

# Our Manifesto

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# Who are we?



**We are leaders and innovators.**

**We are creative and customer-centric.**

**We create opportunities.**

**We make your life easier.**

**We put you inControl.**

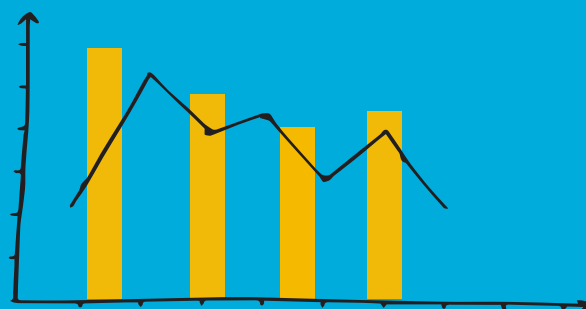


You want quality marketing content to go to market with. You want it personalised, hassle free and it to make you look great. You want it to be secure, measurable, and engaging.

We are a growing software-based marketing agency that creates and offers marketing support for B2B distributors throughout the UK and Ireland.

Our mission is to encourage collaboration and support from your partners in the supply chain. We do this to help you scale your business, earn more revenue and do so with less effort and expense.

In short, we exist solely to help you increase the power of your marketing. Our software enables you to deliver the right marketing content directly to the right audience in one complete end-to-end dynamic, measurable and simple solution.





# We believe that content is king

**and when businesses are equipped with great and relevant content, amazing things happen**

Our purpose is to equip independent resellers and distributors with powerful tools to deliver your marketing messages in ways that enable them to become more productive and profitable.



# We are humble

"Being humble means recognising that we are not on earth to see how important we can become, but to see the difference we can make in the lives of others."

- Gordon B. Hinckley



"I am hungry for knowledge. The whole thing is to learn every day, to get better and brighter. That's what this world is about."

- Jay Z

# We are hungry



# We are smart

"Knowing a great deal is not the same as being smart. Intelligence is not information alone but also judgement - the manner in which information is coordinated and used."

- Carl Sagan



# How we work



Our aim is to make the process of creating good marketing simple. We understand that marketing needs to reach out and engage with your target in a measurable way. So we have different levels of service.

Our on-brand **Essentials package** gives you access to our platform and the training to use it effectively and with our **Pro package** you get so much more functionality to make the system more flexible and engaging.

With our **Premium package**, we work with you to create a strategy that ensures your marketing is consistent and positions your business as the obvious choice. We then write and design the collateral that will have the biggest impact and give you the platform to deliver your message.

We never rest on our laurels and are continually developing our technology to remove barriers, providing you with a platform that delivers real change and benefit to everyone involved.

