



Integrated Marketing Communications

A smarter way to market

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Anderson Baillie Projects – The Specialist Generalist

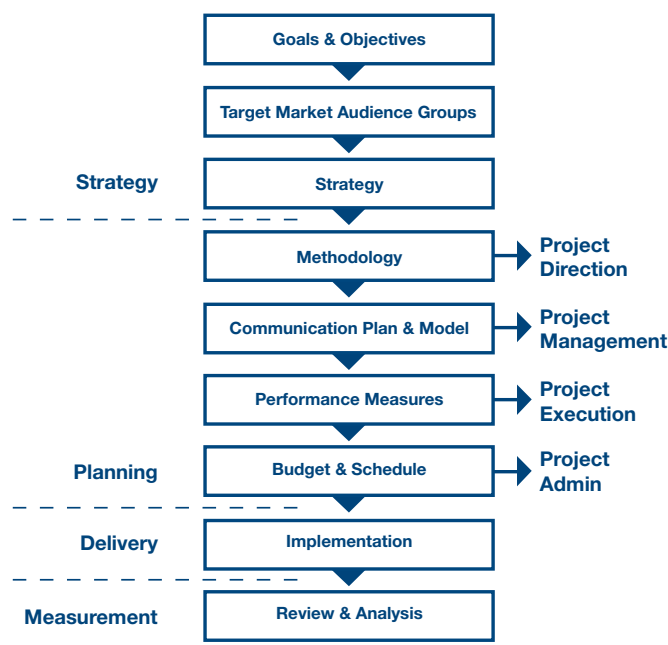
Corporate marketers have always seen the need to outsource disparate communications services to a variety of suppliers. However, specialist suppliers often focus on their own specific area, ignoring the broad perspective of the project. When this carries across the rest of the project’s communications, the result is a mix of disconnected solutions.

Organisations that are adopting disconnected processes and messaging throughout their communications strategy can leave audiences confused and disillusioned.

It makes sense to integrate marketing activities.

At Anderson Baillie Projects we strive to implement a “joined up” marketing strategy for our clients. The benefit that this brings both to the client organisation and its bottom line is the key to an effective marketing communications strategy.

Anderson Baillie Projects Model



The Smart Marketing Approach

By combining strategic process, creativity and technical skills, Anderson Baillie Projects have developed a unique methodology that enables our project teams to simplify and deliver the most complex of marketing models whilst ensuring continuity and integration of the proposition and supporting sales and marketing messages. The result is totally integrated, objective focussed marketing solutions.

Intelligent Lead Development – Smarter Marketing

Anderson Baillie Projects have long pioneered the concept of the “intelligent lead” – a lead whose source has not been forced by the unrealistic demands for quality but one where engagement has been attributed to intellectual interaction and stimulation.

Reflective of the current market situation, Anderson Baillie Projects ILD concept offers an intelligent analytical led approach to demand generation.

Key Account Planning – Smarter Selling

Key Account Planning (KAP) takes a smart selling approach to ensure that major accounts are targeted with compelling issue based value propositions which are driven from the buying market and direct company situation and not simply from the vendor sales perspective.

Combining marketing and sales strategies allows sales personnel to engage effectively and provides the foundation to an intelligence led lead development process.

Managed Services – Outsourcing the marketing function

Our true market focus enables us to offer any combination of Managed Services. Anderson Baillie Projects offers access to multi-discipline teams of marketing professionals with the ability to engage on strategic or tactical, or a combination of both levels.

Integrated Marketing Communications

Project types will always vary in size, scale and scope of the objectives set by the client. The chosen communication solution will reflect these requirements, mixing the necessary blend of mechanisms to achieve best value and optimum results.

For a full overview of our Projects services visit:
www.andersonbaillie-projects.com



Anderson Baillie // Communications

To support and deliver Anderson Baillie Projects, the group offers a number of integrated marketing communication services.

Anderson Baillie Design – Intelligent Design

Anderson Baillie's branding and design consultancy provides innovative strategically driven creative solutions.

Anderson Baillie Digital – Technology for Marketing

Internet consultancy offering web solutions including design and development for corporate and campaign sites, e-marketing and a host of tailored web application products.

Anderson Baillie Events – Live Communications

Event management services to plan and deliver corporate and product focused exhibition event programmes internationally.

Anderson Baillie PR – Audience Relations

IT/Technology based PR service, which works faithfully alongside other mainstream forms of communications.

Anderson Baillie Management

– Intelligence not Data

A complete management service covering data build, data hosting, data maintenance through to managed application campaign management.

Anderson Baillie Project Delivery Model



Campaign Management

The key to successful campaign execution is a strong and well-structured delivery team. Anderson Baillie Projects Teams work from the development of the project plan through to project delivery including performance analysis, measurement and reporting.

In addition, Anderson Baillie Projects have developed a series of e-commerce applications to assist with project management delivery, ranging from on-line registration and creative production proofing zones, to full electronic project management.

Campaign Measurement

It isn't just our ability to manage a marketing project from strategy through planning to delivery that sets Anderson Baillie Projects apart, it's the fact that our achievements are measurable. Our bespoke project performance and reporting tool ensures that we can, at any stage throughout a projects life effectively track, measure and report back to you the effectiveness of a campaign against business targets.

A selection of some of the clients that we work with:



Further Reading and Information

Integrated Marketing Communications

Read about our Integrated Marketing Communications and learn about a smarter way to market.

www.andersonbaillie-projects.com

About Anderson Baillie

Anderson Baillie is one of the UK's foremost authorities in the delivery of technical business to business marketing working in IT and other complex product markets. Managing all marketing disciplines and communication programmes, Anderson Baillie is responsible for the creation of Integrated Marketing Communications, providing a strategic vision through to implementation and planning for accelerated revenue generation.

www.andersonbaillie.com

Anderson Baillie

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