



techmark

knowledgeable marketing

Gearing up your Marketing for Growth

Our services are designed to win you new business. This is done by creating better and more targeted marketing communications and activities, improving strategies and transferring skills.

To us marketing is about knowledge and hard results such as improved ROI and winning more customers.

We offer a combination of services to match your development and budget, from small to large projects:

- Market appraisal and market analysis
- Customer/market surveys
- Competition benchmarking
- Product appraisal
- Strategy development, routes to market
- Marketing process and campaign design
- Marketing copy and messages
- Marketing collateral design
- Social media
- Lead generation

We are

Techmark, an established (since 1996) and well resourced technical marketing unit of the University of Warwick Science Park with extensive experience delivering cost-effective marketing projects to hundreds of clients.

Skills

- Bringing new or innovative products/services to market
- Revitalising existing product/service ranges
- Refreshing existing marketing activity in B2B markets

Expertise

- Developing markets
- Understanding key market requirements and matching them to product/service features.
- Presenting the technical aspects of a product or service and extracting the USP
- Bringing on innovation internally
- Developing export marketing opportunities
- Designing effective marketing campaigns

Support at every stage

Market Exploration

Better knowledge of market opportunities and conditions, how your product or service fits in to help you sell more effectively. We provide you with the answers to your questions and market requirements.

Market Development

Translating market knowledge into tangible actions using a battery of different media and messages providing the key to more effective sales and market reach.

Marketing Execution

The execution and delivery of an integrated marketing campaign that will create demand for your product or service.

Overseas Market Access

There are many reasons to export your products such as a limited home market, a product or service with international potential or country specific market opportunities. We can help you succeed in German and English speaking markets overseas.

Capability



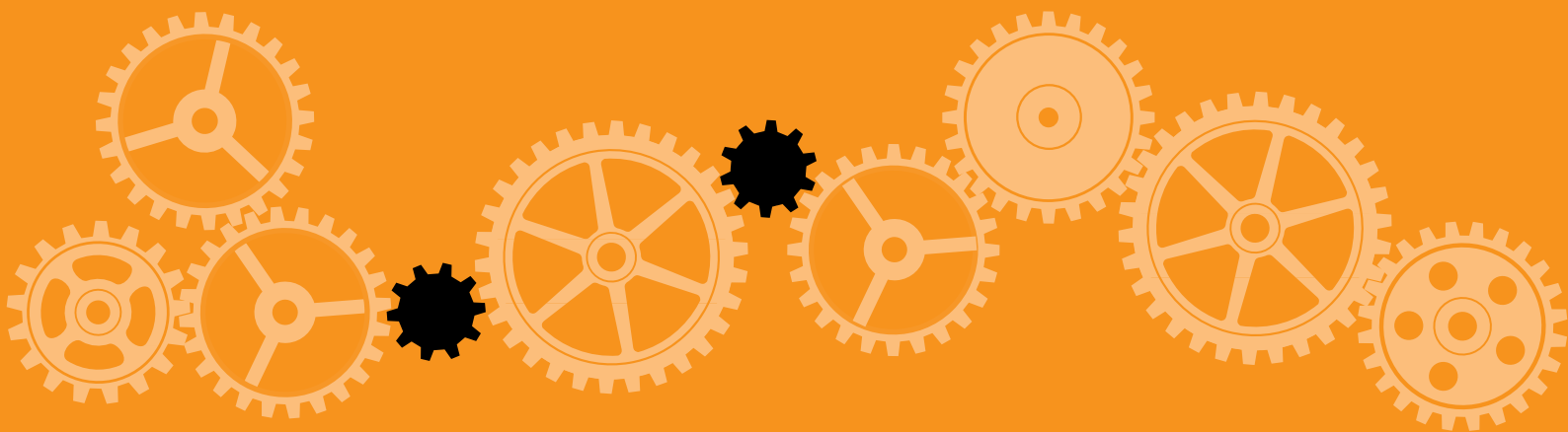
Transparency



Results

For knowledgeable marketing to improve your business, call us now on +44 (0)24 7632 3113 or email techmark@uwsp.co.uk to find out how we can work with you.

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