



Our formula is simple: we keep the customer, or rather our clients' customers, at the heart of everything we do, from marketing strategy, to research, content creation, analytics, marketing activities, business development, social media and communications.

With our unparalleled research and strategic marketing and digital thinking, we have helped many organisations improve their sales, marketing, communications and we have also assisted them in building their reputation.



#### TO FIND US

BBSA Associates  
207 Regent Street, 3rd Floor,  
London, W1B 3HH  
United Kingdom

Email: [info@bbsa-marketing.com](mailto:info@bbsa-marketing.com)  
Phone: 020 7193 4257

[www.bbsa-marketing.com](http://www.bbsa-marketing.com)

**BBSA ASSOCIATES®** | Marketing



## **YOUR GROWTH IS OUR GROWTH**

Our goal is to help your business grow. Whether you need help with a single project or to outsource all your activities, we aim to become your very own marketing department. This allows you to focus on what you know best – your business – whilst entrusting your marketing to the experts.

## **WE WILL MAKE YOUR FIGURES INCREASE**

BBSA Associates is a one stop shop for small, medium and start-up companies and organisations, as either an 'outsourced marketing department' or a single solution for projects such as a campaign, market research or marketing plan. Designed for those companies in need of a short term marketing expert or simply for an extra pair of hands to meet a tight deadline, BBSA Associates Marketing is an affordable alternative to a full-time, salaried position that allows you to access the knowledge and talent of a seasoned professional without a long-term commitment.

## **OUR SERVICES**

Whether you need help with a marketing plan, new website, social media, SEO, branding or on-going strategic marketing support, we offer the right expert for you. At BBSA Associates we can provide a single, highly experienced and seasoned marketing professional who, while working alongside your team, will carry out the agreed marketing activities from planning to completion. The fees are fixed and are negotiated upfront, so there are no surprises and the services can be stopped at any time.

## **MARKET RESEARCH**

Our years of experience in research and writing industry reports mean we have created tailored schedules of research and user engagement which enables us to get under the skin of your organisation and understand what you and your customers really want. This will then be translated into insightful marketing and communications strategies.

## **MARKETING STRATEGIES AND PLANS**

Exploring and understanding your target market, competition and the right marketing channel for your products and services is at the heart of what we do.

## **OUTSOURCED MARKETING DEPARTMENT**

For those start-up businesses and established companies that value marketing but don't have the time, resources or know-how to do it themselves.

## **BRANDING COMMUNICATIONS**

Understanding your personality and injecting it into all your communications is no mean task. At BBSA Marketing we will emphasize what makes your offer special, understand what matters most to your clients and users and produce a proposition and visual style that brings your offer to life both on and offline.

## **MARKETING CONSULTANCY**

Analysis, advice and mentoring through meetings, research and report writing.

## **EMAIL MARKETING**

Cost effective solutions to develop and manage all your email marketing campaigns for lead generation, turning prospectives into customers and engaging with them and maintaining the interest of current customers.

## **SOCIAL MEDIA**

Development and management of your social networking across all the different social media platforms.

## **COPYWRITING**

Whether it's writing for your new brochure, website, blog or a guide we can articulate powerful messages and get customers to buy.

## **SEARCH ENGINE MARKETING**

Offsite SEO supporting your website in ranking highly in search engines in addition to PPC campaigns set up and management.

## **BUSINESS DEVELOPMENT**

Whether you are looking at market entry into the UK, interested in market share development or simply need a short-term partnership to support your UK marketing activities, BBSA Marketing services can help.

## **BBSA ASSOCIATES MARKETING**

is a full service marketing agency. We provide marketing support to small, medium sized and start-up companies that are keen to move forward and develop their marketing activities but lack the resources, time or know-how to do it themselves.

We support a wide range of B2B and B2C companies across the whole spectrum of strategic and tactical marketing and communications; from helping out with a single solution for projects, to enabling you to manage your own 'outsourced marketing department'.