

**GGI BUSINESS DEVELOPMENT & MARKETING  
PRACTICE GROUP MEETING  
Lisbon, Portugal  
April 19, 2013**



aksonova & associates®  
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Independent Member of



GENEVA GROUP INTERNATIONAL

**APPROACHES TO EFFECTIVE MARKETING COMMUNICATIONS**

**PROVIDING QUALITY**

[ap-center.com](http://ap-center.com)

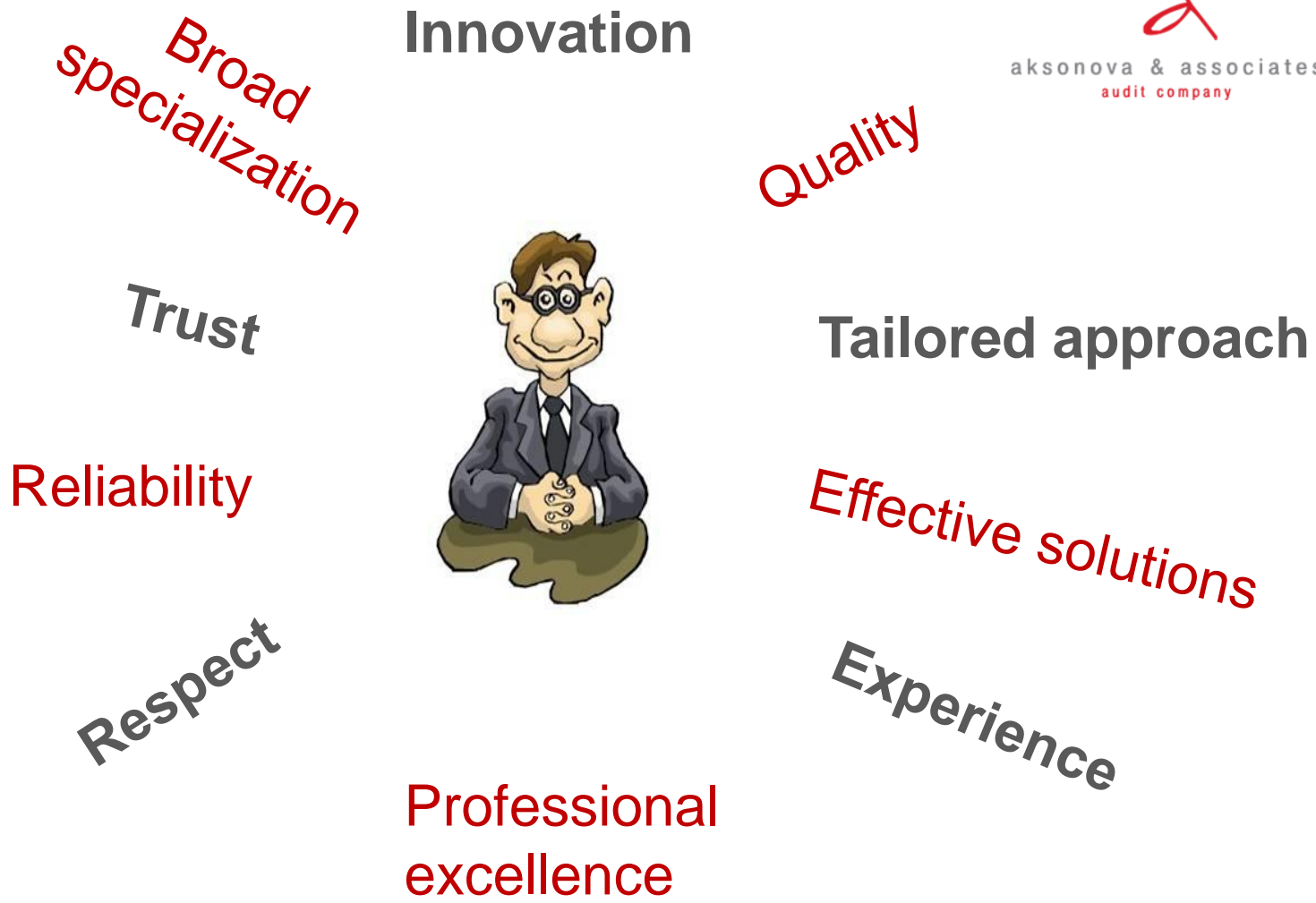


# Why our customers and clients buy our services





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**Normally all  
communication  
messages are around...**



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Innovation

Broad  
specialization

Quality

Trust

Tailored approach

MARKETING



Reliability

Effective solutions

Respect

Experience

Professional  
excellence

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# What is the style and language of all our communications?

