

NIGEL MAINE

MARKETING CONSULTANT

“A results-focused, entrepreneurial marketer, Nigel is a pleasure to work with. He has a clear-minded approach to doing the right thing to bring about a profitable win-win situation for clients and the business. Working with Nigel to produce an integrated marketing strategy and marketing implementation for a pan-European business-to-business start-up was a blast.”

Adam Shulman - MD at Copestone Ltd



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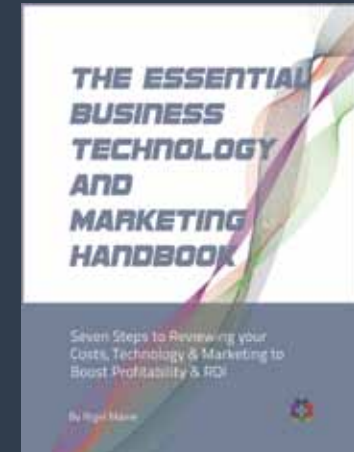


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*“If you do what you’ve always done
you’ll get what you’ve always got”*



Introduction

Nigel Maine is a creative business marketer with thirty years experience working in a variety of sales and marketing environments and has provided solutions in financial services, insurance, telecoms and the hospitality industries.

Having managed sales teams, marketing teams, project managed complex telecoms and CRM installations, Nigel has a unique set of skills that are an asset to any business wanting to develop their marketing efforts and increase profitability.

He is able to identify and blend the necessary technologies and practical strategies that will deliver the results your business is looking for.

And he has recently published his new book on Amazon Kindle, called 'The Essential Business Technology & Marketing Handbook'. He is also a frequent blogger for a number of websites as well as a speaker and presenter.

Scope of Work

From a meeting to discuss ideas through to carrying out a complete marketing review, Nigel will provide a full analysis of current marketing assets, products, prospects and customers. He is also an excellent report writer and ensures that his recommendations are easy to understand which helps busy executive teams make informed decisions.

Typically Nigel will provide a marketing plan complete with budget projections, explanations and examples. The plan will include a development roadmap, timescales and if required, job descriptions for new staff when the project is handed over.

Depending on your internal systems, Nigel will also specify and oversee the installation of new technology such as telecoms, call centres, CRM, marketing automation, landing pages and websites etc.

“Master the technology and you master your business”



*Lead Exit Software - Call Centre system calls browser upon abandoned Cart

Technical

Today's marketers need to have a breadth of awareness and technical skills; Nigel has built websites, implemented CRM, marketing automation and landing page solutions as well as being a proficient user of Photoshop, Illustrator, numerous software packages and a variety of Content Management System (CMS).

Nigel has also specified, programmed, installed and project managed large scale networked telephone systems with integrated CRM software.

The advantage of this experience is that Nigel can more accurately define a strategy, knowledgeable instruct suppliers and gauge realistic timescales whilst keeping costs to a minimum.

Portfolio Highlights

- Ten weeks from launching a marketing automation campaign to the first deal of £3m for an online financial services start-up business
- Financial Services; a personalised URL, direct mail and video campaign lead to multi-million pound new business
- Designed iPhone app working with an emergency mobile phone & GPS platform for lone workers and the elderly
- Within six weeks of launching a multi-touch marketing campaign, a telecoms contract was won valued at £4.5m

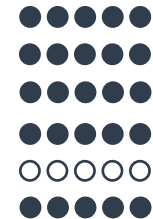
Marketing Activities & Competancies



- Advertising
- Automation
- Banners
- Branding
- Budget Projections
- Business Reviews
- Consultancy
- Content Creation
- Conversion Optimisation
- CRM Systems
- Direct Mail
- Digital Strategies
- Landing Pages
- Photography
- Planning Reports
- Presentations
- Social Media Planning
- Websites

Business

- Acumen
- B2B Focus
- Financial Awareness
- Human Resource Management
- Micro Managing
- Strategy & Planning



Technology

- Integration
- Implementation
- Poor Workmanship
- Specifying & Purchasing
- Technical Awareness
- Understanding Business Needs



Project Management

- Attention to Detail
- Coordinating Suppliers
- Documentation
- Jobsworths!
- Planning
- Training Programs

