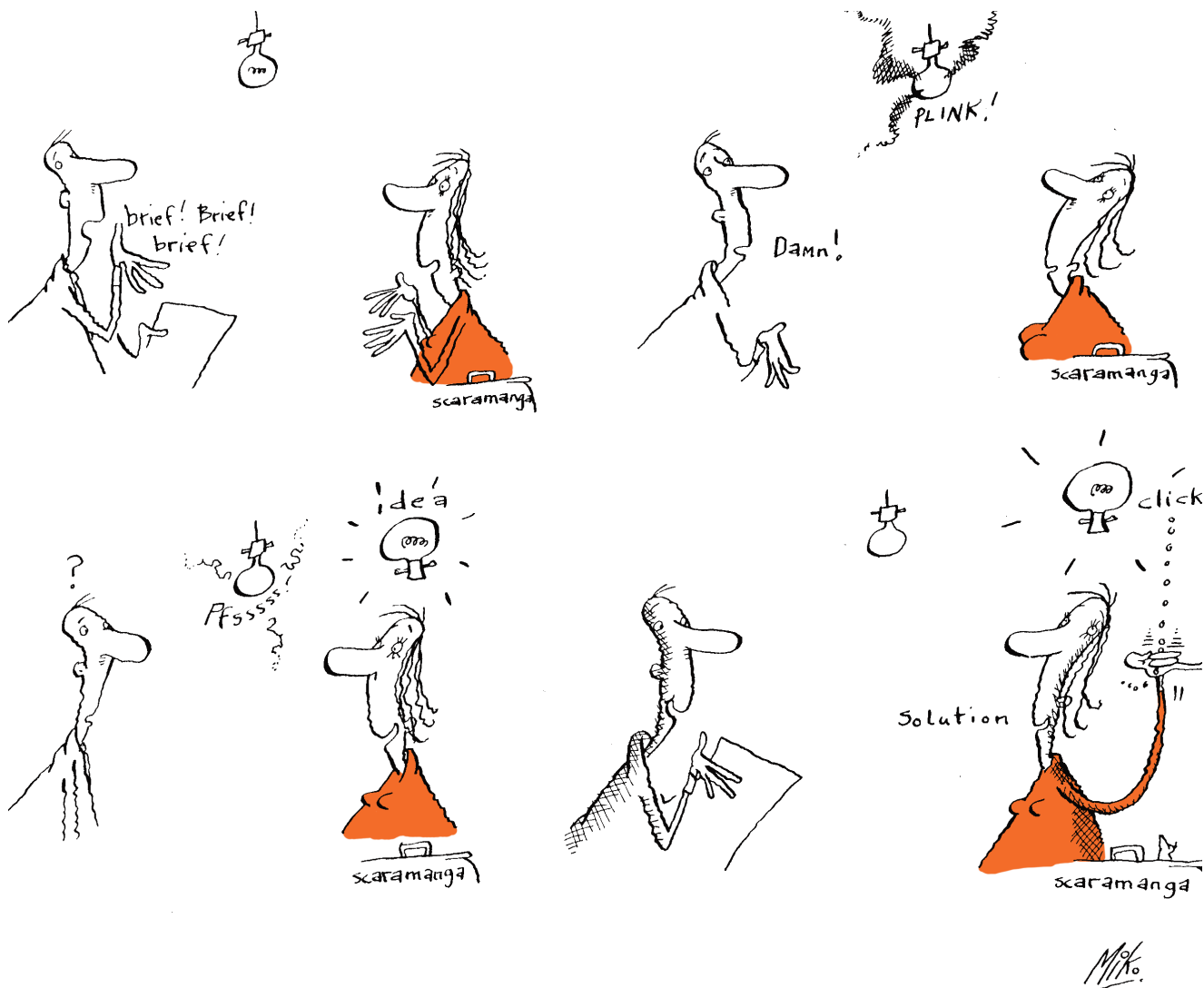


Marketing expertise for  
small & medium businesses

**scaramanga**  
you'll like the way we **think**



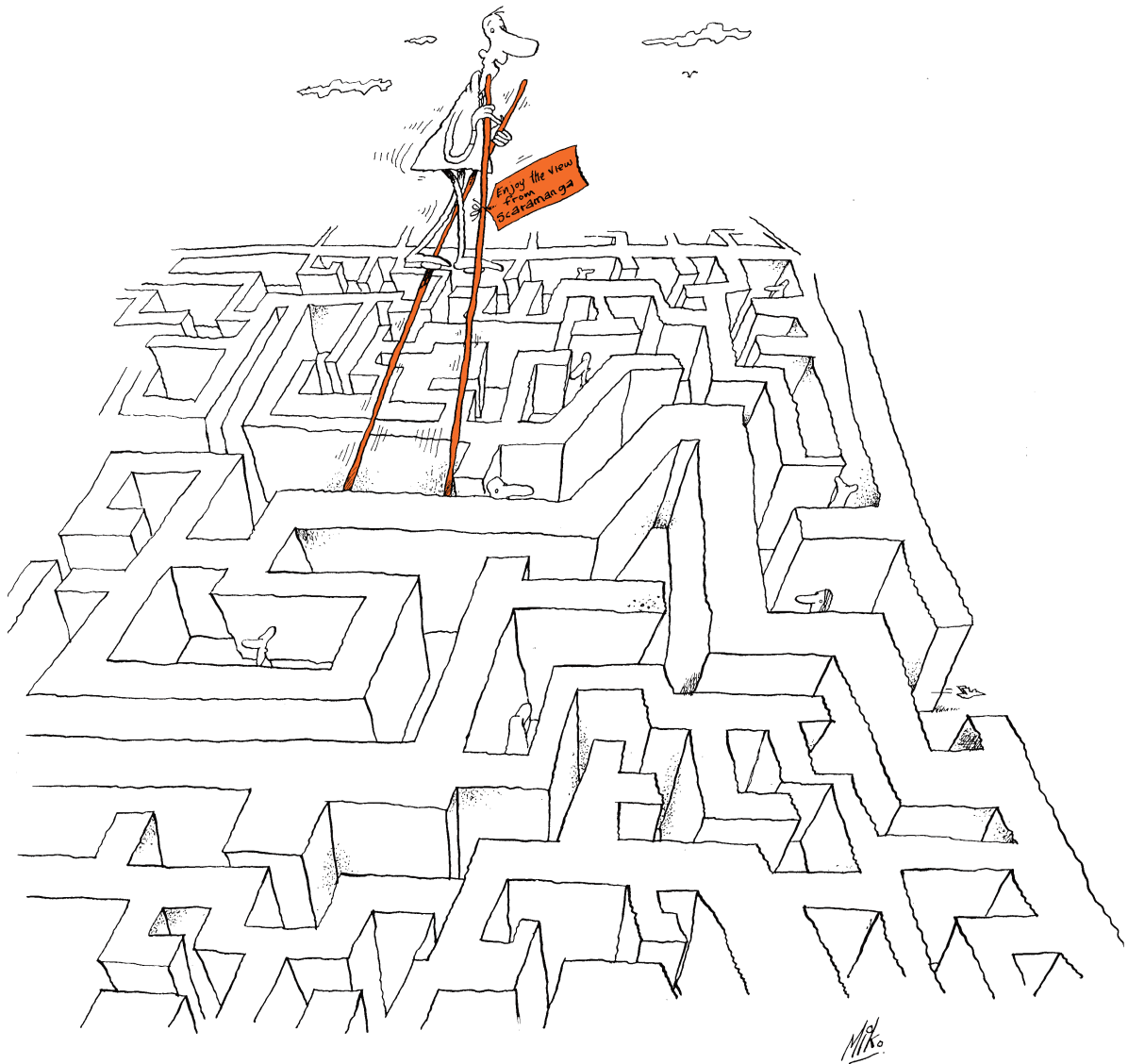
## You'll like the way we think

Winning in a challenging market is seldom easy – it takes skill, dedication and complete objectivity. But winning is more certain when you have a partner - someone to help you tackle each challenge with the same understanding, confidence and passion that you've brought to the building of your business.

At Scaramanga we're creative thinkers and problem solvers. We've combined strategic sales, marketing and business planning skills so that we can turn your business plan into market growth, new sales and even more profit!

