



## Loves Mags' Marketing Tips

**R**egular Business in Berkshire followers will be familiar with the monthly marketing tips published by Mags Mercer of Marketing Essence. Aimed at helping SMEs get the most from their marketing, these thought-provoking and helpful articles are not only popular with readers - it seems Google has taken a strong liking to them too.

Indeed the series of marketing tips published on Business in Berkshire are being greedily picked up by the major search engines. Take a look at these results from Google:

- 'Your Marketing Tip for October'  
1st and 2nd of 24,000,000
- 'Your Marketing Tip for November'  
1st of 30,000,000
- 'Your Marketing Tip for December'  
1st of 17,000,000
- 'Marketing Tip for October'  
5th of 28,000,000
- 'Marketing Tip for November'  
2nd of 39,000,000
- 'Marketing Tip for December'  
4th of 42,000,000

But as impressive as these figures may be, are they actually translating into tangible business? According to Mags, they are. A number of organisations have contacted Marketing Essence as a direct result of

reading the articles. "Publishing the regular tips on Business in Berkshire has really helped attract attention to Marketing Essence" says Mags, "we usually have several enquiries following each publication, most of which have turned into business for us".

The enquiries range from one off project requirements such as a website editorial review through to longer term strategic marketing planning and implementation. "Marketing Essence undertake a broad mix of work for a broad mix of clients" explains Mags. "We can either assist an existing marketing team or we can BE your marketing team".

The firm work closely with many customers on a project or retainer basis, providing a full marketing service for SMEs who can't justify the cost of employing a full time marketing person. Mags concludes: "whenever we get new enquiries, we make a point of asking them how they found out about us – it's often through having read our articles on Business in Berkshire."

Looking for a professional but friendly Marketing service? Marketing Essence specialise in working with SME's to help grow their business. Whether you are starting out in business or need some fresh zest put into your existing marketing planning, promotional material, corporate identity or website content – call Marketing Essence on 01252 871935.