

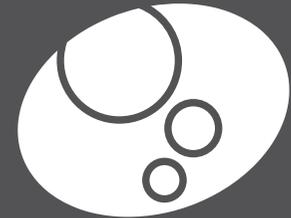
**Business
Development**



**Digital
Marketing**



**Brand
Development**



**Offline/Traditional
Marketing**



Business is business and play is play – right?

I don't think it's that simple. When you love what you do as much as I do, you bring all your energy, passion and drive to work, and that's brilliant because it delivers. Don't get me wrong, though – I'm enthusiastic and I love to laugh, but I still believe in results, plain speaking, hard work, deadlines, targets, teamwork, budgets, cash flows and practical strategies.

When I set up Plane Perspective, I'd been working with large manufacturing, commercial, and service sector businesses but was determined to bring my vision and marketing skills to a new audience. I wanted every size of business to be able to access the skills that would give them a competitive edge and to offer support with branding, business development, customer retention, process change, digital strategies and best practice. I'm committed to helping organisations enjoy the process of selling themselves, their people and their products. And that, I'm happy to say, is exactly what I'm doing now.

I'm always happy to make new connections, to talk to those who share my vision and to those who would like to know more. Get in touch.

We hope you enjoy reading about how we can help you.

Joanna Hankinson

Managing Director

Plane Perspective LTD

Are you any of the following?

- ✓ A time poor Marketing Manager with limited resource and budget
- ✓ An experienced Marketing Director whose team needs a pair of helping hands
- ✓ Been placed in a marketing role and doing everything under the sun
- ✓ In a company where the marketing direction changes as quickly as the weather
- ✓ Starting up a new business and don't know where to start with getting your name out there
- ✓ Stuck in a rut with your marketing and need new ideas

Yes
Then follow us
this way

Plane Perspective is a marketing agency, providing businesses with all the marketing tools, action plans and creative ideas you need to help you generate more customers, win more business and make more sales.

We provide marketing support on a regular monthly basis or businesses can hire us to project manage a one-off specialist marketing campaign or job.

Whether you need a partner to do it all from start-to-finish or help with one step in the process, we'll make sure we use all our business-building experience, marketing expertise and front line know-how to help you gain customers, increase revenues and discover profit opportunities.

Plane Perspective work with various customers across many industries including manufacturing, construction, financial and the public sector.

Marketing

It is a big animal to manage

It is simply not practical for most to manage all channels and certainly you need to prioritise resources on the channels which will give the best returns.

We suggest starting with a Plane Perspective Marketing MOT which gives your brand the once over

When it comes to marketing, it's tempting to keep doing what you've always done. (Even if it's stopped working.) Or to jump on the latest rebranding or digital bandwagon, just because your competitors are doing it. If you're thinking of rebranding, then stop. You don't want to throw away good ideas and your successful routes to market along with the bits that don't work.



