Press Release



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# BBSA launches e-platform for SME Marketing

London, UK – June 2014 — BBSA, the leading outsourced marketing agency, has launched BBSA MasterProject PRO, an e-platform for small and medium sized businesses to outsource marketing projects for the highest quality completion, on time and on budget.

SME and start-up companies can now post their marketing projects online, receive a quote and monitor their project for timely delivery. By e-managing the project, fewer resources are spent attending meetings, handling details or updating planning tools. BBSA offers a more productive result for everyone, saving companies substantial money whilst not compromising on top quality.

Nowadays, marketing is extremely complex and no longer extraneous. Small and medium sized companies tend to fall behind due to a lack of expensive in-house marking expertise. Last year, the UK registered a boom in the number of new enterprises, adding over 18,000 new companies. Competition is fierce; statistics show that only 25% of new businesses survive their first five years. The key reason is poor marketing and a lack of market positioning expertise.

[BBSA MasterProject PRO](http://bbsa-marketing.com/kick-start-your-project/) is an effective solution to this problem. Companies that lack resources, time or know-how can now use this platform to tap expertise as needed – completing marketing projects with the highest quality and lowest overheads assured. Typical marketing projects include: e-marketing, marketing plans, market research, and lead generation to name just to name a few.

"This is just the beginning of what we believe the future of marketing for SMEs should look like, and we're excited to be shaping its direction for the future," said award-winning Marketing Expert Anna Stella, Director of BBSA Associates. "We will continue to develop a platform that enables marketing projects of all sizes to be completed within the highest marketing standards that only a full service marketing agency can offer".

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**BBSA Associates** is a full service marketing agency. We provide marketing support to medium, small sized and start-up companies that are keen to move forward and develop their marketing activities but lack the 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'. [See more](http://www.bbsa-marketing.com)

BBSA is a registered company and trademark in the United Kingdom.

**BBSA MasterProject PRO:** With BBSA MasterProject PRO posting your marketing project has never been easier: it’s free and only takes a few minutes; you just need to fill in an online form with your requirements.

Following your brief you will receive a proposal and once you approve it we are ready to start work that day. BBSA MasterProject PRO provides everything needed to manage the project, from collaboration tools to payments. To find out more on [BBSA MasterProject PRO click here](http://bbsa-marketing.com/bbsa-masterproject-pro/) and to see [how to start a project here](http://bbsa-marketing.com/kick-start-your-project/).