

**to**market

We plan your marketing  
and do it for you



[www.to-market.co.uk](http://www.to-market.co.uk)

April 2018

Hello!

I wanted to send you information on what we do as a marketing company so that you can see how this might work for your business. Thanks for the opportunity.

To Market has three distinct divisions that enable us to offer our clients best-in-class marketing solutions to help reach their business goals:

1. **Strategic Planning** – To Market creates marketing strategies that form a solid foundation for your promotional efforts. Implementing promotional activities such as advertising, direct mail and sales efforts without a marketing strategy is like buying curtains for a house you are building before you have an architectural plan. How would you know how many curtains to buy or what size they needed to be?
2. **Marketing Planning** – Detailed marketing planning is essential to ensure that the method, content, timing, responsibility and measurability are clearly defined. Comprehensive marketing planning enhances your business image by maintaining consistency throughout all your marketing and branding initiatives.
3. **Campaign Delivery** – Beyond strategy and marketing planning, To Market can deliver advertising and marketing campaigns, including developing creative concepts and materials for use across a selection of platforms - this includes social media, direct mail campaigns, newsletters, publications, and photography, for example.

I hope that the next few pages will be of interest. We have many examples of work, if you are looking for a specific type of marketing project that's not attached, please do ask!

If you have any queries you can contact me on direct on 07980 117725 or at [jo@to-market.co.uk](mailto:jo@to-market.co.uk).

Kind regards

Jo Sealy, Director

020 3281 1897

[www.to-market.co.uk](http://www.to-market.co.uk)



# AN AGENCY JUST FOR SME'S

Champions of effective sme marketing,

To Market was founded in 2005. This was a time when technology and marketing had collided to enable growing businesses to have the presence, tools and, with a little creativity, the power to compete with their larger counterparts.

With the right advice and direction those businesses could demonstrate their difference, really stand out and attract the right customers – they just needed a little help doing it. So To Market was born.

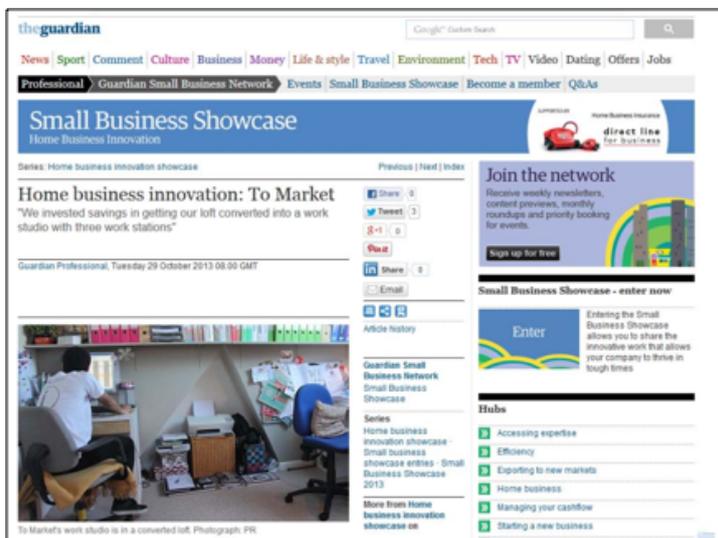
From an East London base and operating in London and the South East, we make the most of cutting-edge marketing techniques both digital and traditional to help brilliant businesses achieve their hopes and dreams.

To Market is recognised for its love of the unique, innovative and individual in the small to medium sized business sector and their rightful place in the UK economy. We have a dedicated team of strategic and creative thinkers and our numbers grow as highly qualified professionals armed with fresh perspectives continue to join us.

## Mission

To provide the highest levels of results-oriented creative, technology, and

marketing solutions to maximize business growth for our clients.



We plan your marketing and do it for you



## YOUR TO MARKET TEAM

At To Market we mobilise the right people, skills and technologies to help your company improve their bottom line. All work is performed by a core To Market team\* with any additional services delivered by trusted contractors.