**Great  
marketing  
matters  
and it is at  
the heart of  
what we do**

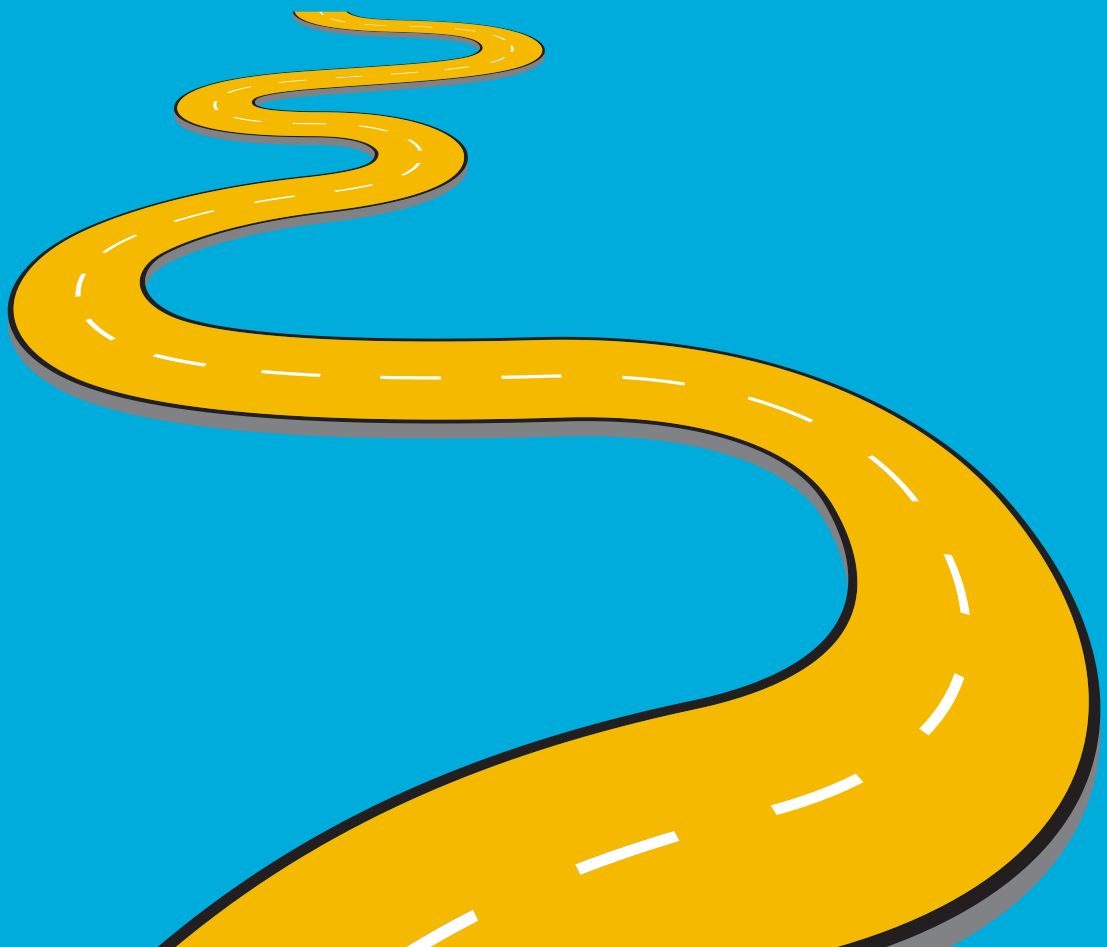


# Our journey

We launched in 2003 with the express purpose of putting distributors and resellers in control of their own marketing, enabling them to go direct to their audience and create new opportunities. As we have evolved over the years, our primary focus has not changed - to help our clients send relevant communications to relevant people.

As technology has advanced over the years, so have we: growing steadily, always looking for new opportunities with vendors and VARs to expand our services and update our content management system as we go.

With fresh challenges come fresh opportunities and the Pandemic has given us plenty of both. We not only rebuilt our platform making it more powerful, flexible and easier to use, but launched our studio - giving our clients access to an end-to-end service, making their marketing more meaningful, measurable and profitable.



# The Incontrol way

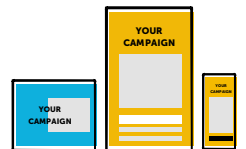


**Our mission is to improve the productivity and profitability of your supply chain relationships.**

We aim to be a trusted partner by always trying to do the right thing. That requires us to continually learn and demonstrate positive outcomes for all of us.

**We add value by making your marketing more relevant, simple and accessible**

We are accountable to you. If you think we can improve, we want to hear it so we can be better tomorrow than we are today. In turn, we want to share our ideas and expertise with you.



**Partnership is at the heart of all we do and our collaboration draws engagement with our software and services.**

We want to build a strong relationship that actively fosters great communication so your marketing activity works for you and creates the right opportunities to grow.



# How can we help?

- Does your marketing activity lack consistency in content, design and delivery?
- Do you feel your message just gets lost and lacks impact?
- Are you frustrated with marketing partners that promise the earth, cost a fortune, don't keep you in the loop and never seem to deliver the right ROI?
- Are you finding your marketing activity is busy but not measurable?
- Do you feel your message gets in the right hands but then never seems to go anywhere?



If so, then we can help. We love working with people who not only understand the need for great marketing (and lack the time, skills and knowledge to make it happen) but place a high value on partnership and collaboration. We have a simple solution that will not only work for you but bring that ROI you've been looking for.

If it sounds too good to be true, then why not contact us on **01386 257757** or **[sales@incontrolmarketing.co.uk](mailto:sales@incontrolmarketing.co.uk)** to book your free demo and start your journey to get "in control."



**Let's go!**





