



BLACK TICKET
Business Bureau

Sales Growth Solution

Hit a growth ceiling?

Every business that desires growth needs to consider its approach to actively increasing sales, and appealing to both current and potential customers or clients.

Committing a business to sales growth means looking at multiple aspects of the business, including its marketing aims, marketing material, sales tactics, and the potential for growth outside of the business's current market.

Black Ticket has therefore created a number of separate, but related products that all aim to achieve:

- Growing a customer base
- Selling more to existing customers



031 303 1220
info@blackticket.org
blackticket.org
33 Churchill Road, Morningside, Durban



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Aslam Seedat
082 696 9330
Faheem Paruk
072 733 3322



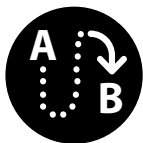
Marketing Strategy & Plan

Black Ticket will work with you to develop and implement a marketing strategy or go-to-market plan aimed at illustrating and presenting your business and its products or services, using the most effective and efficient media and sales channels.

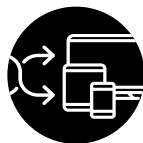
What we do:

- Define the target audience and customer profile(s)
- Analyse existing marketing spend
- Identify the most effective marketing channels for your budget
- Create a formal campaign timeline and calendar
- Establish KPI's to track marketing spend effectiveness
- Development of a comprehensive marketing plan

Benefits:



Professional
Strategic Advice



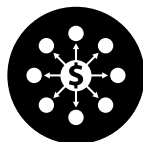
Innovative Marketing
Approaches



Research-Backed
Solutions



Formal Documented
Strategy and Plan



Efficient Marketing
Spend



Marketing Spend
Measurability

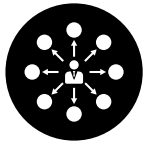
Marketing Campaign Management

A plan can only be as effective as its implementation. In the absence of an in-house, full-time marketing team to manage a campaign, Black Ticket will serve as an outsourced, professional and qualified marketing department that will execute a marketing plan or work towards a specific marketing objective.

What we do:

- Execute and manage the marketing campaign as per the marketing plan or strategy
- Liaise with 3rd party media suppliers
- Address marketing-related technical queries
- Social media management
- Website management
- Campaign analytics, measurement and reporting

Benefits:



Professionally Managed Campaign



Effective Execution



Proactive Responses and Adjustments During Campaign



Media Spend Savings (Agency Discounts)



Periodic Marketing Campaign Reports



Brand & Marketing Collateral

With an in-house design department, Black Ticket is able to provide you with all the collateral and material necessary to run a campaign and stimulate sales and growth for your business. We serve as a single point of contact for all your collateral design and content requirements, by additionally providing strategic advice, a bridge to suppliers, and consistency in material designed and produced.

What we do:

Design, structure and content

- Website/E-Store Development
- Packaging Design
- Trade Presenters
- Point of Sale Material
- Banners
- Company Profile
- Product Catalogue
- In-store Branding
- Digital Collateral

Benefits:



Professional Advice



Innovative and Creative Design



Brand & Collateral Alignment

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Sales & Customer Relationship Management Systems

Developing a marketing plan and creating the tools to carry it out places your sales team in the best possible position to attract sales. Black Ticket will go a step further in ensuring that your team is working in the most effective manner by assisting with and implementing a system that sets targets, tracks leads and customer interactions and increasing conversion rates.

What we do:

- Analyse existing sales systems and processes
- Conceptualise and implement measurable systemized solutions
- Identify, evaluate and test various sales software providers in terms of functionality, pricing, ease of use and practicality
- Assist with the system setup, implementation and staff training
- Monitoring, supporting and ensuring on-going system utilisation

Benefits:



Resource Savings via Automation (Software)



Higher Sales Conversation



Increased Customer Retention



Structured Feedback



Analytics & Measurement Reports

Access New Markets

Entering new markets to attract sales and growth can be daunting, either because of high levels of market uncertainty or because of a lack of knowledge surrounding the market and its potential opportunities and threats. Whether introducing an entirely new product range, launching existing products in a new territory, or exploration of export opportunities, Black Ticket's team implements a research-backed approach to access new markets, ensuring all related-decisions are thoroughly informed.

What we do:

- Identify markets with the greatest potential
- Analyse identified markets in terms of size, competition, risks and practicality
- Identify specific targets within filtered markets
- Develop marketing material and guidelines for the systemized approach & engagement with targets

Benefits:



Professional Research
and Analysis



Systemised Market
Penetration Strategy



Informed Decision Making



Comprehensive
Research Report and
Recommendation