

# market<sup>it</sup>™

THE SIMPLE ANSWER TO ALL YOUR MARKETING NEEDS

Quarter 4, 2006. Issue 1

## Welcome

*This is a*  
**Palladium**  
Solutions Ltd  
p u b l i c a t i o n

Welcome to the first issue of **market<sup>it</sup>** - a new Palladium Solutions publication. We have launched **market<sup>it</sup>** to provide an insight into the various Marketing opportunities that are available to your business. In this first issue, we have taken the opportunity to provide a general introduction to Palladium Solutions for those of you who do not know us already and a reminder for those who do. We have also included 3 exciting opportunities for you to consider. We hope that you find **market<sup>it</sup>** of interest and that one or more of our offers or services are of help to your business.

### Do you never have enough time?

### Do you want to increase turnover & profitability?

If you have answered yes to either of the above questions, then you are in luck as Palladium Solutions can help you.



*We can help you:*

- Generate more quality business leads and sales
- Make the most of your existing clients (probably your most valuable asset)
- Achieve more from your marketing budget
- Build your brand
- Achieve your business objectives
- Save you and your team both time & resources

## How do we achieve this?

The answer is simple - Palladium Solutions are able to look after all your marketing needs. Whether you are in the process of launching a new product or service, or you simply want to maximise the potential from your existing clients, we can help. We can look after all of your Marketing requirements, including General Marketing, Advertising, Public Relations, Publishing, Print, Design, Creative, Copy, Direct Mail and all of your other business development needs.

**In summary, we are the simple answer to all your Marketing needs.**

# Why use Palladium Solutions Ltd?

With so many marketing businesses offering their services, you would be quite right to question why you should use Palladium Solutions.

In answer to this question, we would point out the following:

- We provide a combination of innovative ideas and strategies across all areas of marketing.
- We can act as a simple one stop shop for all your marketing needs.
- We can provide you with bespoke solutions specifically designed to help you meet your objectives.
- We provide a very personal service that we believe it is very difficult to find elsewhere in the marketplace.
- As a local business with national experience, we are able to help you with both national campaigns and also use our local knowledge and expertise to help you build your business.
- We believe in offering our clients VALUE. We aim to provide a quality and highly personal service, tailored to your individual needs. We believe we can add more value to our clients than any of the more traditional larger marketing agencies, and at a fraction of the cost.
- We can save you and your team both time and resources. We believe our costs will be much more effective than your having to spend a lot of your own valuable time on Marketing and related areas or having to outsource it to individual businesses as appropriate. Our Services will allow you to concentrate on everything you need to do to run your business.

## 3 Exciting Opportunities for your business – Limited Offers

In order to introduce you to our business, we have put together 3 Limited Offers which we hope will interest you.

### 1. Free Marketing Consultation & Audit

As we are confident that Palladium Solutions can help your business, we are pleased to offer you a free marketing consultation without any obligation on your part. At this meeting, we will run through your objectives for your business, your current marketing activities and some of the options available to you. We will discuss both general marketing opportunities as well as specific areas such as customer communications, advertising and publishing, to name a few.

Following the meeting we will write to you with an initial assessment of your situation, and put forward some initial Marketing strategies for your consideration. If you find our recommendations helpful, we will be pleased to develop this further. You have nothing to lose!

This offer is available where you contact us to arrange a meeting before 31st December 2006.

### Advertising Services

Palladium Solutions can look after all your Advertising and Media buying requirements. Rather than you having to go to different publishers and media owners or agencies yourself, we can look after everything for you. This can save you an enormous amount of time and money. Importantly, you also know that you will benefit from our knowledge and experience of the different media in the market. We are able to tailor your advertising campaign to meet your precise requirements and to negotiate the best deals for you. Your advertising and Media buying requirements can be arranged on a Local, National or even an International basis.

- Why not also consider combining our Advertising Services with the Palladium Design Service?
- Contact Palladium Solutions for more details on our Advertising Services.

## 2. The Outsourced Marketing Department (OMD)

If you find yourself in the position, where you want to promote your business, but you do not have the time and specialist in house knowledge and expertise, our **Outsourced Marketing Department** could be the answer to your Marketing needs.

