



# High Level Targets

Over the past 10 years our marketing & creative teams have devised a number of different ways to effectively reach high level targets and have gained a particular understanding of the problems and difficulties companies can face in this highly competitive area.

## The haves, the have not's and the have yachts

High level targets are perhaps the toughest targets to reach for many reasons:

1. They have many gatekeepers that need to be passed (PA's, receptionists, managers, etc)
- 2: Everyone else is targetting them and i mean everyone.
- 3: They already have trusted suppliers in place and fear change.
- 4: They know that they are being targeted
- 5: They have very little time
- 6: They are very cynical.

But apart from that it's easy!

This group can also be the most expensive to reach. Over the years we have seen a huge explosion of high-end events which can cost you enormous amount of money. Generally, the pay-off is based on the fact that winning just a single client will pay for these events many times over and chances are you will end up with a long term contract which could potentially be worthmillions to your business.

The problem with these events is that if you get the sales structure only slightly wrong they won't work and the end result can be a huge amount of financial wastage

The good news is that there is a tipping point for all of us. The difficulty is finding what that is.

Latitude have tried many different marketing mechanics such as direct mail, lunches with peers, networking groups, golf days, seminars and conferences to name but a few. And to date all have worked well and have generated the response that was required. But each of them have had very different thinking behind them and each solution was highly specific to the target in question.

Our most successful result was when we were required to reach the CEO's of the UK's top telecom providers with a single piece of direct mail. We not only managed to get through to all the intended 20 recipients, but managed to generate four direct meetings. And all with a rediculously small budget.

**Project: targeting owners of businesses turning over a £1,000,000 plus:**

"Entrepreneurs World commissioned Latitude Solutions to create a new brand image and website that accurately reflected our values and intentions to our target membership of business leaders. We have been delighted with the results, and also were extremely impressed by the speed of response, sensitivity to our issues, interpretation of the brief and quality of output that their team provided us. We have had excellent feedback from our audience, so the job has been very well received."

**Ivor Tucker** Chairman, Entrepreneurs World

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**Project: Targeting owners of businesses turning over £3,000,000:**

"The breakdown of message, cutting edge design and initial concept meant that Latitude helped us to promote and differentiate our Microsoft Unified Communications expertise into both the Microsoft Gold Partner eco-system and our traditional telephony distribution channel partners. Great work! Thanks."

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**Nigel Horncastle** Marketing Director, POST cti

**Project: Targeting owners of businesses turning over £1,000,000 plus:**

"We recommend Latitude Solutions because they take time to focus on the specific needs of the project and are able to respond quickly with well thought through solutions but most importantly because they see the business from our point of view - our objectives became their objectives - this means that both sides are focused on the core goal of generating new client business."

**Richard Isley** MD, Altemis Business Coaching

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**Project: Targeting airlines and corporate decision makers:**

"The success of this campaign has encouraged us to look at direct marketing campaigns for other areas of our business"

**Catherine Lucy** Marketing Director, Parc Recruitment

Due to client confidentiality restrictions we cannot show any of the work that we have produced in this particular arena. If you would like more information on specific project solutions, please don't hesitate to contact us the details below.

## Contact us

If you would like more information on the services we offer, or wish to discuss how we may be able to help improve your company's marketing and design initiatives, please feel free to call our Creative Director, Cliff Findlay on +44 (0)20 33 56 96 56 or email him direct at [cliff@latitudesolutions.co.uk](mailto:cliff@latitudesolutions.co.uk)

We look forward to working with you!