### **Scaramanga.**

*The way we think adds value to your business!*



## How we can help

When you're running a business, it's easy to get caught up in the detail and lose sight of the bigger picture. At Scaramanga we can help in two ways: firstly we can help you step out of the day-to-day running of the business to identify new markets, new opportunities and develop plans and campaigns to realise them.

Secondly, we can relieve some of the pressure on your time by becoming your virtual Marketing Director. The advantage? You get access to highly experienced marketers to help realise your business goals, but you only have to pay for the time you need us, making Scaramanga a very cost effective solution.

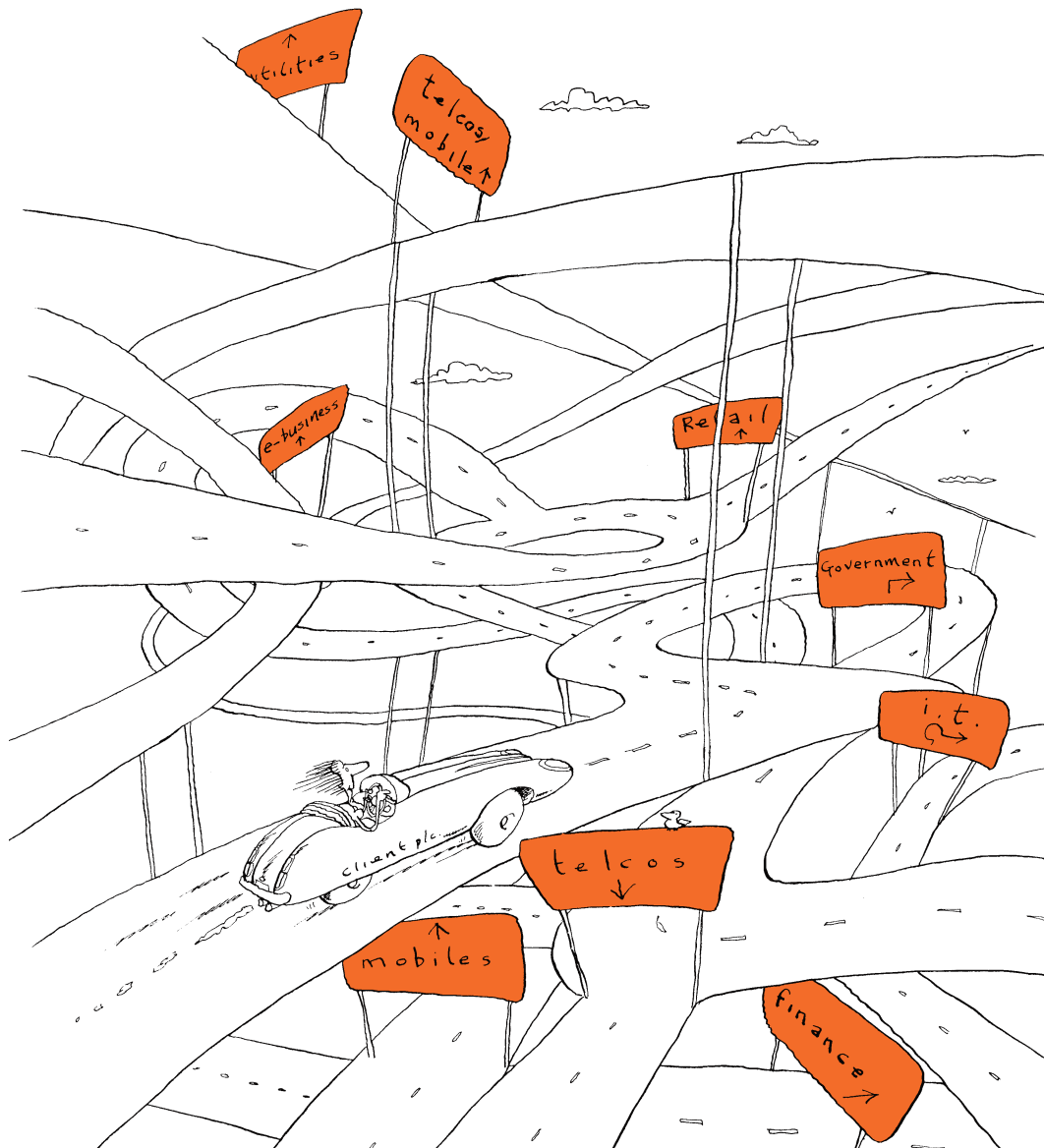
So, what areas of marketing can we help you with? The list is long, but some hot topics include:

