

THE RIGHT MESSAGE  
IN THE RIGHT PLACE  
AT THE RIGHT TIME



## BRAND MANAGEMENT, E-MARKETING & EVENT MANAGEMENT

FE MOTTRAM ARE ONE OF THE LEADING MANUFACTURERS OF ALUMINUM PRODUCTS, THE COMPANY SUPPLIES ALUMINUM TO THE WORLD'S MAJOR CAR PLANTS, STEELWORKS AND FOUNDRIES.

### OUR RELATIONSHIP

Connect Marketing UK provide FE Mottram with a tailored marketing consultancy which involves:

- Brand management – guidelines & implementation
- Internal branding and signage
- Event and sponsorship management
- Internal communications
- Company collateral
- PR
- Website

This particular consultancy package not only enables FE Mottram to produce a larger quantity and better quality of marketing activity but it also provides a pair of highly experienced hands for any large marketing projects that have been planned.

“Although as a company we have always engaged in various marketing activity we didn’t always have time to ensure consistency and get the results that we had been hoping for. Connect Marketing UK offered the ideal solution to us – a consultancy contract meant an extra pair of hands to really maximise on existing activity and focus on bringing consistency to the brand”

Dan Nix, Commercial Manager, F E Mottram



CONTACT US TO ARRANGE A  
FREE MARKETING REVIEW

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#### ADVERTISING

advertise in the right places with measurable results

#### BRAND EVALUATION

brand development & management

#### CAMPAIGN PLANNING

for existing or current products

#### COMMUNICATION PLANNING

for current, prospect and lapsed customers

#### COPY WRITING

use the power of words to get exactly what you want

#### DIRECT MAIL & PRINT

full direct mail service

#### E-MARKETING

e-shots, e-bulletins, e-newsletters, websites, customer surveys

#### EVENT MANAGEMENT

make an impact at an event, stand out, and be memorable

#### IMPLEMENTATION

Marketing professionals to deliver the activity

#### MARKETING AUDITS

evaluate your current status and come away with a marketing and communications plan

#### PUBLIC RELATIONS

use the resources that you might not realise are available to you in order to build on publicity

#### SEMINARS

have your target audience come to you

#### SUPPORT TO EXISTING MARKETING FUNCTION

for special one off promotions, events or campaigns

#### TELESALES

follow up & get results

#### WEBSITE & INTERNET SERVICES

make your website work for you & increase website traffic