



Copper Road UK

Marketing

Customer Marketing

With advent of self publication it is easy to see how our inbox has been filled with such a huge volume of meaningless chatter. How can you ensure that your message stands out from the crowd?

At **Copper Road** we **consult** and run customer marketing **workshops** that champion the principles of customer focussed marketing, ensuring that the messages you send are **personal**, **anticipated** and **relevant** to your customers, and that you are seen as a trusted advisor.

Marketing 101

The core principle to remember is that customer marketing stands or falls on the strength of the relationship you have with your customer.

- Know who they are
- Regularly update them
- Maintain their interest

Relationships

Relationship marketing is not a new concept, but one that has fallen into misuse in the era of social media. It has become too easy to broadcast a message to thousands of people with a single click. But are you getting through? We'll show you how.

Don't be *that* company

`"Oh goody, a free gift from someone I've never heard of, trying to sell me something that I don't need". Said no-one. Ever`

Get in touch

If you want to stand out from the competition, please get in touch by phone, email or through the website. We look forward to talking through your specific requirements.

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