



Careline
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YOUR MARKETING HEADACHES WITH...

WWW.MARKETINGASSISTANT.CO.UK

Over 30 years experience!
Delivering measurable businesses activity
for organisations of all sizes





SYMPTOMS:

- **Busy getting on with the job you do best?**
- **So busy you haven't got time to think past the next three months?**
- **Cracked the business activity but not keen on prospecting for new business?**
- **Providing value to the customer but struggling to cover your office requirements whilst doing so?**
- **Or, moving forward you have decided that the next position to fill is "sales and marketing" – but you are not quite ready for a permanent member of staff?**



SOLUTION:

Marketing Assistant by TLC is a practical solution to a company's marketing, sales and administration needs. We design a bespoke package by implementing a number of services around your company's business model.

Monthly services can include:

- A telephone answering service that starts the sales process
- Updating your website content throughout the month and assistance with on-line marketing
- Writing and fulfilment of two mailings to new and existing customers
- Representation of your organisation at networking events you cannot attend
- Telemarketing thirty potential customers per month and feeding into your database the conversation and follow-up procedures

- Booking appointments in your diary
- Continuous database cleansing, contact management and lead chasing
- Scanning local press and trade magazines for business opportunities. Taking action to generate interest and results
- Producing a monthly report on all activity

A typical 'Marketing Assistant' package offers 9 disciplines for a monthly investment of only £600 plus a negotiable amount (typically £50-£80) for each appropriate appointment made.

This is not just an admin and telephone answering service, but a serious lead generation system with strategic and creative support.

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TO FIND OUT MORE**

TLC CONTAINS:

The Lively Crew (TLC) is a professional marketing and sales company with over 30 years of experience delivering results driven activity, against budget, for organisations of all sizes.

TLC can also help with:
literature design and production
event planning and staffing
PR • web design • branding
planning and strategy • copywriting
sales presentations
staff incentives & team building

RECOMMENDED BY:

Breckland Council

"It is refreshing to work with a company such as TLC, that is always willing to offer more than required in support of the bigger picture." **Ralph Burton** - Economic Development

Ravensfield

"We've been working with TLC on our mailshot campaigns and they have always been professional and conscientious and should probably get a medal for results and dogged perseverance." **Andrew Macdonald**