications, and delivered through the ISO9001 Quality Standards framework.

With 30 years' marketing consulting experience, we know and love marketing. Our passion is making a difference to your business.

A POSITIVE BUSINESS DECISION:

Obtaining a comprehensive view of your target market's personas and how they act enables practical, actionable recommendations.

Aligning business goals and marketing objectives paves the way to profitable growth.

Intelligent marketing leading to measurable results allows for informed business decisions.



700%

RETURN ON
INVESTMENT

FOR OUR CLIENTS



WEBSITE DESIGN

Your website is the single most important communication tool you own.

We will design and build you a website that does exactly what it should do – attract clients and support the delivery of your products and services.

- Our website design process identifies and analyses your target markets, the user journey, interaction & conversion opportunities, brand perceptions, SEO considerations and competitor research.
- All our websites, from simple to complex sites are designed and built following a rigorous specification and deployment process to ISO9001 quality standards..
- You have the control to manage it easily and effectively through our comprehensive Content Management System (CMS).

A POSITIVE BUSINESS DECISION:

- A website built on understanding your sales process will actively support your sales function.
- A dedicated client area makes it easy for customers to do business with you and strengthens relationships.
- Operationally, a well designed system will increase productivity through automation of enquiry, sales and fulfilment processes.



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