



Marketing Services

CBC will develop and manage a bespoke Marketing Programme for you, or simply support your existing marketing efforts. In either case, we will aim to become a valuable part of your close-knit team of experts, rather than just a third-party agency. This partnership will ensure that your Marketing Campaigns are fully integrated across different mediums, with measurable objectives and agreed success criteria to focus on achieving your key goals.

Strategic Planning

Whether you need a one-off Campaign to support a new product launch, or you need someone who can develop and manage an ongoing programme to increase the profile of your company, CBC can help. Our resulting Campaign and Tactics Plans will ensure that we meet and exceed your targets and expectations.

Copywriting

With a full range of Copywriting Services on offer, CBC can provide you with Press Releases and customer Case Studies, as well as marketing collateral such as corporate literature and newsletters, direct mail, and website text. Our writers are able to match - or create - your own company style, whether formal or informal, business-focused or technical.

Direct Marketing

Whether you need help with strategy, implementation, or both, CBC can advise on the best Direct Marketing options for you, from a simple letter to a multi-stage campaign that will help you to reach your audience effectively.

Market Research

By working with partners who specialise in this area, CBC can undertake a range of Market Research techniques, including the use of focus groups and carefully crafted questionnaires. CBC can help you to plan this research (after discussing your needs), and then report any findings in a user-friendly format. We have vast experience in dealing with many different suppliers, whether they are photographers, graphic design agencies, research agencies, and printers and will choose the most appropriate supplier to work with for each specific job - and project manage as required.

Event Management & Events

CBC has a strong track record of successful Event Management, whether the event is a small one-on-one breakfast briefing, a carefully managed press conference, or an evening function for 100+ customers and prospects. If you would like to host a creative, high-impact event, then speak to us first.



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Advertising

Whether it forms part of a larger PR and Marketing Campaign, or just a stand-alone strategy, advertising is a specialist area. CBC can advise on a wide range of issues related to advertising, including design, and can often use its buying power (as an agency with multiple clients) to secure preferential rates.

Exhibitions

Make sure that you are getting the most out of trade shows, seminars, and exhibitions by choosing CBC as a partner. We can help organise and manage any press activity before, during, and after the show, and can draft any press materials that you would like to distribute to the press and/or prospective customers on the day. A CBC representative will also attend in person in order to provide on-site support and to manage any press meetings. We will follow up with the press and gauge outtake via surveys.

Photography

Creative, high-impact photography can make a big difference to a company's image in the eyes of both customers and the media. CBC can provide a professional photographer and creative art direction that will make sure that your products - and your employees - look fantastic.

Branding and Messaging

CBC can help to determine your company's key messages for customers, staff, prospects, and the media, by understanding your company values and the concepts you want to convey. Whether it is a small logo or a complete corporate identity, we can help, even if you already have an image and simply want to update it. If you are in the process of starting a company then we can help you to develop your own brand identity and company mission statement, as well.

Promotions/Incentives

Watches, t-shirts and key rings are just the tip of the iceberg. If you really want to get your brand noticed by prospective customers, then let CBC source some unique promotional items that will really get people talking.