### Creative Director

#### Jo Sealy

Jo started life as an advertising copywriter, has worked in various advertising agencies both in the UK and overseas before moving into radio and ending up in television. She set up the business 10 years ago, aiming to use her

corporate experience to the benefit of growing SME's. She's convinced that small business owners are the world's heroes and still gets excited when she gets to work with great and promising businesses.

**jo@to-market.co.uk**

### Marketing Coordinator

#### Maureen Schipper

Maureen helps Jo to get the mechanics of client campaigns researched, prepared and ready for launch. She's fast becoming

a pro at our PR and CRM systems helping the client marketing machine go much, much faster!

**Maureen@to-market.co.uk**

### Office Manager

#### Sunita Gangoo

With To Market since 2009, Sunita is our resident wonderwoman who not only manages to keep the TM books and office in order she also manages Jo's other business interests,

is mum to her teenage son. She knows where all the important things are kept, including one or two secrets!

**sunita@to-market.co.uk**

### Graphic Specialist

#### Natasha South

Tash has been part of To Market since 2010 and does most of our design work. She's practical, quick and creative and likes nothing more than a design challenge to keep her on her

toes. If you want to refresh, renew or simply create a whole new visual brand, she's the one who will be working on it.

**tash@to-market.co.uk**

### Social Media Coordinator

#### Cheryl Turner

Cheryl has been part of the To Market team since February 2012, and is our Social Media Maestro. As well as content generation, Cheryl also has a flair for

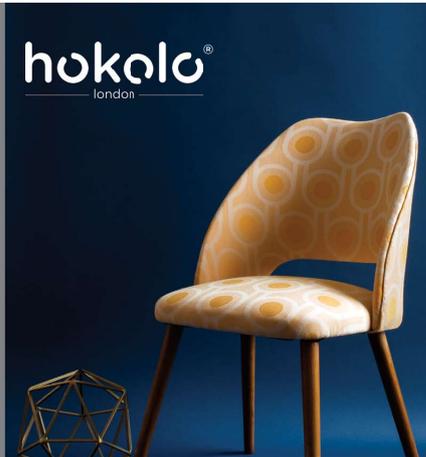
increasing Twitter followers on your behalf, and monitoring Twitter feeds for interactions and business opportunities.

**Cheryl@to-market.co.uk**

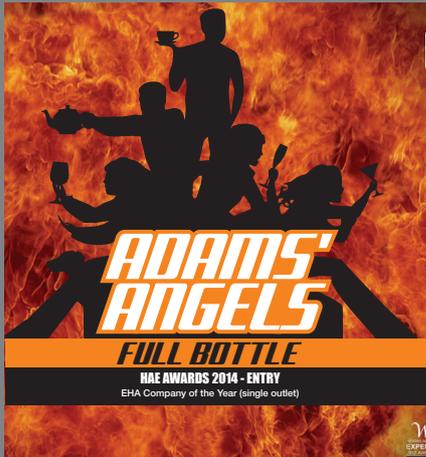
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# OUR WORK



UK Based. UK Manufacture.  
Selling throughout the world.



Some of our work can be seen here  
and more at this link: [Our Work](#)

**Texcel Technology** Electronic Manufacturing Solutions



**About**

Texcel Technology PLC was set up over 35 years ago and provides Electronic Manufacturing Services (EMS) and Contract Electronic Manufacturing (CEM) to a wide range of clients around the world. They offer a complete service, from the design and manufacture of electronics, through to testing and assembly.  
[www.texceltechnology.com](http://www.texceltechnology.com)

**Marketing Challenge**

To Market has worked with Texcel for a number of years delivering marketing campaigns and managing bespoke marketing projects, including print materials and films. The company wanted to redesign their company website to clearly reflect its core values – professionalism, innovation and customer-led.

**Approach**

To Market worked with the Commercial Director to map out the new site in detail, which includes over 20 pages, information about the 6 sectors Texcel operates in and the 9 different industries they work with. Our design combined a clear, functional layout with pages featuring professional images of the staff team at work.

The result is a contemporary, professional-looking website that sets Texcel aside from its competitors and serves both as a gateway to bring in future clients and a resource for current ones. While including lots of detailed information, the site is flexible enough to incorporate a blog and other pages that can be updated in-house, and is easy to navigate.

