



latitude solutions
building business. creating brands

IT & Telecomms Industry

Over the past 10 years our creative teams have worked with a number of IT & Telecomms companies and have gained a particular understanding of the problems and difficulties companies can face in this highly competitive market.

This insight has helped us to develop certain strategies and marketing mechanics specifically designed to tackle these problems and to increase sales.

Some of the main problems we have come across include:

- No defined sales messaging. Many companies are offering the same service(s) so the potential client needs to be made aware of why you offer a better service and why they should choose you over your competitors.
- Companies having difficulty breaking down highly technical information into palatable marketing messaging and materials that most ordinary people will understand instantly.
- Companies that are not sure of the potential clients' decision making process and therefore end up not conveying the correct information to the relevant people.
For example: Just because you're selling an IT solution does not necessarily mean the IT Director of a business should be the main target. A simple comparison is selling toys. Obviously it is the children that will be interested but it is the parents who make the final decision to spend the money.
- Companies that have used a design agency that has not developed a proper strategy to back up their design piece but have simply gone off and created a good looking marketing piece which ultimately did not do the job.
- Companies trying to target too many clients over too wide a spectrum of different markets and often using the same marketing collateral throughout. This means that the sales messaging is not specific enough for each target and they end up not really selling properly to anyone.
- Companies that have tried to produce marketing materials in-house, the issue being that the people responsible for creating the campaign or strategy are often too near the problem to see the solution.
- Companies that have not been branded correctly and simply don't look like they can deliver the level of service their customers require..

Latitude always take an objective view of the client's business and marketing strategy, carefully researching the markets / objectives and highlighting any problem areas that need to be addressed before moving ahead with any creative work. This typically results in a well balanced and thought-through strategy where all parties involved know what needs to be done in order to increase sales.

Below is a list of some of the clients we've worked with in the IT & Telecommunications sector, a description of the work we've produced for them and what they had to say about us and our work.

Openet: Tier 1 billing systems for telecoms giants.

Multiple DM campaigns produced, the best of which won them four meetings (out of 20 mail pieces) with CEO's of the world's biggest telecom companies potentially worth over £32 million.

"Latitude did everything we asked of them and more. Their knowledge of the Telecommunications arena really helped us break down our message and enabled us to land meetings that previously had seemed impossible to get. Andrew Court, European marketing Director

Qube Networks: Tier 1 managed server and connectivity supplier.

Total re-brand including website, brochures and exhibition materials. Pre-show mailers and exhibition concept attracted 2500 visitors to their stand at Internet World over 2 days.

"Latitude has helped my business with marketing and design services. Their ideas are fun and spot on. They have proven to work under very tight deadlines and have never let me down. I would totally recommend them." Polly Arrowsmith, CEO

Diagonal Solutions: Document management systems for councils.

Latitude helped Diagonal move into the business arena when MiFID was made compulsory to the finance market. DM Campaign sold out a breakfast seminar and created over 40 new business leads.

"We attained higher figures than we had ever dreamed of. For any further requirements I will start all of my conversations off with by calling Latitude" Nigel Horncastle, Marketing Director

Redwood Telecoms: Avaya telecoms provider.

Latitude ran a three part DM campaign during the last minor recession focusing on cost savings and not IT. The campaign had to stop half way through as it actually created too much business to handle.

"The attention to detail shown by Latitude through design and production to fulfillment, went beyond the call of duty and our response rate speaks for itself" Douglas Long, Marketing Director

Ucomms: Wi-Fi provider to councils.

Latitude branded and named this new company, producing a new corporate image, website and presentation / exhibition materials

"Latitude Solutions have shown a thoroughly professional and helpful attitude, very much treating our relationship as a "working partnership". I will certainly continue to rely on their expertise and have no hesitation in recommending them. A great working relationship ethos for any situation." Keith Tonge, Director

Post CTI: Document management systems provider for businesses.

Helped launch Unified Comms into the UK market. Produced a brochure, breaking down the sales message for main decision makers. Microsoft were so happy they gave the brochures out on Post CTI's behalf.

"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

Lorensbergs: Booking systems for councils, libraries and schools.

Redesigned website and navigation for UK based arm which was then adopted by the Swedish-based owners.

"The quality of service we received was impeccable. We thoroughly enjoyed working with Latitude from beginning to end and look forward to developing a long terms business relationship with them."
Justine Dewey, MD

Progressus: E-learning for the social care market.

Branded and launched with a new website aimed at the two decision makers in the process IT directors and health workers. Mixed messages overcome through mixed images and highly targeted text.

"Fantastic work! Our growth and inclusion in the Times 100 fastest growing companies is due in no small part to your re-brand and help." Rachel Murphy, MD

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

We look forward to working with you!