

The Marketing Engineer

Marketing Services

Birmingham

Discover How to Grow Your Business in a Sustainable Way

Growing your business can be difficult. There is a lot of competition and noise in the marketplace. You can feel overwhelmed by the various off-line and on-line marketing options. When you do breakthrough, new customers and clients are often understandably untrusting.



There is now a proven way to grow your business with the customers and clients you want in a sustainable way. We can help you:

- Devise your marketing strategy and plan
- Develop your campaign calendar which shows who does what and when over the year, and train your staff in how to do it
- Produce your key content of a variety of marketing and communication tools
- Craft your copywriting

The Marketing Engineer works with professionals and technology companies who have a pretty full order book and want to take their business to the next level. We are different to your usual marketing consultancy. Our lead Marketing Engineer has a PhD in electronic engineering and brings a systematic approach to marketing which resonates with technology companies.

We have also developed the TechWork. This is a growing membership group in the West Midlands which helps companies to understand technology and the solutions it offers.

If you have ever wondered why marketing can be so difficult and how you can make it much easier, then go to our website and watch our free 5-minute video on the Big Marketing Secret. Contact us to discuss our special marketing strategy and plan package - your first step to sustainable and predictable business growth.

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www.TheMarketingEngineer.co.uk

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Product / Service	Benefit / Unique Selling Point	Web page / YouTube link
Marketing strategy and plan	Create your one-page marketing strategy and plan-attract the clients you want in the volume you need using our proven 12-step process.	Click here
Campaign calendar	Develop your campaign calendar which shows who does what and when over the year, and train your staff in how to do it.	Click here
Production of Key content	Produce your key content, e.g. presentations, articles, e-books, videos, whitepapers etc. which educate your prospects in how your solutions can help them.	Click here
Copywriting	Craft your copywriting e.g. website, brochure, direct mail campaigns etc. which persuades your prospects to take action.	Click here



Opportunities

The Marketing Engineer is interested in seeking new opportunities with:

- Universities, Research Institutes, LEPs, Catapults etc. who want to engage with SMEs in the manufacturing, engineering and technology sectors.
- The professional service sectors who want to expand their client base and engage with companies in the manufacturing, engineering and technology sectors.

Geographical Coverage

The Marketing Engineer has professional clients across the UK. The focus of its work with Universities, LEPs, Catapults etc. is currently limited to the West Midlands but we are looking to grow.

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