



brook  
consultancy

Implementing  
Business Support  
Interventions to  
Facilitate Change

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Marketing

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[brookconsult.co.uk](http://brookconsult.co.uk)



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Brook's team of marketing consultants work with your business to help you to improve your marketing strategy, allowing you to showcase your business to your target marketing in the most effective way possible to maximise the value of your brand.

### **We Provide Ideas**

Working with a Brook consultant will allow you to embed brand-building behaviours, and unlock ideas in your business.

### **We Help You Attract**

We ensure you identify and put your customer's voice at the heart of your thinking and strategy.

### **We Help You Innovate**

While you work with Brook, we will support you to use some of the most innovative techniques to attract business by analysing your customers' profiles and ensuring marketing efforts are targeted for maximum impact.

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## **Format of Delivery**

We start by getting to know your organisation via deep-dive sessions into the functionalities of your current marketing strategy and understanding your ideal customer. We will then work towards creating a bespoke strategy implemented throughout your marketing operation.

Consultancy sessions can be in the form of facilitated team meetings, one to one coaching sessions or process mapping interactive workshops to fully understand your marketing operation.

Ideas will be discussed, challenged and tested to establish a robust marketing strategy targeted towards attracting and engaging your ideal customer.

Brook Consultants work heavily with your marketing leads, but also with other departments to raise awareness of this specific department to ensure an internal, joined-up approach is followed.

The delivery will be bespoke to business needs and sessions will be dictated by participant availability, recognising their commitments to the ongoing management of the business.

Delivery will be on business premises or digitally via any online meeting platform such as teams or Zoom.

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## **Business Benefits**

Brook will help you create a bespoke, high impact marketing strategy to generate more sales into your business. We work with your teams to ensure a consistent process is not only followed but controlled. Brook will help boost your reputation in your market by understanding your ideal customer so marketing efforts can be tailored towards this customer base. Your marketing strategy isn't just about boosting leads and converting them into sales. Brook will work with you to express your culture, vision and values to your target audience.

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#### **For more information:**

enquiries@brookconsult.co.uk or call: (01226) 240 435

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