

MARKETING DEPARTMENT

**HOW DO I  
IMPROVE  
BUSINESS  
REPUTATION?**

BLUMILK.COM



You may be experiencing some of these challenges:

## PHILOSOPHICAL PROBLEMS

"I wish people knew how good our business is."

"Why do some people think negatively about us?"

"Why do our competitors have more customers and more profit?"

## INTERNAL PROBLEMS

The sales team struggle to hit targets.

Potential employees choose to look elsewhere.

The shareholders question the growth of the business.

## EXTERNAL PROBLEMS

There are very few inbound sales enquiries.

It's a struggle to win tenders and pitches.

There is no business growth.

Competitors don't look at your business as a threat.



**We can help you with the following simple steps, which take you through our process, ensuring you the best possible chance of improving your business reputation.**

**1. DISCOVERY SESSION**

An initial discovery meeting with you and your team to get to know you as a business and understand the challenges you're faced with.

**2. INTERNAL AND EXTERNAL WORKSHOPS**

A series of facilitated workshops with internal departments and external customers/stakeholders to build up a big picture of your business reputation and perception in the market place.

**3. MARKET PLACE ANALYSIS AND SURVEYS**

The collection of data and analysis based on customer and employee surveys to determine current business reputation and perception. This data will be used as a benchmark for measuring the success of the project.

**4. FINDINGS AND SUGGESTIONS PRESENTATION**

We'll use our findings and come back to you with a plan to outline the best approach for you.

**5. BRAND AWARENESS AND PERCEPTION CAMPAIGN PLAN**

Once we have outlined our initial findings, we'll turn this into a road map, strategy and communications plan to launch a campaign aimed at improving business reputation and perception.

**6. DEVELOP THE CAMPAIGN LOOK/MESSAGE**

We will work with you to develop your unique campaign, based on the plan, that sets you apart from the rest. Who you are, what you do, what is the thing that makes you different and the best company in your market place?

**7. CREATE COLLATERAL**

We will create any collateral required as part of the campaign. This can be anything from social media advertising, TV and radio, OOH advertising, digital footprint or traditional literature.

**8. LAUNCH AND REVIEW**

This is the final phase where we help you launch your campaign to the world, constantly analysing and reviewing the success as we go.



**IF YOU REQUIRE  
ADVICE OR GUIDANCE  
WE CAN HELP.**

**BLUMILK**

60 Grey Street  
Newcastle upon Tyne  
NE1 6AF

t. 0191 232 4401  
e. [info@blumilk.com](mailto:info@blumilk.com)  
[blumilk.com](http://blumilk.com)