



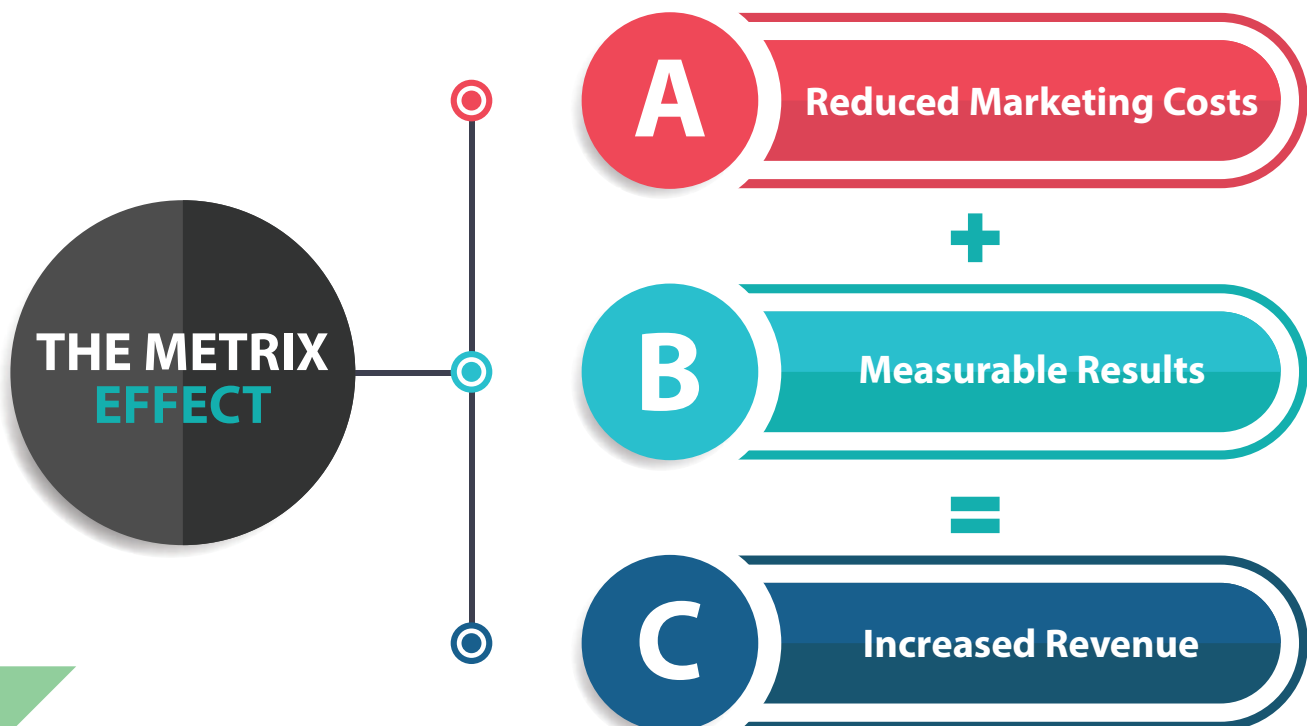
METRIX
M A R K E T I N G

FOR ALL YOUR MARKETING SOLUTIONS



Metrix Marketing offers a marketing department if you don't have one, more creative and strategic horsepower if you do, all while cutting your marketing costs.

At Metrix our aim is to help SME's compete with the big boys. We use innovative growth marketing techniques to help small businesses compete with industry leaders without the need for large budgets. Think of us as your virtual team, we work with customers who understand the need for marketing but may not have the time nor the skill set on payroll to grow their business, Metrix are your outsourced marketing department.





So Why Outsource Marketing?

Some industries are very attune to the concept of outsourcing, for others it's something new. Think of outsourcing like animals in the wild, if they don't hunt they don't eat. Similarly without results it's unlikely you'll keep us around. There are many reasons to consider outsourcing, these might just make you think:



Cost is always key

We don't drag out of the bottom line and if we don't perform its unlikely you will invite us to the Christmas party. We're solely focused on results, our results drive sales up which means our costs cover themselves.



You get the services of a team of experts

It's literally our job to be on top of the latest trends, we're the guys beta-testing campaigns at the bar, not much fun at a party but if we make you enough money you'll invite us anyway.



You are assured of a return on investment

We know what were at, marketing can be expensive and there is too much money at stake to blindly point in a direction and hope for the best. Simply put, trust us and reap the rewards.



