

Mould your Marketing
with the Times



A FOR BUSINESS





Business-to-business (B2B) and Business-to-Consumer (B2C) marketing is becoming more dynamic due to the increasing number of communication channels, digitally savvy customers and advanced technologies that are making it easier to block out the onslaught of messages. And marketers who are used to traditional marketing practices, need to wake up and embrace change to win their next customer while narrowing the chasm between brand awareness, brand equity and brand resonance.



Marketing is entering a new age where its role is no longer relegated to industry fairs and trade shows. Measurements are in real time today. Beyond satisfaction, advocacy and brand journeys, marketers must understand what makes customers tick and how to influence affinity and spending.

They need to change tactics fast based on market response, increasing relevance and driving quicker conversions. And this 'smart marketing' is not about technology since many of these platforms were readily available. It is all about a mindset change combining digital fluency and business acumen that is needed to drive increased productivity while still delivering high quality content and messages. Indeed, marketers and companies that have embraced new digitally delivered marketing techniques, have been at the forefront of business transformation.





A4B: We Work for You. With You

AforBusiness (A4B) stands on the principles of assurance, accountability, affordability, accessibility, analytically adept and always there. We are a technology-driven, digitally-oriented innovative marketing and design services firm that offers a powerful combination of breakthrough brand-building, creativity and pioneering marketing and social media solutions to help companies increase their branding efficiency and sales, and win customer loyalty – efficiently and cost-effectively. Our unique development model offers high quality creative-led strategy and design solutions and best possible return on investment for our customers.



Access is Better than Ownership

With AforBusiness, you get the marketing momentum needed to stay ahead of competition and influence your audience. A4B will work as your backend team, guiding you through the various phases of marketing - from initial strategy and planning right up to the campaign execution, while protecting your investments. We have a proven track record, a team of seasoned professionals with decades of marketing experience and a well-defined process for optimized execution speeds, to deliver cost effective marketing solutions that create better customer awareness and retention.





