



# Business MRI

**MANAGING BUSINESS  
REPUTATION AND  
IMAGE**

**DIAGNOSTIC & STRATEGY SESSIONS**



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The service will take the following format:



- 1** An in-depth analysis of the Business-
  - a. Assistance in writing-
    - i. Business Plan (if applicable)
    - ii. Marketing Plan (In association with your designated Marketing Experts)
    - iii. Business Development strategies
- 2** Joint formulation of directional Strategies
- 3** **Formulating a Marketing and P.R.** programme to add value to agreed business development strategies.
- 4** **Raising awareness and distinguishing your brand** and reputation in the market place
- 5** **Strategic positioning** in the marketplace with reference to your set goals as well
- 6** Engaging in focused referral campaigns, putting you in front of vital contacts to grow your business.

**The aim is to achieve:**

- 1** Entry into new Client markets and thereby increasing client base
- 2** Improved engagement with current Clients to gain repeat business and improve Client retention
- 3** Establishment of key partnerships within the market place which will result in cross referrals



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## The Business Development activities will include:



- Project managing brand identity, website development, marketing toolkit, PR and marketing delivery
- Managing Company profile, image and presence
- Strategic forums
  - Supporting you in meetings with key contacts identified and targeted from select market sectors – 1 per month
  - Assisting you in identifying opportunities for cross referral between businesses who provide different services within the same market place
  - Ongoing direct warm introductions to key contacts
- Supporting you with focus meetings with key influencers within the areas the company wants to increase its Client base - maximum 2 per month



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## The Business Development activities will include:



- Training for Contractors / Suppliers / industry partners-
  - Basic sales/ marketing/ PR over view to engage them in supporting your business plans
  - Effective engagement
  - Customer service skills- we all need to take responsibility for this area of business
  - Creative thinking
  - Innovation
  - Team building workshops with a business development focus (large organisations only)
- Additional Business development support:
  - Sourcing and overseeing specialist marketing and public relations from the best specialists in Wales.
  - Plan is directed by the results of the previous 12 months' activities. Constant reassessment and monthly reviews are vital to maximising results.



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## Creative Public Relations



There are no secrets to Public Relations, and no magic formulas. The effectiveness of a PR campaign relies on numerous influences including:

- Scale of activity and timing
- Media chosen, location, visibility, reach and frequency of publications
- Price, customer relevance and quality of product or services offered
- Competitor activity
- Consumer affluence and state of the economy

**We will assist in sourcing the best suited Marketing and PR experts to deliver the creative service that best suits Your Business.**



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## Your Business Development and PR Recommendation



We recognise that different areas of the any business will have varying seasonal and strategic focus over a 12 month period. We also believe that combined business development and PR strategies will achieve maximum results. We therefore tend to recommend a strategy of **2 days per month** Business Development Service Level Agreement (in addition to PR to be agreed) to ensure that you gain business momentum and “MAKE A STATEMENT.” We do work with you to create the best bespoke package for you.

Example of our frequently recommended service level agreement will include the following activities:

Client meetings- Business Development	2 meetings per month minimum
Contact reports	1 after each meeting
Business Development and Training delivery	Bernadette Davies and select experts- as agreed from time to time
Business Development Activities	2 per month minimum
Advice and contact	Regular phone and email as required