

# MARCOM

Marketing & Communication Academy

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ITS ALL ABOUT UNDERSTANDING **YOU!**



## Marketing and Communication Academy

In MarCom Academy, we work on careful integration of knowledge, creativity and insight to develop strategic marketing and communication plans that integrate our expertise, effectiveness, and professional services.



### **Marketing Consultancy:**

Shaping culture to ensure businesses receive the right ingredients for success.

Retailing and Consumer Behaviour.

Corporate and Nation Branding.

Marketing and Communication Strategy for School and Higher Education.

Determine the range of goods or services to be sold.

Customise marketing, communication and sales training to businesses.



### **CRM & Loyalty Programs:**

Conduct Marketing Research to know and understand your customers.

Create programs that retain customers & ensure long term loyalty.



### **Data Analysis and Management:** The best analytical thinkers

Plan surveys and analyses customers reactions to product, packaging, price.

Reviews and revises campaign in light of sales figures, surveys.



### **Societal Development:**

Providing Expertise to Enriching Life as proactive member of the community in which we operate.



### **Research & Development:**

Market research collects, analyzes and understands business data and consumer needs.



outstanding

**Creative Communications:**  
Where out of the box thinking happens, where new ideas emerge

Examines and analyses sales figures and prepares proposals for marketing campaigns and promotional activities.

Understand business needs to market its product/service, define target group and assesses the suitability of various media.



**Media and Event Management:**

Arrange and Management event, conferences, exhibitions, seminars, to promote the image of product, service or organization.

Media Consultation, Planning and Buying.

Public Relations



**Marketing and Communication Field Targeting:**

Enabling businesses to reach millions of households.

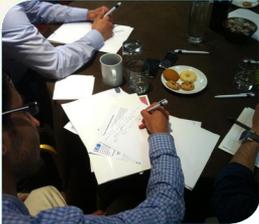
Produces reports and recommendations concerning marketing and sales strategies.

Conceives advertising campaign to impart the desired product image in an effective and economical way



**Advertising and Graphics Design:**

Understanding consumers with excellent designers and out of the box ideas.



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For more information  
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