



# Anderson Baillie

Helping your business achieve growth potential

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## Business Growth // Rewards driven strategy

Anderson Baillie provides its business-to-business client-base with integrated marketing solutions for the UK, European and International markets. We are able to do this effectively through our Business Growth approach which combines business and corporate goals with strategic consultancy.

Business Growth helps drive implementation, as without a sound strategy, marketing communications can become nothing more than a creative expense. This strategy should always be underpinned by the goals of the company and actively seek out "quick-wins" to reap swift returns. It is therefore delivered in a range of marketing solutions from the long-term through to the tactical and short-term.

In the pursuit of best practice, Anderson Baillie has grown a series of operating services all inter-related to deliver a fully integrated marketing service.

## Business Growth // Hands on direction

If your requirement is for a thorough review of your market situation, or a detailed examination of a sales and marketing process area, **Anderson Baillie's Business Growth** service is a proven consultancy led methodology. Our Business Growth programmes can be delivered on a fixed project basis or as part of a Managed Service approach.

Either way Business Growth consultancy seamlessly links and drives marketing projects delivery. Providing connected, single source thinking through to execution.

Should your requirements be for co-ordinated assistance in the planning and delivery of marketing programmes, **Anderson Baillie Projects** delivers integrated marketing solutions to achieve objectives, on time and to budget. Our project methodology drives consistency in approach and execution, no matter how large or small the project or campaign.

For more tactical or pilot marketing opportunities, **Intelligent Lead Development (ILD)** is a new concept that adopts a smart marketing approach to the generation of new business opportunities – leads inspired by quality not simply quantity, all supported by Business Growth strategic direction.

Supporting these two main lines of service are a number of specialist 'best of breed' marketing solutions, all designed to assist with the delivery of Anderson Baillie client requirements.

Strategic thinking and marketing execution suffers when operated in isolation or through different parties. Anderson Baillie's strategy reflects both goals – planning and delivery.

## Strategy & Planning //

### Anderson Baillie Business Growth

Business Growth is Anderson Baillie's proven results driven methodology – from current situation analysis, strategy development and planning, through to sales and marketing integration and communications delivery.

## Integrated Marketing Communications //

### Anderson Baillie Projects

A project based approach specialising in the scoping, planning and delivery of cross media integrated marketing programmes.

### Intelligent Lead Development

Reflective of the current market situation within the IT/Technology space, ILD offers an intelligent analytical led approach to demand generation.

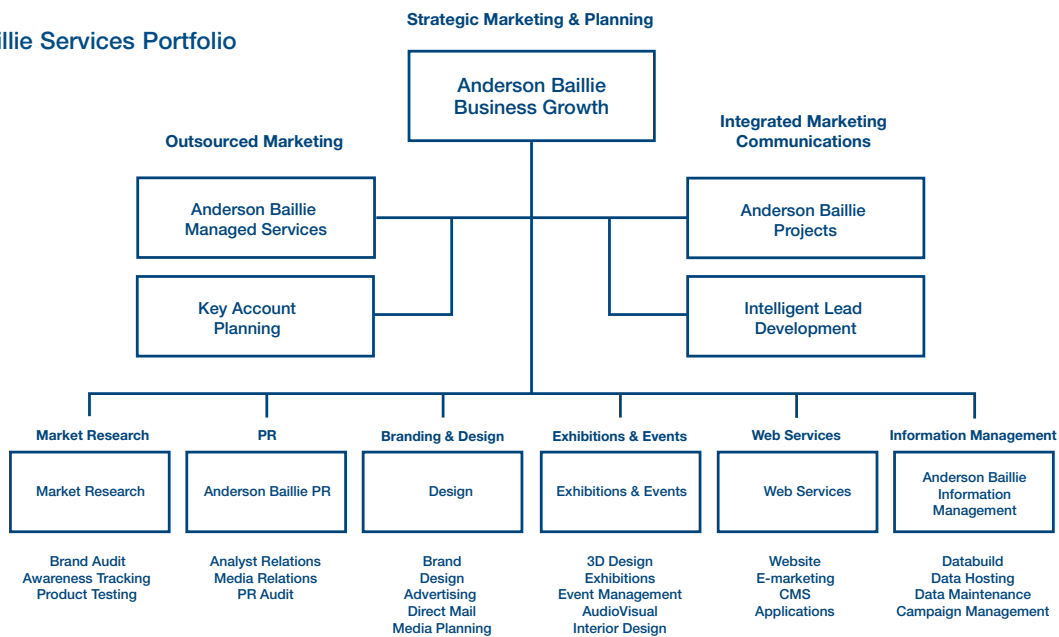
## Helping your business achieve growth potential

Anderson Baillie's mission is to provide best practice standards based marketing and sales services to its IT and Technology clients. Our services portfolio allows clients to select all or any combination of strategic and/or tactical services on a project by project or Managed Service basis.

For a full overview of our services visit:  
[www.andersonbaillie-projects.com](http://www.andersonbaillie-projects.com)



### Anderson Baillie Services Portfolio



## Outsourced Marketing //

### Anderson Baillie Managed Services

Offering services including:

- Campaign management
- Full marcoms strategy, planning and delivery

## Public, Media & Analyst Relations //

### Anderson Baillie PR

- Working alongside mainstream communications

## Branding & Design //

### Anderson Baillie Design

- Providing innovative strategically driven creative solutions

## Event Management //

### Anderson Baillie Events

- Planning and delivering focused exhibitions and events, nationally and internationally

## Web Marketing Services //

### Anderson Baillie Digital

Internet consultancy including:

- Design and development for corporate websites
- Campaign microsites and E-marketing
- Tailored web application products and services

## Database Management //

### Anderson Baillie Information Management

Data consultancy offering:

- Data build, data hosting and maintenance
- Fully outsourced campaign management

## Market Research //

### Anderson Baillie Market Research

- Providing both qualitative and quantitative research

## Further Reading and Information

### **Integrated Marketing Communications**

Read about our Integrated Marketing Communications and learn about a smarter way to market.

[www.andersonbaillie-projects.com](http://www.andersonbaillie-projects.com)

### **About Anderson Baillie**

Anderson Baillie is one of the UK's foremost authorities in the delivery of technical business to business marketing working in IT and other complex product markets. Managing all marketing disciplines and communication programmes, Anderson Baillie is responsible for the creation of Integrated Marketing Communications, providing a strategic vision through to implementation and planning for accelerated revenue generation.

[www.andersonbaillie.com](http://www.andersonbaillie.com)

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