**Testimonial:**

“To Market helped to define what our new website needed to achieve and were instrumental in defining the creative design, structure and content, and they also worked directly with the technical providers giving us a no hassle solution. We were impressed with the attention to detail at each stage and are thrilled with it. We now have a site that clearly reflects our brand and plays an important and very interactive part of our marketing activities. Most importantly we now get customers telling us how good our web site is.”

**Peter Shawyer, Commercial Director**



New Website:  
[www.texceltechnology.com](http://www.texceltechnology.com)



Previous Website



## African Caribbean War Memorial Appeal



### About

Nearly 10,000 West Indian men and over 600 West Indian women served in the British armed forces during World War Two. The Caribbean was an active war zone and many West Indians joined local defence units to protect their islands from attack. They also came to Britain to work as technicians in British munitions factories, and served in the Merchant Navy.

However, the UK has no memorial to commemorate the thousands from Africa and the Caribbean who fought during the two World Wars. The African & Caribbean War Veteran's Memorial was created to remember and commemorate the people. The memorial will be positioned at Windrush Square, Brixton, London.

### Marketing Challenge

To raise the profile of the African and Caribbean War Memorial and its aims, increase donations to the memorial fundraising campaign online within a 30 day deadline and increase the number of sign ups to the organisation's mailing list.

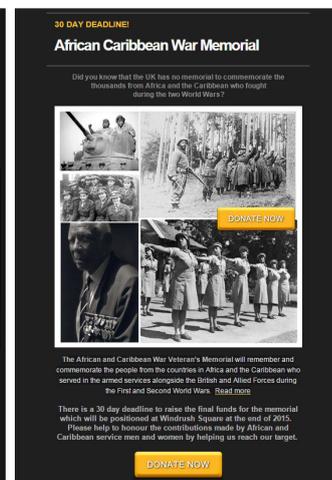
### To Market provided

- Social media management for twitter and facebook to the end of August deadline, raising a further 20% of funds for the memorial. This included engagement with supporters, special interest groups, stakeholders and influencers.
- Set up, designed and dispatched a series of e-mail marketing messages designed to inform and share to networks.
- Created a bespoke press list and press release written and dispatched.

### Testimonial:

"To Market provided a valuable marketing resource during a pivotal period in the organisation's development. Having their team on board to provide marketing advice and to manage the email marketing and social media activity aspects left us free to focus on the many other challenges of the campaign. They certainly helped to generate more awareness of the memorial and its need; more importantly their efforts helped to generate much needed funds for the campaign."

**Jak Beulah, Memorial Director, CEO, Nubian Jak**



# Case Study

## The Edible Museum



### About

The Edible Museum is a miscellany of weird and wondrous artefacts hand-sculpted artfully from chocolate ranging from perfectly preserved fossils, antiques and anatomy to sea-life and endangered species.

Created by Sarah Hardy, a classically trained sculptor who had exhibited in galleries and worked on wax work figures and props for museums, Sarah realised she could combine her 20 years passion and experience of art and confectionery with fine Belgian chocolate. She spent 18 months inventing and designing edible artworks from her kitchen table and soon realised that she needed a dedicated space in which to sculpt & paint these lifelike pieces. So that she could get her venture up and running quickly she opted for crowdfunding to help her match fund a £10k grant that would help her to build a bespoke chocolate studio with commercial refrigeration and workspace.

[www.ediblemuseum.com](http://www.ediblemuseum.com)

### Marketing Challenge

Crowdfunding to raise funds requires many hats and Sarah built a trusted team around her to help her to adequately advise and help her to set up the elements required, prepare for the very intense period while the campaign was running and then deliver the rewards in a timely way following completion of the campaign.

### Approach

To Market provided two days of brainstorming to help plan and refine the elements required for her campaign, including the timing and methods of execution. To Market then delivered the six week email marketing campaign to

segmented mailing lists, and devised and delivered press releases to selected media outlets. Sarah reached her funding target and went on to overfunding.