Focusing on where you are and where you need to be

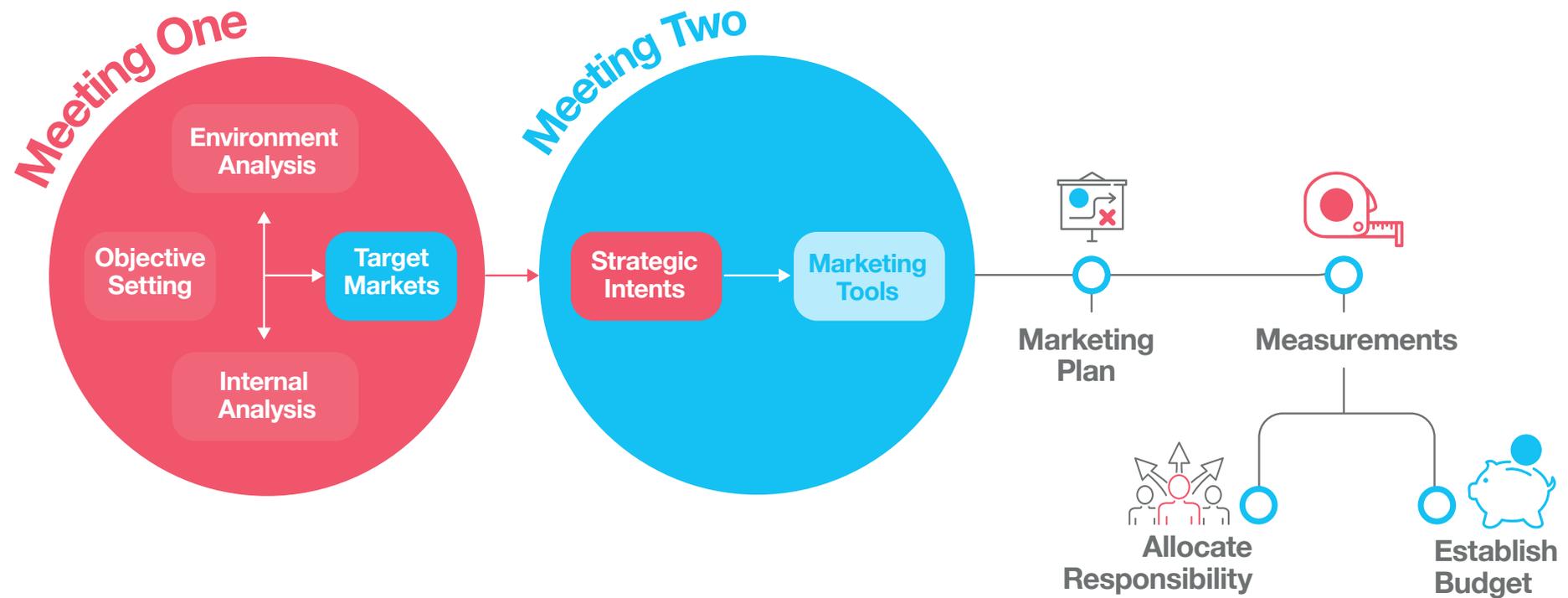
A marketing MOT puts your business's marketing activity under the spotlight so we can see what's working and what's not. This will include a complete audit of your marketing activity and that of your competitors' too. But it's not just your marketing activity we analyse. We can also run workshops with your sales team to see how they're operating; we conduct product analysis into who is buying what from you, how, why and when; and we look at other matters too such as establishing customer satisfaction levels and retention rates or your existing customer contact strategy.

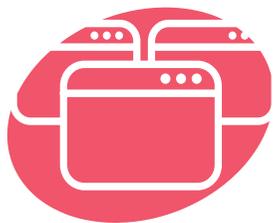
Then we take a good hard look at your objectives. And using the data we've collected make informed recommendations, in a MOT report, on the best way to spend your marketing budget to get the results you want.

Our marketing MOT's help sort the wheat from the chaff and can turn up some golden nuggets that maybe you didn't even realise you were doing. A fresh pair of eyes can be very illuminating.

Marketing planning made easy

The journey





Business Development

It can be tough to get noticed. Developing a business isn't easy – but it's certainly a lot easier when you ask an expert. What if we told you we could find your target customers and create engaging business strategies to convert and retain them?

Business Strategy - From 3 to 5 or 10 years, let us help you create a business plan

Marketing Planning - We can manage, support or implement strategic marketing plans

Market Research - Research your customer's needs and preferences

Product Development & NPI - The transformation of a market opportunity

Corporate Social Responsibility - Your policy for the workplace, the environment and the community



Digital Marketing

Many businesses and individuals are talking digital marketing but not acting digital. Websites, search engines, online advertising, email, Facebook, Twitter, LinkedIn®, YouTube - where do you start? We can guide you through the minefield.

Websites - From standard brochure-style websites to web-based applications

E-Commerce - Optimise your operational strategy through e-commerce

Social Media - Optimise your community, content-sharing and collaboration

Webinars - Generate demand, drive user engagement and nurture leads

SEO - Organic, display advertising, Google Analytics, conversion rate optimisation

PPC - Create, deliver and manage highly effective ad campaigns for your business

Big Data - Leverage data to reach the right customer, with the right product at the right time

Podcasts - An effective and portable way to deliver and produce content whilst building ongoing relationships with your clients



Brand Development

Now we've identified your target audience, it's time to engage them. The saying used to be "content is king", but now: content is air. Through brilliant design, thought-provoking blogs, personable videos and more, we can help you generate awareness and buying interest to convert customers.

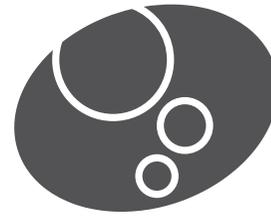
Content Production - Written content that persuades, engages and resonates

Design - Make your brand succeed with brilliant, engaging and emotive design

Photography - High quality, professional imagery that will get your brand noticed

Video Production - Corporate videos, interviews, event coverage, online product videos

Award Entries - Helping to make your entry stand out, get noticed and win



Offline/Traditional Marketing

Here's a question for you. Should you focus on digital marketing channels or can offline channels still deliver good ROI? Today the digital world is bustling, but that doesn't mean you should neglect the traditional. Communication is key, and we can guide you through the best strategies to remain visible to your customers at every stage of their journey with you.