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- Serious
- Formal
- Informative
- Professional



- Simple language
- Clear message
- Entertaining content
- Interactive
- Involve audience into communication process







## COMMUNICATION MIX

### SEGMENTATION OF COMMUNICATIONS

- Who do we communicate with (Target audience)?
- What media does our TA read, listen, watch?
- Who is in the DMU of our TA?
- How does our TA look like?
- Where does our TA spend business and private time?
- What are the core values of our TA?
- What manner of communication does our TA prefer?
- Which budget do we allocate for communication with our TA?
- What do we want our TA to know about us?



## SEGMENTATION OF COMMUNICATIONS

- What messages do we communicate?
- Do we need to segment them?
- Who should deliver particular messages and how?





## COMMUNICATION MIX

### PR

- Free and commercial seminars for representatives of different industries*
- Free events for clients (business breakfasts, networking events, CFO club)*
- Participation in industry-specific events*
- Sponsorship of business events*
- Publishing press-, post-releases, analytical reviews, articles, expert opinions, comments on professional issues in media*
- Organization of events within trade chambers of commerce, business associations, embassies, trade missions*
- Press-conferences*
- Special events for journalists*

PUBLIC RELATIONS





## COMMUNICATION MIX

### TV

- Participation of company management in TV-programs*
- Sponsorship of TV programs*
- Participation in TV projects*



## COMMUNICATION MIX

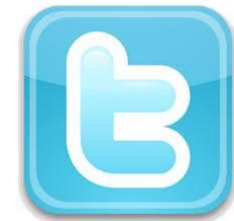
# ADVERTISING

- Publications in listings*
- Image advertising in business press, magazines of business-associations, trade chambers of commerce*
- Placement of brochures in advertising stands of business associations*
- Banner ad (events)*





# COMMUNICATION MIX





## COMMUNICATION MIX

***SALES PROMOTION***

- Personal selling (partners, communication managers)*
- Selling seminars*
- Agreements with lawyers, HR-agencies, business-associations*
- Referrals from industry associations*

