

## Creating success through practical marketing and business advice

The JMK Business Toolkit includes a range of products listed below, with examples of the deliverables you can expect to achieve with JMK Marketing. All products can be added to and tailored to suit the unique business need. For more information about the deliverables of each product please contact JMK Marketing directly by phone 07740 625080 or email [enquiries@jmkmarketing.co.uk](mailto:enquiries@jmkmarketing.co.uk).

### DEVELOP A BUSINESS STRATEGY

*At the end you will have:*

- Completed a detailed examination of the business
- Completed a SWOT analysis on the business
- Selected the best customers to target
- Selected the best products & services to sell

### DEVELOP A 3 YEAR BUSINESS GROWTH PLAN

*At the end you will have:*

- Developed a new focus & direction for the business
- Decided which customer groups to target
- Reviewed obstacles to growth
- Established sales and profit targets

### DEVELOP AN ANNUAL PROMOTIONAL PLAN

*At the end you will have:*

- Established 12 different opportunities to reach customers
- Incorporated seasonality and customer buying habits into plan
- Detailed a variety of the most cost-effective promotional approaches
- Identified budget costs and actions needed to achieve sales target

### DEVELOP BUSINESS NEWSLETTER

*At the end you will have:*

- Answered set questions for 3 news articles
- Provided photos to accompany articles
- Read and approved newsletter (max 400 words)

*NB No design work included*

### DEVELOP 2 NEWS RELEASES

*At the end you will have:*

- Decided on releases for; key personnel / new product or service / company success / new promotion
- Answered set questions for releases
- Read and approved written releases (200 - 400 words)
- Agreed contacts to send releases to

### DEVELOP USP FOR BUSINESS

*At the end you will have:*

- Reviewed features and benefits of business
- Reviewed competitors' business
- Established Unique proposition for easier selling

#### JMK Marketing Ltd

4 Egerton Vale  
Egerton  
Bolton  
Lancashire  
BL7 9SL

Phone: 01204 595015 / 07740 625080  
E-mail: [enquiries@jmkmarketing.co.uk](mailto:enquiries@jmkmarketing.co.uk)

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JMK Business Toolkit, Product list continued:

### CONDUCT CLIENT SATISFACTION SURVEY

*At the end you will have:*

- Provided information & contact details for max. 20 clients
- Reviewed questionnaire for clients
- Agreed timescale for survey
- Received written report on results

### DEVELOP 2 CASE STUDIES

*At the end you will have:*

- Answered set questions for case studies
- Provided contact details for case studies
- Read and approved written case studies (200 - 400 words)

### DEVELOP A WRITTEN BUSINESS PLAN

*At the end you will have:*

- Detailed objectives for sales & profits
- Detailed key personnel & equipment in business
- Detailed key customers to target
- Detailed understanding of competitors
- Detailed SWOT analysis of business
- Outlined future promotional plans to achieve sales target
- Outlined use of Internet & Social media to achieve sales target

All of the products within the JMK Business Toolkit can be tailored to meet your business' unique needs, so please contact JMK Marketing if you would like to find out more about how we can help your business achieve its potential.

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