

# COMMUNICATIONS

## Your complete marketing campaign organised by the UK's leading educational marketing team

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Imagine this scenario: you do a promotion and sales are not as good as you expect. You have to decide the reason behind this in order to correct the problem.

Is it that the market is not quite as you believed? Or is a competitor stealing your customers? Have teacher attitudes changed? Is it the price? Or the way you have written the advert? Or is it your website that's wrong?

In fact it could be anything – and that gives you a problem.

Trying to unravel the reason for the failure of your promotion can be difficult whether it is with a new product or an existing one.

The VELOCITY programme from Hamilton House takes on such situations and resolves them for you. We undertake research, using our knowledge accumulated over 30 years of selling into schools, and then undertake promotions in order to evolve a marketing campaign that makes a profit at the level you require.

The research, the copywriting, the analysis, and the promotions are all paid for within a monthly fee of £350 per month.

During this process we put forward our ideas and proposals for your approval. You remain in control of the programme; if you don't like any idea we will modify it to meet your requirements. When we are all in agreement we put it into operation. The sales still come directly to you. All you have to do is provide us with information about the progress of the campaign in terms of customer responses. We do the rest.

As the programme progresses your knowledge of the market place and of your product's place within that market will grow day by day. As this knowledge grows, so you will learn the changes that have to be made, and so results improve.

### **Technical details, costs and other matters...**

The exact price of the service depends on how many different products and projects you are engaged in, but a typical starting monthly fee is £350 per month plus VAT. There is no set length to a Velocity programme – you can end it at any time with just one month's notice.

If you'd like to talk to us about your product or service in advance of starting a Velocity programme we can do this without cost or obligation. Simply call 01536 399 000 and ask to speak to one of the Velocity team.

Velocity website: [www.velocity.ac](http://www.velocity.ac)

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