Networking & Events - The most engaging way to get in front of your target audience

PR & Advertising - Articles, newsletters, blogs, online content, opinion pieces, case studies

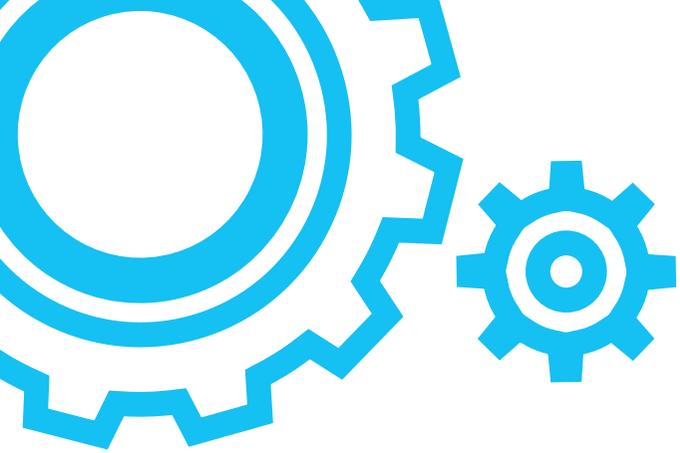
Affiliate Marketing - Working with your partners to help mobilise the distribution channel

Customer Communications - Keeping in touch with your customers via people, product and industry news

Media Buying - We plan and buy all types of media

Lead Generation - An integral part of every business. Starting prospects on their journey with you

Direct Marketing - End to end management of multi-channel outbound marketing campaigns



How we work

A whole bunch of marketing services as and when you need them

We can provide marketing support on a regular monthly basis. Or you can hire us to project manage a one-off specialist marketing campaign or job.



Virtual Marketing Manager

For less spend than employing a marketing junior, you can use us as your full-time marketing manager. With decades of experience, up-to-the-minute knowledge and responsiveness we'll provide a full range of skills, from web design, social media and PR, through to branding and event support.

Pay as You Go

Exactly what it says on the tin. Use us as and when you need us to give your marketing a BOOST.

One-off Projects

Give your brand a boost with a one-off marketing project

Sometimes you'll have a situation where you need another pair of hands. And those hands need to belong to someone you can trust who has bags of marketing nous.

- ✓ You might be about to launch a new product or service and haven't got the resources to get it out there
- ✓ Or you've taken a stand at an exhibition and need someone to co-ordinate your representation at the event
- ✓ Or you want to boost your brand to rejuvenate it and get yourselves noticed for all the right reasons
- ✓ Or you need to install a new customer relationship management tool but haven't got the time to train your staff
- ✓ Or you need to teach your sales and marketing teams about social media and need someone to run the workshops
- ✓ Or your marketing department is overstretched and just needs some short-term support

There's nothing we can't do

Over the years we've supported all sorts of companies in all kinds of sectors with all types of marketing projects. And we do it by quickly getting to grips with what you need and getting stuck in.

64%

of online shoppers say that a video on social media helped them make their decision



Search engines drive

93% of all website traffic



Better content can drive traffic to a blog by up to

2,000%



The most sophisticated B2B marketers allocate 42% of their total marketing budget to creating content

42%

50%

of businesses don't have an integrated Digital Marketing Strategy

Testimonials

“

Working with Plane Perspective has been a revelation. With their support, we've established a strong, effective social media presence and created an ongoing, interactive dialogue with our customers and the wider plumbing trade. Everything's different – from our tone of voice to our strategy. We've had more positive leads than ever before, and the experience has convinced us that professional marketing support really does deliver results. We've been able to concentrate on our core activities, knowing that our messages were reaching the audience and resulting in increased business.

norstrom
PROFLUSH

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With a short-term issue of stretched resources in our in-house marketing department, Joanna and the team were invaluable, hitting the ground running and providing support for ongoing campaigns. Specifically, Plane Perspective assisted with our content strategy, developing content and managing the communities on the various AppLearn channels. Efficient, professional and personable with a wealth of understanding of today's marketing strategies.

 **AppLearn**[®]

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Get in touch

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