



Beyond Marketing

Strategic Communication
Consultancy Services 2021



Beyond Marketing

Along our wide array of consultancy services, PARTNERS & BEYOND launched a strategic communication consultancy service, BEYOND MARKETING, offering companies a gateway to innovation and creativity in today's complex world.

Operating with the highest standards of client management possible; BEYOND MARKETING offers world class communication solutions ranging from marketing strategies, communication tactics, branding, and digital activities.

Our team of professional marketers provides a blend of international experience, regional knowledge, and unparalleled relationships focused to deliver Pay Per Click, Search Engine Optimisation, Social Media, Display Marketing, Analytics, Design, Web and Mobile Application Development, and Video Production solutions.

We strive to find the best and most appropriate solution for businesses while measuring the results to ensure higher conversion rates and improved ROI.



Services

Marketing
Strategies
& Tactics

Initial
Consultancy
Packages

Branding

Creative

Digital



Marketing Strategies & Tactics

Marketing Strategies & Tactics

We help our partners plan and execute the following:

1

Understanding the Marketing responsibilities

- Building partner's satisfaction, value, and retention
- Winning markets: market-oriented strategic planning

2

Analyzing marketing opportunities through

- Gathering information and measuring marketing demand
- Scanning the marketing environment

3

Analyzing partner's markets and buyer behavior

- Dealing with the competition

4

Developing and modifying Marketing Strategies

- Positioning
- Developing new products



Marketing Strategies & Tactics

5

Making marketing decisions including

- Managing product lines and brands
- Designing and managing services

6

Managing and developing marketing programs through

- Managing marketing channels
- Managing the communication mix (advertising, sales promotion, and PR)
- Managing the sales force

7

Developing Investor Relations capabilities including

- Formulating integrated engagement programs and outreach initiatives
- Drafting literature including financial analysis, progress, and special situation reports
- Monitoring shareholders' responses via media and social media channels



Branding



Brand Strategy

Branding

Goal Setting

S Specific

M Measurable

A Attainable

R Realistic

T Time-bound

OPTION
01

Analysing research, data, and trends

OPTION
02

Creating competitive reviews and situational analyses

OPTION
03

Identifying insights, challenges, and opportunities

OPTION
04

Defining Companies objectives, setting SMART goals, creating a strategic plan and testing

Brand Identity

Branding

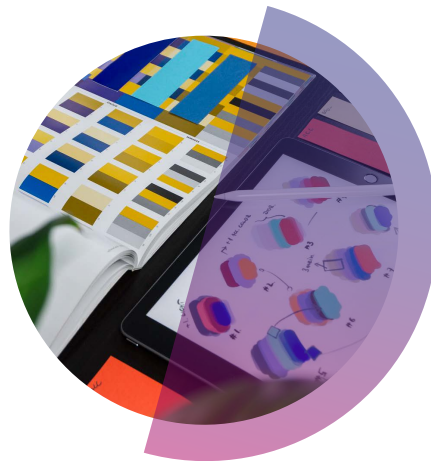
1

Building a professional brand appearance online and offline

2

Managing and enforcing the visual identity of the brand across multiple channels & corporate assets

Brand Positioning & Equity



Brand Communication

Branding

Leading the development & implementation of a company's marketing, social media, branding, and communication activities

Creating all marketing materials & organizing all marketing events

Assist in marketing plan preparation, including budget and short and long-term strategy

Creating & maintaining consistent corporate brand/image voice cross product lines, events, and promotional materials, and throughout company departments





Digital

Pay Per Click

Digital



01

Creating and planning a variety of PPC campaigns across a range of digital channels

02

Overseeing existing campaigns and making recommendations on how to optimise them

03

Analysing trends and making data-driven decisions

04

Producing detailed analysis and reports of campaigns

05

Retargeting/Remarketing Campaigns

Search Engine Optimisation

Digital



Improving Search engine ranking through keyword optimization, title tags, meta description & backlinks

On-site & off-site SEO Implementation

Implementing & studying content through market research

Social Media

Digital



01

Marketing Through Social Media Platforms (Facebook/ IG/ Twitter/ LinkedIn/ Snapchat/ YouTube) and content management



Facebook Manager / Facebook Pixel/ Facebook Live Hosting

02



03

Social Media Campaigns & Analytics



Increasing & improving social media appearance and brand reputation

04



Display Marketing

Digital

Creating a targeted online advertising Banner Campaign

Media Booking

Sub Contract PR Services (Draft, Publish & Monitor press releases)

Creative Designs (brochures/ Roll ups/ Banners/ Etc..)



Analytics

Digital

01

Collecting and analysing customer, marketing & web behavioural data.

02

Testing campaigns, analysing key metrics & identifying opportunities to increase campaign performance.

03

Developing digital campaign and web measurement strategies.

04

Creating dashboards, data visualizations, campaign and website performance reports.

05

Monitoring & analysing digital media & marketing trends.