You get to do more with less

Let us handle the marketing, let your team focus on the core of the business, get back to what makes you great, let us tell people about it!



You're working with people who've been there, done that

We've been launching products across the globe in various industries for years, if you think you have a problem, chances are we've already solved it.





Services

SEO

SEO (Search Engine Optimisation)

In this day and age can you really say you don't need to be online, not only online but noticeable online. Getting to the top of Google and other search engines can be the difference between your personal holiday villa in Bali or a staycation in the next town over! Let us do our thing and move you up the rankings.



PPC

The instant uplift, PPC or pay per click is the search engine paid advertising platform, with a well thought out and executed PPC campaign you can be sure to be seen on top of those results, and with 67% of clicks going to the top 5 results, that's where you need to be.



Content Creation

Generating content that attracts interest and still works within search engine algorithms is tricky business. From web page content to blogs and white papers allow us to take control and increase your brand awareness and leads.

®

Branding

One of those loose words thrown around that mean a million different things. With us branding is about getting a message across, putting your business in front of your customers and ensuring it catches their attention.



Social Media Management

The bulk of all interactions now happen on social channels, from brand advocates to keyboard warriors, let Metrix be there to control it and help you grow from it.



Website Management

Constant activity on your site jumps it up the organic rankings, maybe you don't have the time but we do! From product updates to landing pages and updates let us ensure it's perfect.



Marketing Campaigns

From research to the design and implementation and even the follow up. You might not need to market all the time but when you're ready, let us know. Our team are always ready with new ideas and are always delighted to beat their last campaigns conversion score. The higher the conversion the bigger the Return on Investment.



Web Development

Not online yet, better late than never, let us get you up and going, we'll create a simple user friendly website and assist in getting it featured on search engines, driving traffic your way.



Project Management

Sometimes calling in a professional is just a good call, from small campaigns to national marketing projects our guys have the know-how and experience to ensure you get 100% of what you expected.



Customer Retention

Did you know it costs 7 times more to acquire a customer than it does to keep one? How about that growing without a retention strategy is like filling a bottle with a hole in the bottom. Metrix are customer retention experts, consider us as farmers, we nurture your customers through specific campaigns and retention techniques. We also grow their spend over time to increase overall lifetime value and through our unique five point scale we allow you to stay in control of that relationship, ensuring your customer isn't scooped out from under you. Finally our methods promote brand advocacy, having a consistent stream of happy customers referring you to new customers is by far the most effective way to grow your business.



New Business Growth

People don't like being sold to anymore, which makes it a real challenge to shift your stock! The day of landing in town on a wagon and selling with a charismatic pitch then high tailing it is gone, long gone. We're currently somewhere between educating the customer and promoting a solution which they will then choose and selling based on adding value and growing that relationship. Metrix work by putting the customer first, identifying your strengths as a company and then targeting a customer set who have an issue in that area, this approach gives a much higher response rate than the traditional cold calling approach. We aim to create a full view of the customer journey, creating a seamless path between online and offline, increasing interest and generating desire to grow your business with new sales by leading your target customers through the 5 stages of the new buying process – Attention, Interest, Desire, Action and Advocacy.





Product Launch

There's never really been any detailed studies done on how many products are launched worldwide each year, what is evident is that between 75% and 85% fail. On one hand failure can be described as a route to success, on the other hand you can't say that line to your shop keeper in exchange for food at the end of the week. Product launches require, detailed planning, market analysis, thoroughly thought out communication plans and an in-depth knowledge of consumer psychology. All areas we live for, talk to us about routes to market, research compilation and sounding the market. Our team can put together detailed launch strategies, in-depth communication plans and without blowing our own trumpet turn that miniscule success rate into something a bit more respectful.



Brand Awareness

People always say they are never affected by brand messaging, and yet they still head to the shop and buy the same brands week on week, ironic we know! Long story short branding plays a key role in how your customer portrays you, if you're not in that frontal lobe during a purchase decision you're just not in the mix. Pricing, quality and all that good stuff falls by the wayside if your company isn't branded correctly, without the appropriate message and consistent delivery your making life extremely difficult for anyone trying to sell your products and services. Metrix take a dynamic approach to brand awareness, we encompass a 360° view of your brand, generating awareness from both online and offline methods, giving your customer a seamless, barrier free route to purchase your goods.





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