

Frank Discussions about business to business

More bang for your brand buck

The world might be slowly getting back on track as we emerge from the global recession, but the same can't necessarily be said for marketing spend. So how do you get more out of brand and marketing for less?

During the global recession marketing activity seemed to almost grind to a halt. As life has begun to improve, albeit at a glacial speed, brand and marketing teams are doing more. But the regular refrain is 'we haven't got much budget' or the frankly more worrying 'we're doing it in-house'. The world of business-to-business has probably never expended the budgets it ought, been as bold as it might or demonstrated the creative prowess it ought, so we're not starting from a great baseline either.

So how do you up the ante without breaking the bank? 'Digital first' is an option and one that's growing in popularity, but it is also all too easy an answer when the marketing budget's just been cut. Making sure your budgets deliver seems obvious, but an alarming number of projects are poorly briefed, managed or ineffectively implemented. Social media has an undoubted role, but not the lead generating one that you might prefer. Glossy brochures are all well and good but your budget is often better invested in improving the often, all too dreadful bid documents your business is really dependent on. There are answers and many of them are pragmatic. Some of them also demand bravery. Which are the right ones and how do you go about implementing them?

We have a point of view. You'll have some bright thoughts. Join us at our next Frank Discussion and see whether we're able to arrive at some answers.

Where and when and how

**Thursday 20 November 2014, 4.45pm for a 5pm start, 6.30pm finish
Frank, Bright & Abel, 93 Tabernacle Street, London EC2A 4BA**

*Nearest Tube is Old Street and you'll find us on the square at the
Great Eastern Street end of Tabernacle Street*

For more information or to confirm your attendance please 'phone
Michael Coleman on **020 7566 4900** or email **m.coleman@frankbrightabel.com**

Drinks and nibbles provided