Creative

Design

- Creating a look and feel Digital Appearance
- Web Design
- Designing social media posts and content

Website

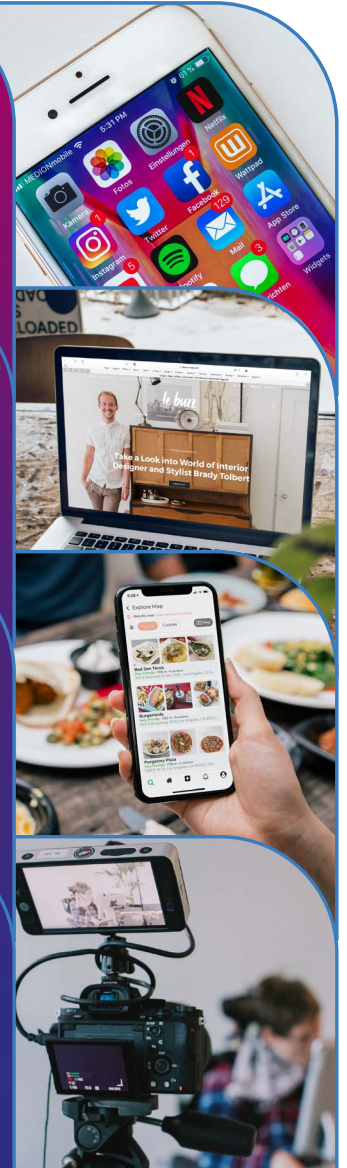
- Building a fully developed website (Website Domain, Website Hosting, UX Design)
- Web publishing programming and database management
- Integrating social media platforms on the website

Mobile Application

- Mobile-friendly App Creation
- Mobile advertising
- SMS Marketing

Video Production

- Creating video content campaigns
- Mapping business strategy and script for video production
- Video solutions: 2D, 3D, Corporate video production and Photography





Initial Consultancy Packages

Initial Consultancy Packages

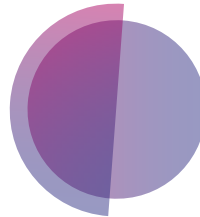
We offer customized packages based on what serves business's needs & wants. Our experts will support clients through a free initial one to one factfinding session to the appropriate call for action. 1:1 consultation

Recommendation for action

Existing packages (Starter, Advanced, or Corporate)

Customised packages

Please ask for details





Partners & Beyond

PARTNERS & BEYOND S.A.R.L is a management consulting firm that provides a wide array of professional services in Recruitment, Human Resources, Management Consultancy, IT & Cyber Security Consultancy and Events Management. We are a dedicated, certified and professional team whose goal is to play a strategic partnership role that supports the success of all our clients – Corporations and employees alike.

We, at PARTNERS & BEYOND, are committed to provide our clients complete and effective solutions that elevate their businesses to become leaders in their fields. We've created a business model that can cater to their specific Recruitment, Human Resources and Events Management needs and ensure the efficiency and legal compliance of their organizations.





Contact us @

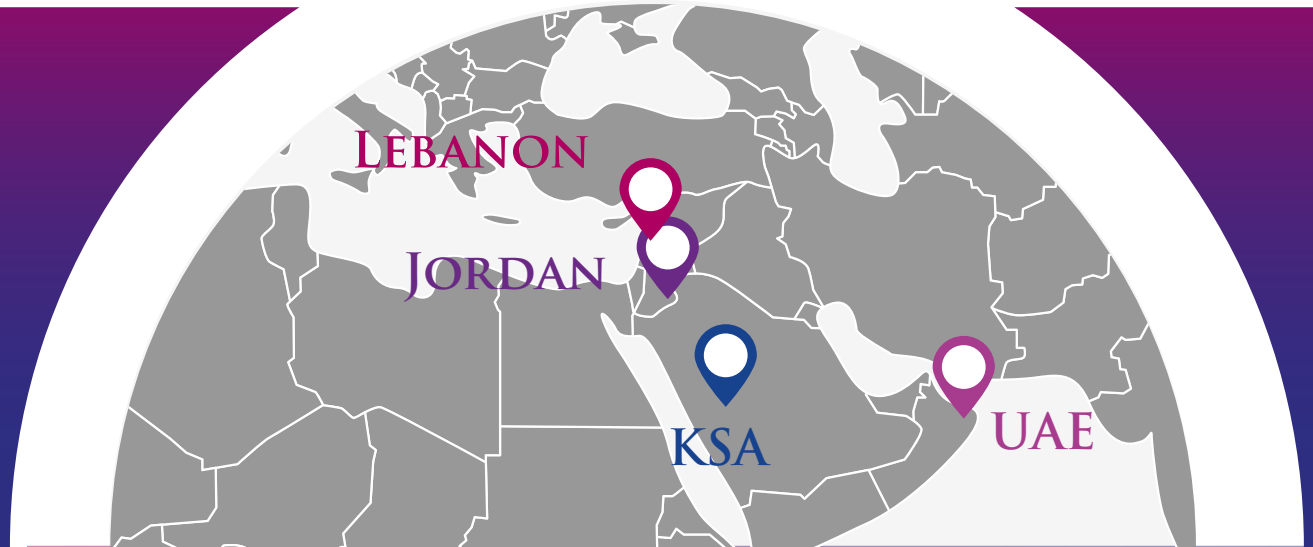
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