### Testimonial:

"I had collaborated with To Market on a few projects and when the opportunity to crowdfund to grow The Edible Museum came up I knew that I wanted their expertise on board as part of my crowdfunding team. We initially spent two days brainstorming how to manage and plan for the campaign which helped me to focus on what I needed to accomplish, provided useful advice and creative ideas that we implemented. To Market managed the email marketing throughout the campaign as well as press lists and press releases. We reached our target with time to spare and even overfunded! The crowdfunding experience is exciting and very intense - working with Jo meant that I had the peace of mind that I didn't need to worry about that part of the campaign and the tips and advice along were invaluable."

**Sarah Hardy, [www.theediblemuseum.com](http://www.theediblemuseum.com)**



Hokolo

**Testimonial:**

"Your help has been immense and put my long term marketing plan in good shape!"

**Jen Taylor, Hokolo London**

**About**

Hokolo is a London based design-led label born in 2012, driven by creative engine Jen Taylor. Jen founded the creative world of Hokolo following a successful career in architecture to express her love of colours, patterns and bold inspiring products. By Spring 2015 Hokolo designs had evolved into coherent modern interior products and materials.

**Marketing Challenge**

Through joining a business mentoring scheme Jen identified the areas of her business Hokolo that next needed further developing and professional support. After the initial period of product design and building the Hokolo collection the next step was a concentrated push for professional marketing and PR. Hokolo came to To Market with a need for a partnered effort in building brand and customer loyalty, increasing product visibility plus being noticed and noted as skilled and expert on contemporary interior design and related products. The aims were to refine the product offering, to explore routes to market for generating income from existing designs plus to focus on ways to move towards bespoke projects that could provide higher income margins.

**Approach**

To Market worked with Jen Taylor on a business marketing strategy to enhance her already busy social media activity with more goal focussed outcomes such as online traffic-pushing competitions and shopping events and email sign up generation via Facebook, Twitter & Instagram. To Market also built in the approach to increase email marketing in numbers and

in frequency. The targets were interior design, craft and architecture-related press both locally, regionally and nationally. In addition we marketed Jen's associated design exhibition Katalog to help build partnerships with fellow participating design associates as well as industry influencers by placing Jen as an expert and trusted curator in her design field.

**Results**

- To Market sourced hand-picked specialist press & PR lists who were notified of the positive press already gained for Hokolo to increase brand awareness.
- A number of specific, targeted press and social media contact lists were built to serve Hokolo's different exhibition events and promotional purposes.
- Email sign-up was promoted across social media and Hokolo's website by means of a shopping discount offer and competitions such as a Twitter Farnham Maltings design fair ticket giveaway.
- We marketed Hokolo's online promotions and shopping events which included free UK shipping, a discount voucher sent in the post to existing customers plus a Black Friday 24-hour online shopping event
- Jointly Hokolo and To Market achieved increased level of engagement on social media with new likes and followers on social media. For example, on Facebook Hokolo saw in June 2015 226.9% page engagement and a total weekly reach of 1776.1.
- Each new partnership arrangement was promoted through specialist mailing lists. For example, when Hokolo exhibited at Design Junction this was promoted to key taste makers and leaders in art & design in national and regional press.

Cultivate Food Growing Festival



**About**

Waltham Forest Council's 2016 Cultivate Festival, in its third year, took a fresh approach - a whole growing season from planting in the spring to harvesting in the autumn.

The Cultivate festival is for everyone interested in growing food in Waltham Forest, whether growing on a window sill, a doorway, an urban garden, community garden or an enterprising market garden.

With around 70 fringe events throughout the period, the highlights of the event included Gardener's Question Times, a produce show, a Compost Giveaway, Gardener's Q&A event and a Summer Produce Show.

[www.cultivatewf.org](http://www.cultivatewf.org)

**Marketing Challenge**

Programme Director Laura Kerry wanted to ensure that local residents and the food growing community both in the borough and beyond were kept informed and updated on the activities throughout the festival. Additionally, a new website was required to reflect the breadth of the festival and provide an information resource for growers at all levels.

