



ASPIRE®



Promotion and prospect generation

Advertising

Brand profile

If you have a need for a smart promotional spend to grow the profile of your brand, promote an event or advertise your products and services Aspire Reach and Connect can meet your requirements.

Our solutions integrate best practice in disciplines ranging from traditional print and display advertising through to the new e-techniques that the digital age demands.

We can plan, develop and measure a campaign for you in a way that harnesses the potential of each medium and delivers the optimal results.

Maximum profile for spend

Aspire will prepare a strategy led creative in close collaboration with you. However we plan to reach your audience – from small text ads on LinkedIn to display ads in relevant magazines – Aspire will develop an integrated creative that is designed to achieve maximum profile and appeal in each medium.

This means your spend goes further, creating more reach. So you can spend less and achieve more.

Measurable performance

There is an old saying in advertising: “I know half of my advertising does not work; I just don’t know which half”. In the modern era we are able to assess the value of e-advertising much more effectively through the numerous behavioural metrics available.

This helps you to generate real leads and fine-tune your campaign for best results.

Capabilities

Our solutions are end-to-end and include:

- Selecting the best channels to reach your target audience
- Developing an integrated placement plan and scheduling the media
- Specific channel capabilities, which include:
 - Website landing page writing and design
 - Social media platforms such as LinkedIn
 - Google Adwords
 - Content marketing, thought articles and e-PR
 - Email marketing
 - Print advertising
 - Outdoor large format advertising
 - Old media radio and press
- Reporting on metrics and recommending fine-tuning for the programme
- Post-campaign debriefing

Benefits of Aspire's approach

- Make the most of your spend
- Measure performance through numerous e-metrics
- Generate enhanced brand profile and real prospects
- Achieve a profile true to your brand or campaign brief
- Use one strategy led provider to develop an end to end measurable solution

Aspire Marketing Solutions Limited

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