- Email, viral and online marketing, as well as more traditional offline routes, to generate leads and build repeat business

- Make your brand and messaging really strong and impactful to create the market position and customer experience you desire
- Set up programmes to build customer loyalty to create referrals and repeat orders
- Identify and exploit new markets, new products or services and create new opportunities
- Recognise and set up new sales channels and routes to market

In short, being your marketing team, working alongside you to bring marketing expertise, experience gained across many industries, as well as commercial acumen, to support you in growing your business and increasing profits.

**Scaramanga.**  
*You'll like the way we think!*



## Our clients

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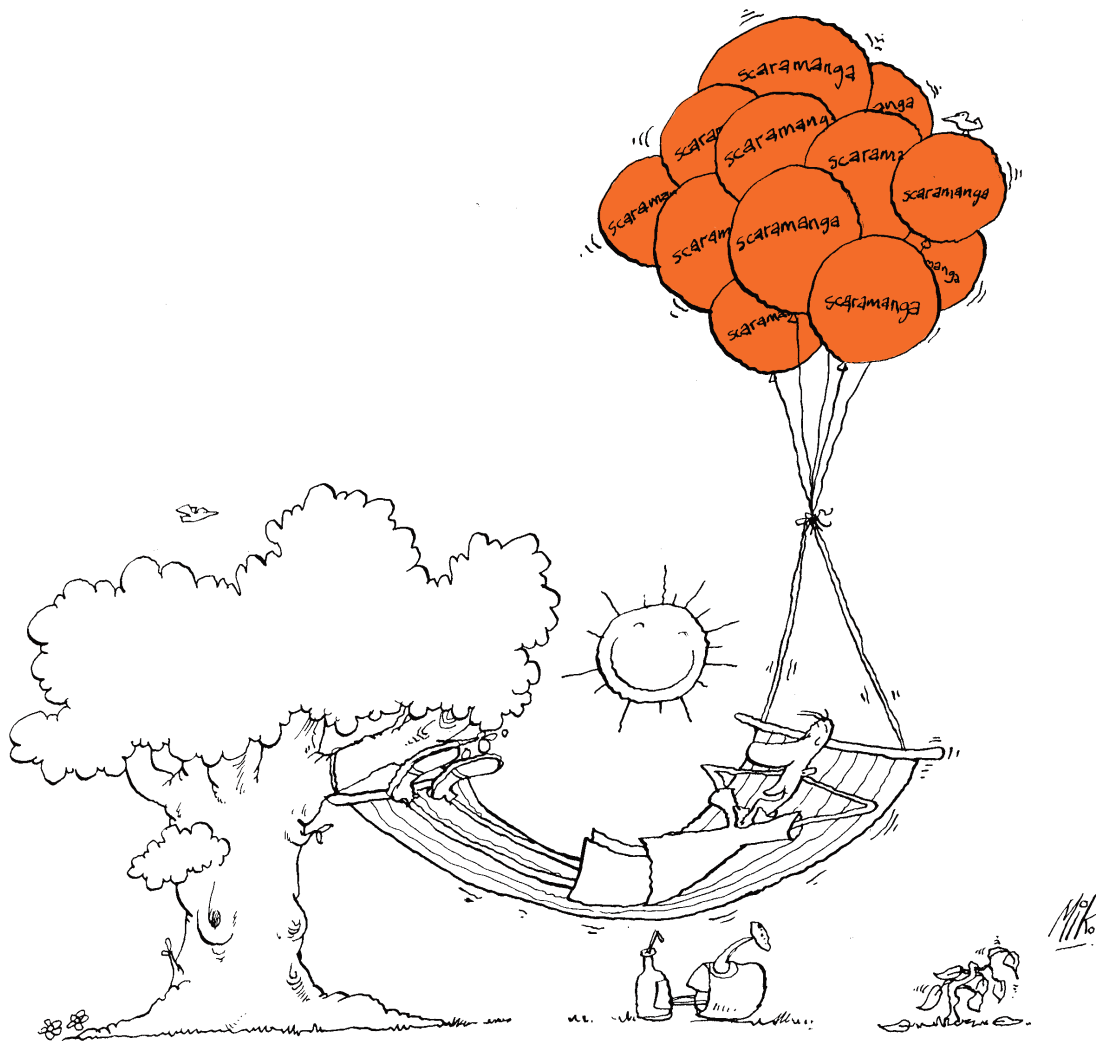
**Our service is a mix that has led to ongoing relationships with household names, as well as many small and medium businesses just like yours!**

