

MARKETING & ADVERTISING CONSULTANCY SERVICES

1. Scope

INDEVCO's Marketing & Advertising Consultants advise and assist clients in developing strategy and implementing targeted and trackable initiatives with the goal to attract, nurture, and convert new prospects to customers and to actively monitor customer experience to ensure the greatest benefit of the client.

2. Objectives

INDEVCO's Marketing & Advertising Consultants engage directly with clients to:

- Recommend a cost-effective marketing and advertising strategy and assist in implementing initiatives
- Recommend analytics and reporting to monitor relevant trends and return-on-investment of the client's marketing and advertising initiatives
- Advise and assist in developing corporate and product brand identity and in implementing and auditing of adherence to guidelines
- Advise on the client's sustainability strategy and assist in implementing setting of objectives, automated data collection, reporting, and communication of all
- Recommend sector-based approach to market research, marcom materials, lead generation, cross-sell, ecommerce, and customer experience management
- Advise and assist in copywriting, designing, and printing / programming marketing tools for the client's business unit(s), including corporate intranet and email announcement systems for internal communications; presentations, fliers, websites, social media strategy, news articles and press releases, signage and more for external communications
- Advise and assist with lead generation, using professional standardized communications and a media and technology mix of search engine advertising, industry advertising, trade lead portal membership, direct email marketing, trade shows and tele nurturing to bring qualified leads for the client's products

- Assist in research and feasibility studies for production of product packaging and promotional items
- Advise and assist with strategic media planning, buying, booking, monitoring, and alerts, as well as the client's pre and post campaign evaluation
- Recommend advertising concepts and assist in developing the client's scripts and storyboards, testing pre and post-copy, directing TV and radio ads, and advising during production
- Advise and assist with planning, organizing, executing, and analyzing qualitative and quantitative research, as well as product panel testing
- (Via Certified Trade Show Marketer CTSM-certified consultant) Advise and assist with trade show project management and return-on-investment reporting, including client approval, coordination with client business units(s), exhibition organizers, booth designers and other third party suppliers, delegations
- Recommend and assist in developing mobile, tablet and social media apps, Intranet and extranet tools, business automation tools, and database management tools for the client's business unit(s)
- Recommend and assist in developing technologies to link the client's geographically dispersed marketing and sales teams with Customer Relationship Management (CRM), sales enablement, cross-media management, content management, and trade show management solutions
- Recommend and assist in implementing a formal Customer Experience Management initiative across the client's business unit(s), including annual customer satisfaction survey and action plan, internal customer service and other campaigns to improve interaction with customers, strategic customer visits and events, lost-customer win-back approach, and sales cross-sell strategy with strategic customers
- Advise and assist in setting event strategy and communications, as well as in implementing and evaluating event production and organization

3. Global Network

INDEVCO provides specialized Technical & Consultancy Services through a global network of employees, consultants, and technical advisors located in Lebanon, Europe and the United States and in coordination with research and development centers and laboratories around the globe.

Technical & Consultancy Services are focused on industrial manufacturing, including but not limited to the production and trade of forestry and paper products, tissue, plastics, corrugated packaging, aluminum, consumer and away-from-home disposables, and other related products for B2B and FMCG sectors.