

## After your staff, your brand is probably your most important asset.

### Maybe it's time for a brand review!

First impressions are hugely important, so if your website or brochure aren't presenting the right image, you could be losing potential customers.

Every company needs a strong brand. The intelligent use of design, advertising and marketing will help to generate positive associations in customer's minds, but these are areas that sometimes lie outside the expertise of business owners. Fortunately, help is available through the SMARTA sustainability project.

As part of the project we have launched a new Brand Audit initiative aimed specifically at marine companies.

Two agencies have been appointed to provide the service to marine SMEs across the South East. Canterbury-based Rick Perkins of Force 5 Marketing will cover Kent and East Sussex whilst Bosham-based Angus Peel of ProAction will cover the west of the region.

The agencies will spend time with each client discussing their aims and objectives for the business and reviewing their current marketing strategies and activities. They will then produce a report recommending actions that will lead to more effective marketing, winning more customers and a higher customer retention rate. Clients may well find their current ideas challenged, but will almost certainly benefit from the experience!

This service would usually cost around £1,000 but is delivered entirely free of charge as the project is funded by the Regional Development Agency (SEEDA) and the EU, through its Regional Development Fund.

To take up this offer, or discuss any aspect of the SMARTA project, please call Steve Sharp on 02380 111594 or email [stephen@marinesoutheast.co.uk](mailto:stephen@marinesoutheast.co.uk)

\* Eligible businesses must have received less than €200,000 in grant aid within the last 3 years, have fewer than 250 employees and turnover less than €50 million p.a. (Associations, educational establishments etc are not eligible.)

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