Our household name clients include a mix of industries from business-to-business, as well as consumer marketing: T-Mobile, Fujitsu, DEFRA and YourDay at Alton Towers.

With YourDay, for example, Scaramanga became the Marketing team for this innovative, yet small, company providing a personalised DVD souvenir to guests experiencing the thrills and excitement of a day out at Alton Towers. We provided a complete A to Z service, from branding, pricing, positioning, through to all marketing collateral, websites, email and social media marketing, to delivering the brand experience at all points of customer contact by consulting on the retail operation and premises, recruiting and training staff.

YourDay won the new product technology award at IAAPA 2007, the theme park industry expo held each year in Florida. Needless to say, Scaramanga prepared the award entry and managed YourDay's exhibition stand at the expo.

**Scaramanga.**  
*Our clients value the way we think!*



## About Scaramanga

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Scaramanga was founded in 2000 by Claire Scaramanga. Claire is an MBA qualified consultant and senior marketer with over 20 years' experience within blue chip companies and leading marketing agencies.

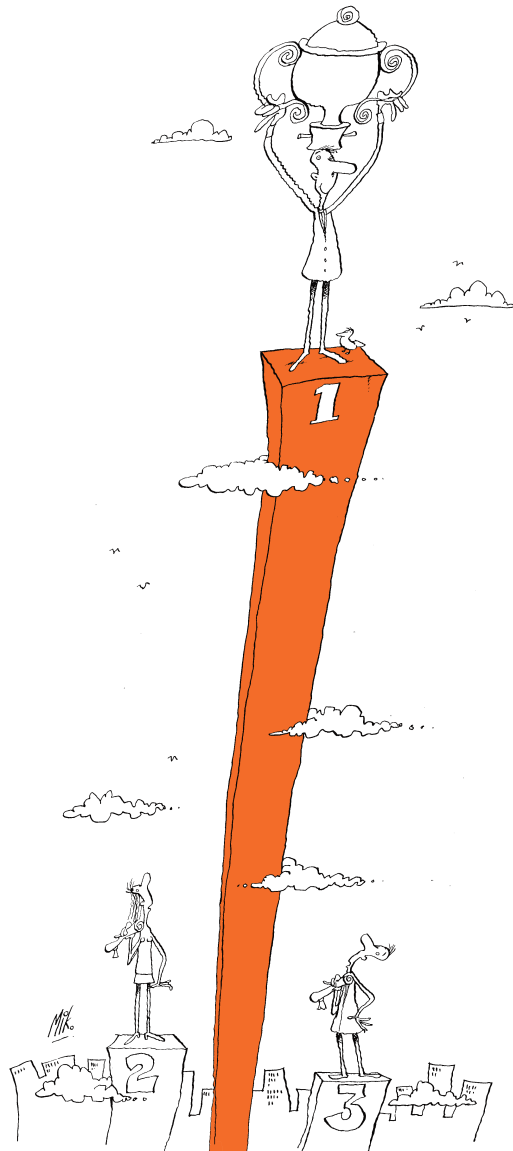
Claire holds an MBA, the Chartered Institute of Marketing Postgraduate Diploma, and a BA Hons (French and German). She is also a Master Practitioner of NLP.

Find out more about how Scaramanga can help you grow YOUR business...

**Call us today on 0870 241 8193**

## Our network

We work with a great team of marketing associates, as well as first-rate industry suppliers, especially graphic designers, web developers, printers, event companies etc, and are also very happy to work with your existing suppliers to ensure continuity.



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