

Making
YOUR
Marketing
Beam.



Marketing Management

Working as a member of your in-house team we work across ALL elements of your marketing, ensuring activities are aligned, coordinated and integrated within your overall management and business objectives.



We also manage your external marketing agencies ensuring they are delivering the right results for your business and that you are getting value for money.

Keeping your marketing on track





Marketing Strategy

Following our four core strategic principles, we take a top-down approach to developing your marketing strategy

- EVALUATE
- PLAN
- IMPLEMENT
- MEASURE



Our aim is to deliver a dynamic and accountable marketing strategy for your business.

Our Market Analysis Framework



UNCOVER the potential and key dynamics within your marketplace.



ANALYSE competitor activity and identify your key areas of competitive advantage.



STRATEGIC recommendations.



DEVELOPMENT of key messages and marketing tactics.

Marketing Audit

Taking an in-depth look at your existing activities and making strategic recommendations for improvement. Our audit covers:

- Branding & Visual Identity
- Database marketing
- Website design and performance
- Paid Search
- Social Media
- PR and advertising
- Content

Any recommendations are fully costed so you can include them in future marketing budgets.



Mentoring Your Team

Great for those businesses with less experienced marketing teams in-house and no senior marketing professional to help them develop.

We offer check-ins on a weekly or monthly basis to provide consultancy and support on any aspect of marketing, whether it be content creation & media planning, segmentation & targeting, or brand development, and social media.





Project Based Services

Working with selected partners, we can fulfil the role of a complete marketing department, providing:

- Branding, brand strategy, messaging & design
- Social media management
- Event / exhibition planning, organisation, execution
- Digital marketing / web design
- Photography
- PR & advertising

? Why Apricus

We work with you as part of your team.

Our services are fully flexible to suit the needs of your business.

We have over 20 years experience in senior marketing and business development roles.

We deliver everything with a smile and a passion for your business!

