smart monkey marketing
no-nonsense marketing & design

Case Study

SOS Communications
Full service marketing and design support

SOS Communications is a distinguished distributor specialising in the sale, purchase and repair of new and 2nd user telecommunications equipment. SOS Communications hold strong links with top brand manufacturers such as Toshiba, Panasonic and Avaya and can supply complete systems to a single handset. SOS Communications employs in excess of 50 staff, operating from substantial premises in West Sussex.

Full Marketing & Design

In total, we have been working with SOS Communications for over four years with Beth heading the marketing team in-house for two years before setting up Smart Monkey and retaining SOS Communications as a client. We work closely with the key team members at SOS Communications, planning and implementing full marketing support to help the organisation achieve their challenging objectives in an ever increasingly competitive market.

- Generate successful industry and local PR coverage - Short listed for 'Distributor of the Year' at Comms Channel Expo 2006
- Advertising campaigns to generate brand awareness and drive sales
- Cost effective email marketing to support sales efforts
- Integrated direct mail campaigns – Toshiba, Purchasing, Repairs
- Sales promotions and incentives for resellers
- Fostering partnerships with manufacturers such as Toshiba
- Dealer training days & reseller pitch events
- Exhibition management and support
- Graphic design – brochures, adverts, leaflets, exhibition displays
- Copy writing stimulating content with clear messages
- Assisted with set-up of Partner company Trust Distribution, including new branding, launch promotion, PR, exhibition support

"We have a very close relationship with Smart Monkey, they act as our marketing and design department ensuring all of our communications are consistent across the board. They have helped us to achieve sales targets and improve our customer communications, as well as being great fun to work with."

Managing Director, SOS Communications

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