

# Individual Marketing Services For Professional Markets



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Since 2002 Groteck offers the comprehensive range of PR-services:

- Media Planning
- PR Campaigns
- Marketing Researches
- Branding
- Business-Consulting
- Corporate Events Organization
- Advertising Campaigns
- Copywriting
- Media monitoring and other services

## **Our main experience is B2B marketing**

If you search for the advertising agency, you have already found it! Let's start our cooperation.

If you are going to hold bidding, we are ready to win and ask you to send the invitation for participation.

If you haven't decided yet should you work with agency or by yourself -then we will remind you the proverb: «Two heads are better than one.» Let's cooperate.

A client means the partner.

## **Client = partner**

GROTECK's Business Consulting services will help your company to establish benefit business relations and approach your business goals.

Highly skilled experts of our company serve for you:

- Complex approach;
- Focus on client's interests and goals;
- Searching of special solutions;
- Flexibility;
- Reporting and analytics;

## **Our opportunities for you are:**

The leading publication;  
Long-term partnership with print and electronic media companies (from highly-specialized B2B-publications and

regional projects to leading international companies);

Regularly updated contact base of media resources;

Team of highly skilled experts in marketing research segment, media planning, copywriting, designing, event-management, business consulting, market communications.

## **Client's goals are:**

- To increase Business image;
- To strengthen partnership;
- To increase target audience;
- To expand the number of loyal users;
- To provide competitive edge;
- To double circulation;
- To find new clients;
- Enter new markets;
- Information about competitive activity;
- IPO.

## **You need a solution? Ask professionals**

Our features:

- Knowledge of industrial markets;
- Focus on professional audience;
- Individual approach.

## **The process:**

1. We sign the contract with your company.
2. We make media planning after getting information from you.
3. After confirming the plan we start the work process.
4. Weekly you will get a status-report informing about the trade reference and program sheet for the nearest period.
5. You get the result according to your goals.

## **What should you do?**

1. You need to fill the brief and put all your promotional goals there.
2. Having this brief we can make an efficient strategy for your company with should cost.
3. After signing our proposal we will start to work on proceeding a complex communicational program for your company.
4. Weekly you will get a status-report informing about the trade reference and program sheet for the nearest period. You can make your schedule getting this information and plan time of your colleagues involving in this process.
5. Each step will be regulated and controlled by you. We are working in bunch with you and coordinate the working process.

6. Once a quarter and by the end of our campaign we prepare for you an interim statement, size up a situation and offer variants for adjustment if it needs.

## **Your benefits working with us:**

First of all, you get a team of professional marketing specialists and PR experts. If you kept them in your own stuff, it would be inconvenient for you.

Besides, you work with one contractor, not with the large amount of service providers. Negotiate a treaty with us for one-stop service, you will get rid of routine paper work. You won't waste your time for excel tables, evaluating of the treaty terms and invoices.

An above all, return of investments. Working for one year with us you will see that you archive more results than one year ago not increasing your budget.

If you haven't yet decided to work with us, we will be glad to help you when u need.

Also we can be your consultant on the following questions:

- Calculation a budget and planning an advertising campaign
- Ways of optimization of advertising budget
- Variants of organization of efficient advertising campaign
- How to get the qualitative communicational product
- How to choose the efficient form of cooperation with provider
- Kinds of communicational channels and their choice
- The main principals of development the creative idea
- ...and many other things...

I'm sure that you will like our offer. Please feel free to contact me by phone or e-mail and I'll answer all your questions.

## **Agency services**

Since 2001 Groteck provides agency services for our clients.

There are a lot of different advertising agencies but our leading edge is B2B media market. We are the exclusive advertising agency offering B2B media planning.

Traditionally, the work of agencies builds on ratings making by different companies. It can be Gallup media or Komkon. But these ratings can be applied to B2B media group. There are

some rating associations in the world market which serves and makes interest for advertising spenders and at the same time for publishing houses, for example, BPAI (Business Publishers Association). Unfortunately, there is no such practice in Russian market. Taking into consideration the world experience Groteck created its own valuation methods and rating of B2B market.

Nowadays Groteck offers professional services of **media planning, media buying, post buying**, analysis of competitive environment. Since 2007 Groteck provides services for the advertisement in the Internet network, inclusive of Yandex.Direct and Begun systems of context publicity. Also we supply your website promotion (content, optimization and management). Among are clients are such multinational giants as Renault, OTIS and also different Russian minor companies.

### Market analysis

The services of our company Groteck in the field of market analysis allow marketing specialists and researchers to make strategic decisions for promotion of their products and services to the market.

Our researches can help you to make the most suitable market strategy for the new product line as well for the development of existing one.

Groteck Research Panel consists of more than few thousands of specialists in different spheres. Many of them are appreciated in the ICT market. Groteck has made more than 20 researches for such our clients as Samsung Electronics, Bosch, Hotron, UltraStar, Johnson Controls, SIA, EU and many others.

Groteck has made researches for international organization and for Russian bodies of state power, such as: Security Industry Association, European Audiovisual Observatory, Ministry of Information Technologies and Communications of the Russian Federation.

We can prove the quality of our services. Among our partners on marketing research are A/R/M/I Marketing, ROMIR Monitoring, GMI.

### Corporate Publications

Most of companies have the function of management for corporative media. The services which include in this function are content sharing, layout preparation, creating of the publication concept. Distribution, print, public relations and publicity promotion are additional services.

Asking for the services of our company Groteck you guarantee the high quality content of publication, quick return of investments, image of your company and products and convenience. The price of our services depends on characteristics of publication –

frequency, quantity, circulation, colour grades, kind of delivery.

### Corporate Events

For the last 10 years we arranged over 500 business events of our own and for our clients.

We are known among leading Russian and International Corporations, key users, associations, and bodies of federal, regional and municipal power, educational organizations and scientific centers.

**We provide you with:** Corporate events, team building, presentations, press conferences, partner conferences, educational seminars, round tables, expert discussions and forums, teleconference

Groteck develops an event concept, invites participants, speakers, communicates with media, and selects conference grounds, deals with contractors.

If you are not ready to use this full service, you can invite us as expert-consultants or moderator of your event. Key clients: Cisco Systems, Arthur Andersen, Express Lift, Elvis-Plus, Russia's Ministry of Industry and Energy, Moscow City Government, Russia's Federal Agency for Print and Mass Media, Resonance, exhibition company Restek, Mayor's Office of Novosibirsk.

To improve the quality of our service we have contractors and partners, such as Notting Hill Media, "President-Hotel", Presidential Property Management Department of Russian Federation, International Club of Business cooperation "Globus", Presidium of RAS and Administration Department of Public Chamber of Russian Federation, "Rostelecom", "Transtelecom", PR-agency "Privy Councilor", film company "A-Media", International Trade Center of WTO/United Nations Conference on Trade.

### Business Consulting

It is comparatively new direction of Groteck business services. We say comparatively because during 16 years we have provided the consultative services for our partners. Since now it is available for all companies on Russian market or for those who plan to enter. What can you ask us about? Media Consulting – recommendations on choosing media tools, demand tendencies, details of decisions making by key customers, channel construction, possible ways of launch,

### Consulting Seminars

You tell us about your goals. We offer you solutions. You make a choice. Our clients are Johnson Controls, "Golfstrim", subsidiary of "Basel".

### Our clients:

