

Marketing Sciences SL provides Marketing Consultancy and Call Centre Services to companies in Southern Spain and the UK. We specialise in helping companies maximise the return on their marketing investment by showing them how to create business solutions that cost effectively generate results. Top companies rely on Marketing Sciences to care for their most valued resource – their customers.





Examples of routes to market  
offered by Marketing Sciences are...

*Direct Mail*

*Radio Advertising*

*Call Centres*

*Online Marketing*

*Online Sales*

*Direct Response TV*

*Exhibitions*

*Affinity Marketing*

*Email Broadcasts*

*Remarketing*

*Client Profiling*

*Product Branding*

*Referral Programs*

*Press Advertising*

*Interactive Voice Response Platforms*

*Cross Marketing*

## **From Intuitive Art to Measurable Science**

Many of today's most successful businesses are altering their approach to marketing from that of an 'intuitive art' to a 'measurable science'. This is because astute CEOs and Managing Directors are treating their Marketing Departments as profit centres and unproductive marketing spends are disruptive to a company's profitability.

Marketing Sciences specialises in helping companies maximise the return on their marketing investment by showing them how to create a marketing mix that cost effectively generates results. By observing, experimenting and systematically measuring these results, Marketing Sciences can show you how it is possible to fine tune a successful marketing strategy that need not cost the earth and where every euro spent is justified by the return.

Our expertise has been gained after many years of working with sales and manufacturing companies in the UK and Spain. We provide consultancy services and on-demand business solutions that can change the financial horizon for most businesses. If you want more leads, more clients and greater profits then Marketing Sciences can show you how.

## Marketing Solutions

Marketing is a core activity in most business strategies; it's the engine that drives sales and consumer awareness forward. It establishes what the customer really wants from your brand and enables you to deliver better services than your competitors do. If you market effectively, the chances are that you will have a healthy business whose products are visible to lots of potential buyers. Get it wrong and it'll hit you where it hurts - in the pocket.

'Survival of the fittest' is a saying often referred to in business circles. Put simply, companies today cannot afford to stand still for fear of going backwards. That's why it is so important for a company to continually develop its marketing mix and capitalize on as many cost effective routes to market as possible. Understanding your company's key performance indicators will enable you to do this and react quickly to changing markets which will in turn allow you to outmanoeuvre your competition and gain greater market share.

Our Consultancy Services can help you to establish what your key performance indicators are and how you can keep on top of them by evaluating your current position, developing a marketing plan and then measuring the performance of that plan. We can implement systems to help you manage your business processes. In simple terms we will establish what's really working for your business and what's not.

## **Evaluating Your Position**

Firstly, we will evaluate your company's current marketing strategy. By determining spend and performance relationships for all your important marketing activities we can establish what your key performance indicators are. We will also profile your sales and marketing databases to identify your customers' purchasing habits.

To get a good idea of what's going on within your marketing strategy we will usually need to meet with the department heads and certain staff within your Sales and Marketing, Accounts, and IT Departments. These individuals will be involved going forward to help execute, feedback and refine future marketing plans.

## **Developing the Marketing Plan**

We will build a Marketing Plan in accordance with your business objectives. The plan will be focused to achieve those objectives no matter how diverse they may be (for example, increased sales across new or existing channels, opening up foreign markets, strengthening brand values or implementing call centre predictive dialing systems).

Our plan will take into account your current marketing strategy but could also include additional routes to market such as direct response television advertising, email broadcasting, search engine optimisation, customer loyalty schemes and online sales. We will only recommend marketing programs that will work for your business. Any new routes to market will be tested to establish their validity on a small scale with a view to rolling out later. The watch words in marketing are 'test and refine' continually during the campaign process. Throughout this time your marketing team will be in full control of all activities.

## Measuring the Performance

The results of each marketing campaign will be measured regularly and cross-referenced back to the marketing plan. Each marketing project will have its own unique measurable outcomes such as website traffic reports, email broadcast opening reports or airtime response reports. However, the results will always be measured against the level playing field of established company key performance indicators.

A monthly ‘budget versus actual’ report will be prepared detailing costs, enquiry numbers, sales presentations, sales and sales revenue together with a summary for each individual marketing activity. This information is critical to determine ongoing spend and decide which marketing projects are most effective. With the facts at their fingertips, your marketing department will be able to efficiently control your marketing budgets and produce cost effective marketing solutions and ultimately generate more sales for your business.

## Key Services Provided

To increase your marketing effectiveness you may need to consider alternative routes to market to either augment or work alongside your current activities. Marketing Sciences uses sector specialists in the areas of media buying, creative design, broadcasting, fulfillment, data provision, print, exhibitions, PR and conferencing.



## Business Solutions

Marketing Sciences is a certified NetSuite Business Partner delivering intelligent business solutions to growing and medium sized companies. Our clients can benefit from the world's leading on demand business software solutions.

Now, for the first time ever, your business functions can be automated across all your departments including sales, marketing, customer services, e-commerce, website management, accounts, stock and order processing, purchasing and employee management. Your staff will no longer have to re-enter data into different systems, rectify inconsistent or inaccurate data, or wait for batch updates. Instead they can view and share accurate data in real time, leading to greater collaboration between departments and increased productivity throughout the organisation.

Best of all there are no expensive hardware costs, no large up-front license fees and no complex set-ups and because NetSuite is modular you can choose to phase implementation according to your company's needs.

The NetSuite system holds all your corporate data in a single database, giving you access to your key performance indicators, sales commissions, sales and marketing forecasts, management accounts, plus countless other metrics all customisable by department. Having this information at your fingertips provides you with business intelligence across all areas of your company, an advantage that will leave your competition standing. You can now spend your time analysing and acting on your key data, not waiting for your department heads to gather it for you.



## **Your Next Steps**

If you would like to see how Marketing Sciences could help you move from 'Intuitive Art' to 'Measurable Science' by improving the efficiency of your marketing campaigns, contact our offices and arrange an initial discovery meeting. It will make you stand head and shoulders above your competition.

Marketing Sciences SL  
Oficina 1,  
Centro Profesional Levante  
Plaza Juan Macias  
San Pedro Alcántara 29670  
Málaga - Spain  
Tel: +34 952 788 516  
Fax: +34 951 275 312  
[info@marketingsciences.es](mailto:info@marketingsciences.es)