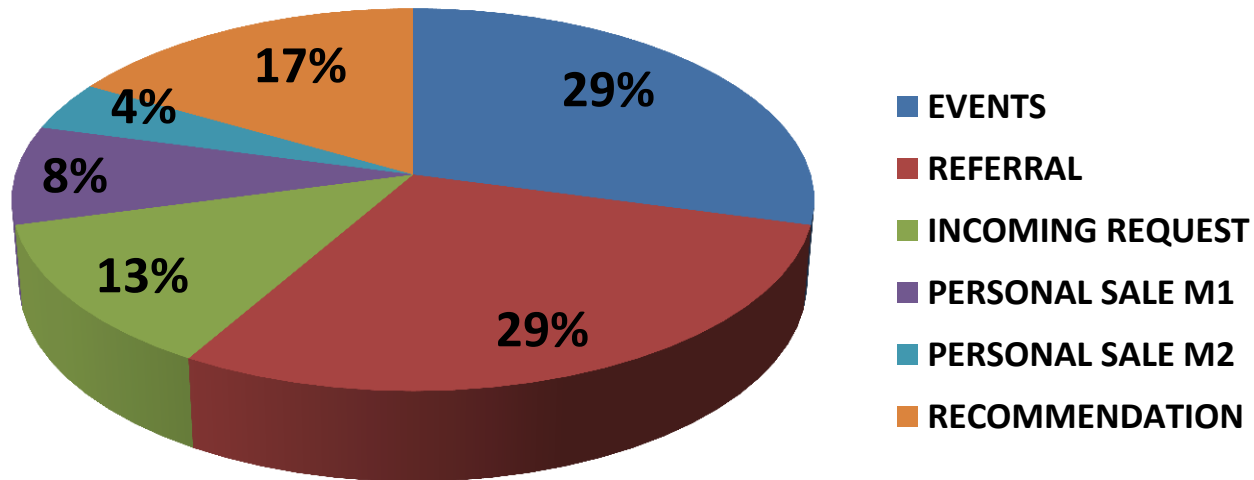
**SALES**





# COMMUNICATION MIX

## SOURCES OF NEW CLIENTS, 2012







## COMMUNICATION MIX

## Internet Promotions

- Web-site: SEO, AdWords, traffic through partner web-sites
- Blog optimization



“Web-site is a conscious of business while the blog is a smoking place”

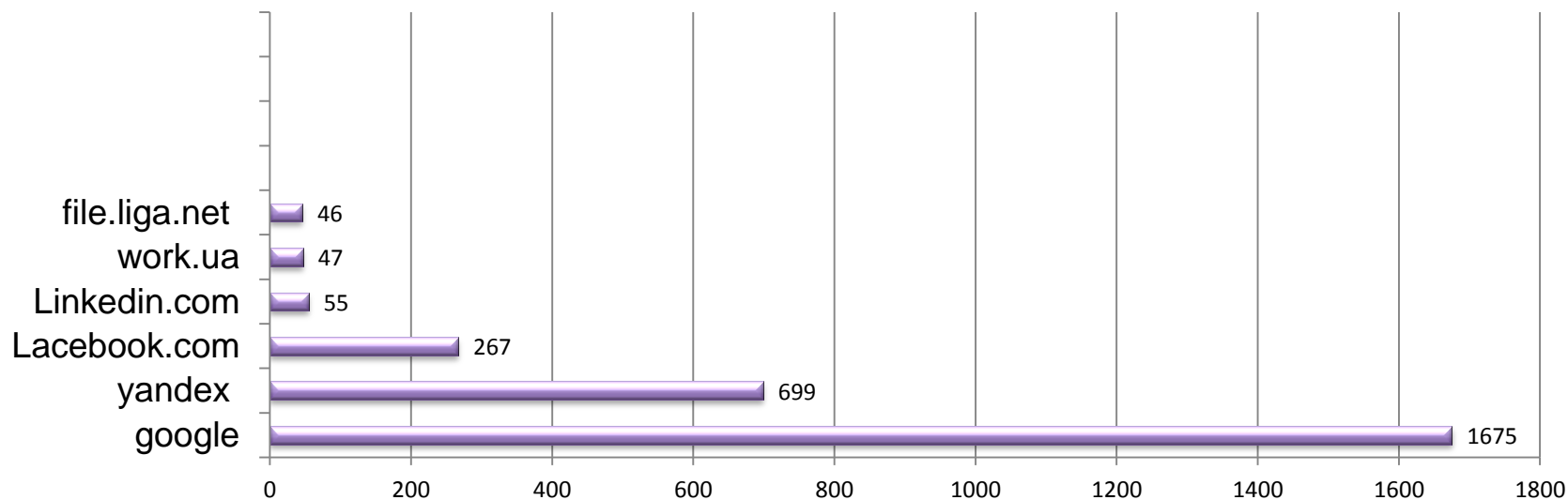
- Banner advertising
- Consulting at forums
- Seeding at forums





# COMMUNICATION MIX

## Internet Promotions



**\*web-site statistics, April 1-7, 2013**





## COMMUNICATION MIX

### DM



#### ☐ **Telemarketing**

- Invitation to events
- Arranging meetings for management
- Surveys
- Client communications
- Selling of additional services to existing clients

#### ☐ **Direct mail**

- Monthly company newsletter
- Newsletters of company management
- Events announcements
- Professional news
- Surveys
- Industry-based newsletters
- Postcards



## COMMUNICATION MIX

### *INTERNAL MARKETING*

- ❑ Informational (weekly newsletters, honours board, awards)
- ❑ Analytical (questionnaires, interviews)
- ❑ Communicational (corporate events & studies, employees' presentations, professional contests)
- ❑ Organizational (weekly meetings, participation of employees in the strategy planning processes, growth programs)





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I wish you successful communications!  
Thank you for your attention!