If you decide to use our **Outsourced Marketing Department**, we can look after all your Marketing related needs, such as General Marketing, Advertising, Public Relations, Print, Design and many of your other business development strategies.

Once in place, the **Outsourced Marketing Department** will become a seamless extension to your business, providing you with all your ongoing Marketing requirements, without the high associated costs you would otherwise have.

As a Limited Offer, available until 31<sup>st</sup> December 2006, we are pleased to provide new clients who sign up to the **Outsourced Marketing Department**, a free months service\*.

\*Full details on the **Outsourced Marketing Department** and the terms of this offer are available on request.



## 3. The Palladium Print Management Service

Providing the highest quality service together with maximum cost efficiency for our clients is the aim of this service.

Print is an area that nearly every business has to deal with. This can involve anything from simply printing business stationary (letterheads, business cards etc) to printing company brochures, magazines, newsletters or direct mail.

By using the **Palladium Print Management Service**, you can be confident in the knowledge that we are focused on fulfilling all your print requirements on time and, within budget, leaving you free to run your business.

We can offer both high and low volume printing in full colour, spot colour or black and white, depending on your specific requirements.

We can offer highly competitive quotations for almost any print requirements. The following are just some examples:-

- **Company Stationary**  
Business Cards, Letterheads, Continuation Paper, Compliment Slips, Statements etc
- **Marketing**  
Company Brochures, Flyers, Leaflets etc
- **Direct Marketing**  
Items for Direct Mail packs. This can be for low volume direct mail packs or alternatively for high volume printing. We can personalise mailings, with data that is available in a suitable format.
- **Folders**  
Presentation folders for your company's reports, presentation packs and fact sheets etc
- **Plastic Cards**  
For any purpose, such as for as a Gift Voucher or Loyalty Scheme
- **Newsletters and/or Magazine**  
For low or high volume production of simple newsletters through to more complex magazine work.

## Palladium Design Service

Why not combine the Palladium Print Management Service with the unique Palladium Design Service? We offer a high quality design service which is cost effective – particularly when combined with the Palladium Print Management Service. We aim to provide a totally bespoke and personal service so that every item we are involved in meets (and, we hope exceeds) our client's individual requirements and high expectations.

- Contact Palladium Solutions for more details on our Design Services

# The Palladium Print Management Service Challenge\*

(Strictly Limited Offer until 31<sup>st</sup> December 2006)

Why not take up our simple challenge?  
It is a Win-Win situation!

- If you need to fulfill a print run and you already have a quote, why not, send us a copy of your quote and we will try to beat it.
- If we are unable to beat the quote, then you can have a drink on us, as we will provide you with a free bottle of wine! (Californian Round Hill Chardonnay Viognier 2003/4)
- If we can beat the quote, then you are automatically a winner, as we will be saving your business money and at the same time providing you a quality and professional service.



*So what have you got to lose?*

\*The print quote must be a genuine quotation from a traditional printer (not digital) and less than 30 days old. This offer is only valid on print orders of £300 plus VAT or over (based on the cost on your current quote). The offer is only valid, where quotes are of the same or directly comparable specification. The wine offer is subject to availability and we reserve the right to provide a different wine of comparable quality. Any business can only take up this offer once. This offer is available at the complete discretion of Palladium Solutions Ltd and is only available to recipients of **market<sup>ti</sup>**.

[www.yourcompany.co.uk](http://www.yourcompany.co.uk)

Not long ago, only a small number of businesses considered having a presence on the Web. Times have changed and in today's world, it is vital not to ignore the power of the Web and other New Media that are available to convey your business message to your customers. At Palladium Solutions, we are able to help your business embrace new opportunities that are available, to both enhance and promote your business effectively.

- Contact Palladium Solutions for more details on the World Wide Web and other New Media.

## The Way Forward

We hope you found this publication of interest. We also hope that you find one or more of our offers or services of interest and look forward to hearing from you and to having the opportunity to help you develop your business.

- You can find further details about Palladium Solutions on [www.palladiumsolutions.com](http://www.palladiumsolutions.com).
- You can contact us by phone, fax, mail or email, and you will find all our contact details below.
- In order to benefit from our offers, don't forget to mention **market<sup>ti</sup>** when you contact us.



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