

Press Release

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MARKETING REVIEW CHECKS COMPANY HEALTH

NDO Consultants – Experts in Engineering Business

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In these difficult times when every penny counts and every budget has a potential to be cut; NDO Consultants Ltd is offering a cost effective method to maximize return on marketing expenditure. They have devised a simple Marketing Health Check which is introduced in the form of a questionnaire asking pertinent questions about how companies are carrying out their marketing and if they are obtaining the best value for the money they are spending.

Senior Consultant Doug Ovenden says "Many firms see marketing as a 'bolt on goody' that they can 'unbolt' when times are difficult. Of course the facts are quite different and the need for good marketing to maintain sales levels in a financially squeezed market actually takes on a higher importance than in times of plenty"

A simple check of the types of marketing being used, its optimization levels and the markets it reaches can often reveal deficiencies. Marketing must form part of overall corporate planning and be coordinated with sales targets. This does not necessarily mean spending large sums of money but companies must ensure that they spend wisely and receive the best value for money

The questionnaire will be followed up by an overall review by NDO Consultants which includes a report and suggested further action. This low cost review will cover methods of marketing, types of market, measures of success and integration with overall corporate planning. This can often lead to saving money, whilst improving results.

Managing Director, Neill Ovenden says "This development is directed specifically at "credit squeeze" problems and we have already helped a number of companies with the simple "healthcheck" approach, often an external view of marketing activities reveals some glaring potential for savings whilst delivering improved marketing performance.

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About NDO Consultants

Established in 2007 to provide a quality, highly experienced consultancy service to the engineering marketplace, NDO Consultants have already proven themselves highly adept at recruitment, training, business development, marketing and overall business review in a variety of SME's.

Filling a genuine need for highly technical sales and business professionals with a proven commercial acumen, NDO Consultants are able to deliver in all areas of company development and structuring. Offering everything from telesales and database generation, through to marketing planning and full company business reviews, the service provided by NDO Consultants is highly flexible.

For more information please visit our websites

www.ndoconsultants.com

www.ndorecruitment.com

www.ndotraining.com

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