

## Corporate Overview

### Introduction

If you need to increase sales, communicate more effectively with company stakeholders, or raise your media profile – we can help you. Are you finding it increasingly difficult to get air time with key decision makers? We can help you to reach the right people and get the results your business needs. Our business to business marketing services provide you with everything you need to take a more integrated approach to your campaigns. Ensuring your proposition is refined, your sales and marketing collateral sharp, and your marketing messages reach the right people to get the right results.

Many of our clients have benefited from a combination of our business marketing services including ITRS Group, Asset Control, Blaser Mills Solicitors, Zebra Card Printers, Halian, IGEL, Sapiens, Business Collaborator and Microsoft as well as many others.



### Core Services

Our integrated marketing approach is designed to maximise marketing results while minimising costs.

#### **Email Marketing Services**

If you need to reach people fast our email marketing services will help you to get the results you need.

#### **Professional Content Writers**

Attracting the attention of decision makers is becoming increasingly difficult. If you need to refresh your sales and marketing collateral we can help.

#### **Telemarketing Sales Leads**

Finding and closing new business sales is the life blood of any business, but what is the best approach to use?

#### **Website Development**

Your website is often the first place customers will look to get some insight into your company – what does your website say about you?

#### **Media Relations**

Media relations is a very cost effective way of raising your company's profile. The right media coverage can boost your brand and reputation.

### Incognate Benefits

Our highly skilled, multi-disciplined team will help you to define, refine, and present your sales and marketing propositions to help you generate more sales or raise your media profile.

Our services are geared to help you to maximise your marketing budget, increase your sales, and raise your media profile.

What makes us different? We asked our clients what they thought:

- Always deploy highly skilled marketing and communication experts
- Focused integrated communications agency
- High levels of expertise in business to business marketing and communications
- Deliver fixed time, fixed price projects – with no hidden costs
- Innovative marketing and communication offers

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## What the Clients Say...

This is what just some of our clients say:

Incognate quickly picked up the technical understanding of the card printer solutions and has created a number of excellent case studies and press releases for us. With his help, we have significantly increased the positive visibility of Zebra's products in the EMEA region. **Mark Thomson, Vertical Marketing Manager – Retail & Hospitality, Zebra Card Printers**

“Most people would agree you need real response ability from your trusted agencies. I think it would be fair to say that Incognate proved they have a great deal of that and we are now discussing working with them much more regularly.” **Alan Ferguson, Marketing and Channel Development Director, L&G**

Incognate has done an excellent job for Halian in producing content for the website and working with us and our customers to deliver case studies. **Jon Halpenny, CEO of Halian**

## Clients



AssetControl™



THOMSON REUTERS



JMR  
software | services | solutions



Making complex messages simple

## Fixed Cost Products

You may benefit from our turn-key marketing and communication products to deliver results at a fixed cost:

**MarketingPod** - Over the past 5 years we know that getting air time with key people in target companies is much harder and that is why we have developed the MarketingPod. It combines several proven marketing disciplines and approaches to ensure we generate the sales you need.

**WebPod** - Achieving a professional online presence is easy and stress free with an Incognate WebPod. We will design, create copy for and build your website to your specifications.

**EmailPod** - Keep your name in front of your clients using promotional emails - an excellent way of generating more sales leads. Using our EmailPod services will enable you to deliver high profile, high quality email campaigns to target accounts.

**MediaPod** - establish a good media relations and develop a strong media presence for your company. We will help you to identify media opportunities to achieve regular press coverage.

## WebstatisticsPod

Ever wonder who is visiting your site and which pages are the most popular? You can track hundreds of real-time website statistics which will help you target your marketing effort and ensure your website is being seen by the right people. Find out:

- Who is visiting your site
- How they found you
- How they navigate your site
- If they buy or transact on your site
- How effective your advertising is
- Dashboards which are tabbed, customisable and user specific
- Hundreds of additional statistics on your visitors
- Tracks search terms from 300 search engines.
- Email alerts for user definable traffic levels
- Exportable reports

## About Incognate

Incognate provides a wide range of business marketing services including copywriting, email marketing, telemarketing, website development and media relations. If you need to increase sales, communicate more effectively with company stakeholders, or raise your media profile – we can help you.



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