Creative Strategies. Strategic Creatives

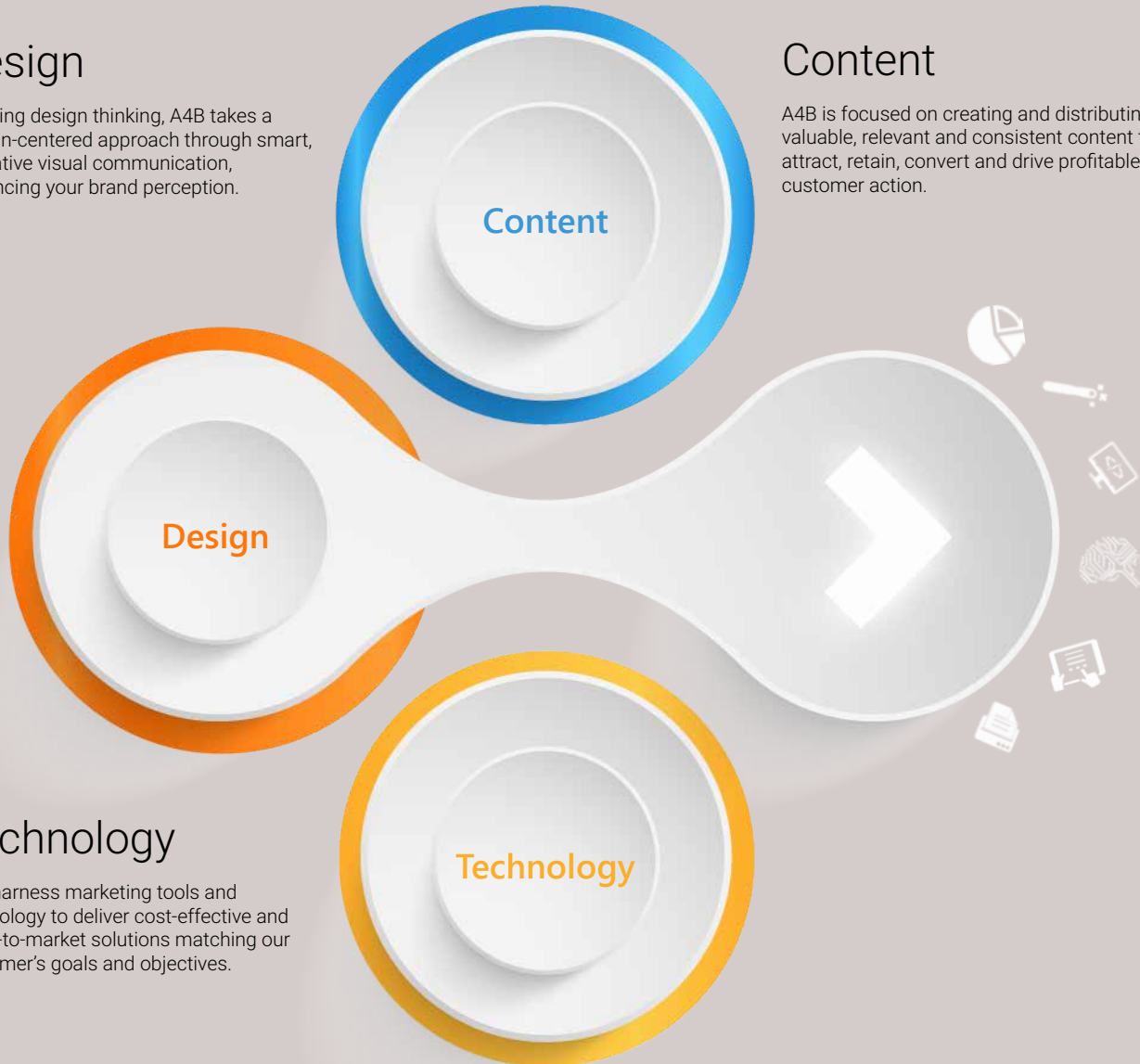
To push past the operational obstacles, AforBusiness delivers breakthrough marketing solutions using the latest design knowhow, content support and marketing technology needed to produce highly result oriented marketing messages.

Design

Applying design thinking, A4B takes a human-centered approach through smart, evocative visual communication, enhancing your brand perception.

Content

A4B is focused on creating and distributing valuable, relevant and consistent content to attract, retain, convert and drive profitable customer action.



Technology

A4B harness marketing tools and technology to deliver cost-effective and quick-to-market solutions matching our customer's goals and objectives.



Consultancy & Strategy

Working collaboratively with you, we blueprint exceptional marketing strategies and programs suiting your local and global needs.

- Market research and competitive positioning
- Go-to-Market planning and calendar
- Marketing ROI assessment



Branding

We ensure your brand lives up to new levels of scrutiny on all aspects of its identity, and deliver on these constantly.

- Visual identity development
- Naming and logo development



Web Solutions

We develop websites that are true reflections of your corporate identity on the web and mobile.

- Website strategy and design
- Search Engine Optimization (SEO)
- E-Commerce enablement
- Online banner ads
- Maintenance and technical support



Digital Services

We script, design and execute intuitive and engaging digital promotional tools that fit seamlessly with your sales and marketing plans.

- eBrochures and presentations
- Explainer videos and animations
- Illustrations and infographics



Social Intelligence

Maximize demand generation by moving beyond contact management to managing social connections.

- Increase brand awareness
- Engage deeply with prospects through social campaigns
- Increase sales and partnerships



Printing

We have the capacity and redundancy to handle complex print requests, cost effectively and within quick turnaround time.

- Brochures and folders
- Newsletters and annual reports
- Booth designs and banners
- Textile printing

Taking a company's marketing efforts to the next level is on the mind of every leader. Marketing continues to take on more responsibility with less budget and greater expectations and the marketing leaders of the future will have to showcase their ability to adapt and nimbly execute based on newfound strategies and new age technologies.

Create a better brand experience and drive real business results while keeping costs low. Get in touch with us to learn more.



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