**Approach**

To Market was engaged for the third year to manage the complete marketing of the event, leveraging the highly engaged Waltham Forest growing community online together with stakeholder contacts and networks. This included using social media, email marketing, blogging, placing event listings and creating a new Cultivate website.

**Testimonial:**

"We chose to work To Market to deliver the marketing of the 2016 Cultivate Festival for the third year running, their previous experience gave us a running start in January and culminated in the autumn harvest finale in September. As well as once again managing the social media, email marketing, blogging, press releases and photography for this established event, this year also required the creative design and management of a complete upgrade of the festival website which we are delighted with. Working with Jo and her team enables us to focus on the operations and partnership development of such a complex event, knowing that the marketing will be managed professionally."

**Laura Kerry, Director,**  
**Artillery [www.cultivatewf.org](http://www.cultivatewf.org)**





## HOW WE WORK

### Work with us! Our ideal client:

#### **Is an experienced user of professional providers.**

We're going to work hard with you make your marketing successful. We really like to partner with businesses that are prepared for the cost and time required to do this properly.

#### **Listens to our advice.**

We'll challenge the way you do things and might ask you some uncomfortable questions - we want to ensure that we create campaigns that work with your business objectives and give your business the best chance of marketing success.

#### **Is not too big for us -**

i.e. you'll represent no more than 25% of our fee base. We know you will be looking for a low number yourselves otherwise you are unlikely to get objective advice otherwise - you don't want us to be afraid to lose your account.

#### **Will make sure that we are the right size agency**

who can delve into your situation deeply enough to make a difference in what you are trying to solve.

#### **Is forthright about their budget.**

Serious clients generally reveal their budget and then ask: "What can we get for this money?"

#### **Identifies a specific decision maker to work with us.**

This person has the authority to make decisions.

#### **Values our focus and expertise.**

We are specialists in the creative, food and technology industries and have extensive experience of working with small growing businesses - we love working with people in these industries.

**Is credit worthy** and doesn't balk at a significant deposit up front. Our invoices are issued in advance of work being carried out.

## **Are fun to work alongside!**

### Testimonial

"To Market has worked with us at a turning point in our business, when we are moving on from writing and publishing books to developing our marketing strategies. Jo has been absolutely excellent in setting us in the right direction. She took care to understand our product, how we work, what our strengths and weaknesses are, what we need to do and how we need to do it. The strategies and systems she has recommended for us are just what we need. Jo has also been tremendously helpful with links and contacts. We now feel we are tooled up and raring to go on the next phase of our business development. Thank you Jo!"

**Francesca Fenn, Director, [www.stepoutsideguides.com](http://www.stepoutsideguides.com)**

We plan your marketing  
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## OUR CLIENTS SAY ...



**Steph Lowry**  
Managing Director,  
Adams Catering Hire

"We have used To Market for 3 years running and have won 3 times with brilliant comments on our unique awards entries. Your team has always got a special way of getting across our message and understanding our

business. Start planning for next year - let's do something really show stopping!"

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



**Marianne Nicolaou**  
Managing Director,  
Allerguard

"Allerguard was exhibiting at Hotelympia (the main industry event for the food and hospitality market) for the first time and needed help to get the marketing activity running and supporting materials ready for the show. To Market helped us to create a package of exhibition materials which included the stand design, brochure, postcards and business cards. They also helped us to create a marketing plan that targeted small luxury

hotels throughout London and the South East and used email marketing to send managers invitations to the event, informed them of us winning an innovation award and sent press releases prior to and during the event itself. Getting ready for a big show like this means that there are so many things to do - having a company to outsource the marketing activity helped to lessen the load."

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



**David Cowell,**  
Managing Director,  
Promo2U

"I would like to thank you and your team for your assistance in moving us through the next phase of growth at Promo2u. We commissioned your services to have our social media and database sorted which has most certainly been delivered, additionally the tools that you have introduced us to will help us manage the processes very efficiently

moving forward but by far the most important outcome was your effect on me, you took none of my nonsense and helped me address the key issues holding us back with our marketing, many thanks for your training and best wishes for the coming year."

[www.promo2uk.com](http://www.promo2uk.com)

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