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**FRESH START MARKETING LAUNCHES NEW
VALUE FOCUSED PROPOSITION**

**New Consultancy+ Approach Allows Growing Companies To Manage
Resources and Cashflow More Effectively**

21st November 2006

Fresh Start Marketing, the complete marketing service for entrepreneurial and growth companies, today announced the launch of an exciting proposition called Consultancy+ which has been developed based on client feedback.

Consultancy+ takes into account the fact that to be truly effective, marketing needs to be an integral, structured and consistent part of any business which is reviewed on a regular basis. For a low monthly fee, a Fresh Start Marketing senior consultant is retained as a non-executive marketing director and becomes an integral part of the management team as well as using the Fresh Start team to deliver the day-to-day activities and results as an in-house marketing manager would. Once this is in place, clients add on the marketing services that they need, as they need them, on a project basis to achieve high-impact results.

Benefits of the Consultancy+ approach include:

- Provision of a dedicated marketing team with the broadest possible range of skills on-hand but without the overheads.
- A pilot planning project can be delivered before a client signs an ongoing contract.



Fresh Start Marketing

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- Allows clients to control budget and cashflow more effectively as the projects agreed must be successfully delivered to an agreed timescale in line with budget availability.
- Reduces the time and cost of delivering marketing initiatives by eliminating need to brief multiple suppliers and control messaging.
- Ensures that marketing is always viewed in light of the broader business context.
- Ideas and initiatives must be proactively suggested so client team will not get stale or institutionalized.
- Fresh Start Marketing is happy to work with any existing suppliers clients may have in place already.
- If/When a client ready, we help recruit an in-house team.
- If Fresh Start Marketing is retained for “Consultancy + PR”, clients get the value of a non-exec marketing director PLUS a full-time marketing manager PLUS a specialist PR agency but at a much, much lower cost.

Fresh Start Marketing offers the following services to complement the Consultancy+ approach:

- Strategic Planning including research
- Marketing Communications including design
- PR
- Sales Support including telemarketing
- Copywriting
- Event Management

All services are also available on a project or retained basis to non-Consultancy+ clients.

Fresh Start Marketing was established in 2004 by Jennifer ‘The Marketing Architect’ Potts MCIM, MCIPR based on over ten years experience of working both agency-side and in-house. Jennifer recognised that growing companies (i.e. those that are entrepreneurial, backed by investors or have ambitious growth plans in place) need a more cost-effective solution than an



in-house marketing team and a raft of specialist agencies to get them started and help them achieve their objectives.

About Fresh Start Marketing

Fresh Start Marketing provides a comprehensive marketing service to entrepreneurial and growing companies, particularly those in the technology and luxury goods sectors. Clients typically use us as their outsourced or 'overspill' marketing department when they are starting a new venture or ramping-up their marketing activities. We provide strategic direction plus tailored services like PR, design, research, event management and/or sales support to meet each clients individual needs. We call this the Consultancy+ approach which offers clients the value of a having a non-exec marketing director, an dedicated in-house marketing team plus specialist agency support but with lower costs, increased value for money and more flexibility.

For more information, please visit www.freshstartmarketing.co.uk or call 0845 838 1215



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