

Online Business Development



Ansaco offers effective Online Marketing strategies for Business Development

- qualify new customers
- maintain contact with existing customers
- optimise your investment of marketing time and effort.

This is what these strategies will do for you

- make marketing teams more cost-effective, by increasing the quality of useable results
- improve the quality of inputs for sales teams, to enable them to become more effective
- increase sales - and the profitability of your organisation.

Revenue - Costs = Profit

The decisive factor is how you use email marketing.

Ansaco can show your marketing team how to:

- Create, implement and improve your email marketing strategy
- integrate it with your website
- integrate it with your classic marketing methods.

Online Business Development — the benefits for Marketing

By implementing an eMarketing system strategically, you get improvements in marketing across the whole company.

These advantages are especially strong for organisations with:

- multiple subsidiaries
- separate divisions that are treated as profit centres
- communication to multiple audiences, each handled by separate departments (e.g. future customers, existing customers, investors, press, analysts, internal)



Consistent processes company-wide

the central marketing team has an opportunity to introduce consistent marketing processes across the whole company



Shared approach to objectives

consistent processes introduce a common language for discussing marketing strategies and campaign tactics



Cost-effective implementation

the central marketing team can create campaign templates for local implementation by all subsidiaries world-wide



Efficiency of scale

consistent methods, a shared vision and cost-effective implementation combine to deliver efficiencies of scale



Optimal use of budgets

re-use and roll-out of campaigns to multiple offices maximises the impact of even small budgets

Online Business Development — the benefits for Sales

Online marketing can be so much more than just a cost-effective medium for communicating with prospects and customers.

Once you begin to implement an Online Marketing system strategically, it becomes a central repository of contact information.

This permits huge gains in sales effectiveness across the entire company.



A consistent overview of the pre-sales funnel

Gain valuable information about all qualification stages - from new contact to sales opportunity - company-wide.



Improve campaign messaging across all media

The online behaviour of your contacts gives you valuable insights into their interests and preferences.



Respond to customer priorities effectively

Contact interests and preferences enable your marketers to identify key themes for all marketing campaigns - both online and offline.



Make sales efforts more effective

Accurate segmentation and targeting increases relevance - and thus response rates.



A consistent overview of geographies & markets

A single, central, company-wide repository of contact information - across all subsidiaries or divisions.

Peer Reviews

What Andrew doesn't know about eMarketing you don't need to know. His encyclopaedic marketing knowledge and his ability to rapidly understand clients' needs make him a truly unique contributor to any online marketing project.

A week spent with Andrew is the best investment any online marketer could make."

Sandie Overtfeld

Marketing Director EMEA, Pivotal Corporation.

Andrew is THE eMarketing guru. His understanding of structuring and building campaigns with high response rates using small effective marketing teams is astonishing.

I recommend every marketing manager follows Andrew training course and retains him on an ongoing basis. It pays for itself."

David Drew

Marketing Manager, Pivotal UK

Andrew Sanderson is a pioneer in the field of eMarketing and online marketing.

As Director of Global Online Marketing at SAP, Andrew was instrumental in the implementation of MarketFirst Software at SAP. This enabled him to reduce the cost of sales and increase the number of qualified leads."

Harish Chander

VP Professional Services, MarketFirst Inc.

I worked with Andrew at SAP Headquarters in Walldorf, Germany and was continually impressed with Andrew's skills in database management, lead marketing, strategic messaging and lead generation.

My recommendation is simple. If you are a strategic sales executive or sales manager, lead generation is the lifeblood of your success and you can't afford not to contact Andrew."

Robert Heaton

European Sales Operations Manager, SAP AG

Knowledge Transfer and Consulting

Your organisation can generate more revenue with Andrew Sanderson's experience and insights into strategic online business development.

The time you invest with Ansaco repays itself many times over. Here's why you should have Andrew Sanderson on your team:

Marketing experience

- My 30 years in B2B marketing covers the full spectrum of the customer life cycle: from market research and analysis, through product launches, demand management and lead generation, to customer retention measures.
- With 25 years experience of working in the head offices of international organisations, I know the issues that surround the conception, implementation and roll-out of effective international marketing campaigns.

International experience

- Through hands-on experience of managing international and multi-cultural teams I can offer practical insights into effective management of location-based and virtual project teams.
- Within leading international organisations such as SAP AG and SAS Institute I have led pioneering and innovative marketing projects. I have managed strategic marketing projects with six-figure budgets and multi-million dollar value.

A rare combination of skills

- I bring additional value to your online business development projects based on direct experience that includes both 'marketing with words' (positioning, copywriting, journalism, editing, PR) as well as 'marketing with numbers' (online marketing, CRM and Executive Information Systems).
- Having worked for agencies as well as in-house teams, I have actively addressed business issues, marketing objectives, methods and practices from both sides.



- I know online marketing from top to bottom. I can offer effective advice on business issues because I have hands-on experience of strategic marketing as well as practical experience of implementation and execution.
- I know online marketing from the bottom up. The online strategies and Best Practices that I have developed are based on insights from the consolidated results of more than 4.000 online projects.

Acknowledged expert

- As a speaker at international conferences, my insights into online marketing have twice been acknowledged by peers in online marketing with the Best Paper Award.
- My expertise is recognised by my marketing peers. As a consultant I not only work directly with client organisations, but also support national and international agencies as their independent expert on strategic online business development.

Knowledge Transfer

- While agencies are excellent at getting things done, only Knowledge Transfer to internal staff will enable your organisation to acquire new skills and become independently productive.

International business experience

At Ansaco we understand the challenges that head office marketers face. And we know how to address these issues to ensure the trouble-free rollout of international email marketing campaigns. Not only through local subsidiaries, but also through distributors and agents.

Ansaco offers independent and expert insight in online business development to:

- Highlight the real issues & find solutions
- Identify & apply current best practice
- Reduce your overall cost of sales
- Acquire new customers
- Build customer relationships
- Improve internal communication
- Build continuous improvement into your email sales & marketing strategy

Our objective is not only to solve specific challenges and deliver high ROI on email market-

ing projects, but also to transfer knowledge to your organization.

Ansaco's role is to highlight the issues and opportunities; to alert you to potential problems and explain their implications. We ensure that your marketers, line managers and country directors can take decisions that are right *both* for their individual projects *and* for your organisation as a whole.

The benefit for you: email marketing becomes a key element in your communications strategy — fully integrated with classic marketing techniques and driving long-term sales goals.

Ansaco can help you make your international email marketing & sales campaigns timely, consistent and cost-effective. Please phone or email Andrew Sanderson for further details about we can help your company.

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