

Performance Marketing

Delivering results through marketing, communications and events

PERFORMANCE MARKETING provides marketing, communication and events expertise in all aspects of customer engagement and relationship management.



We deliver services which win new customers, help retain existing customers and win back old customers.

Our team of innovative professionals work with you to gain an understanding of your business needs, and develop tailored solutions to help achieve your objectives.

We've been working with businesses in the South West for over 20 years, giving us extensive knowledge and insight that makes our activities so effective.

Performance Marketing ~ using our intelligence and expertise to help your business grow.





Performance Marketing at work Case study: 'Focus for Growth' campaign

OBJECTIVE

To engage new SME clients, establish ongoing contact with these clients and build a reputation for the Business Link Growth Service in Cornwall and the Isles of Scilly, Devon and Somerset.

SOLUTION

The Performance Marketing team organised three events, running concurrently over three days, designed to inspire businesses to unlock growth potential. Celebrity speaker Nick Hewer, from hit BBC programme 'The Apprentice', topped the bill. He and other local speakers shared advice and experience with the audience.

In developing the concept, the team considered the audience our client wanted to reach and their objectives, creating a campaign that not only appealed

to the target, but would also generate media coverage and reputation benefits.

We used our **market intelligence** to create a target list of clients who received direct mail, e-marketing and telephone contact from our **event and relationship management** teams. We employed our **web marketing and social media** skills to promote the events online, and our **communications** team secured wide-reaching press and media coverage.

RESULTS

Following the events, our client received unprecedented bookings, engaged their target audience and saw a significant return on investment. To maintain client engagement, a series of in-depth workshops continued the campaign's momentum and provided clients with valuable business support.

What we can offer you

TOTAL CAMPAIGN MANAGEMENT



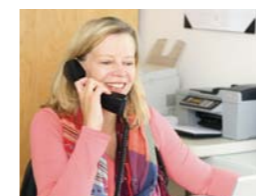
Talk to us about your business goal. With our experience of creating and implementing campaigns which utilise all marketing and communications techniques, we can create an approach that will deliver what you need, when you need it. We will agree with you the techniques to use, and create intelligent target lists resulting in a highly effective campaign.

EVENT MANAGEMENT



With experience of developing and delivering over 1,000 events each year, we'll create an event that meets your business goals. Whether it's a workshop, exhibition, high profile event, or intimate seminar, we'll provide full event management and facilitation to make sure your event achieves results. Our service can include event promotion, evaluation, and post event client follow up.

RELATIONSHIP MANAGEMENT



Using their knowledge of the business community, our relationship managers create a target list of clients aligned to your offer and implement a contact strategy to bring you new business and keep current customers engaged. We develop relationships and generate leads by identifying and speaking to key decision makers on your behalf. Introducing your business and gathering information on how potential customers view your offer provides invaluable insight to help you develop and grow.

COMMUNICATIONS



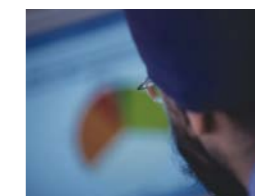
Our communications activities deliver benefits for clients by raising profile, establishing credentials, building relationships and promoting services or products. We employ a range of communication channels, including press publicity, marketing literature, direct contact, social media and web marketing, always selecting the right method or combination of methods for your campaign.

WEB MARKETING & SOCIAL MEDIA



We are recognised leaders in utilising new media for marketing. We integrate social media into campaigns to maximise impact and make the most of being able to communicate directly with audiences. Our web marketing and social media activity allows us to reach new customers and engage with old customers on a new, exciting level, delivering benefit in the form of new sales, access to new markets, increased profile and enhanced reputation.

MARKET INTELLIGENCE



We take the time to understand your objectives and your audience, and use this information to intelligently create target client lists that will generate new customers. We have significant knowledge and insights into business sectors and communities across the South West, meaning our activity is always tailored to your business and also your audience, for maximum impact.

Peninsula Enterprise

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SUCCESS STORY

Members of our team are proud to have developed, implemented and achieved results for the following services:

- Business Link
- UK Trade and Investment
- Business Link Rural Service
- Business Link Environmental Service
- Business Link Growth Service
- SW Regional Development Agency
- Leadership & Management Advisory Service
- Zero Waste Scotland
- Envirowise Wales
- Train to Gain

Now we're looking forward to contributing to **YOUR SUCCESS STORY** ~ contact us today to discuss how we can help you achieve your goals.