



## **17 South Limited**

### **Testimonial for Grow Marketing**

17 South Ltd is a husband and wife company where both have different skills at a professional level. (Dave with the Computer programming – development knowledge and Julie the Customer Service experience). Prior to meeting with Grow Marketing the focus was on developing their software for the Instore Radio with Vision system by cold phone calls, business cards and brochures.

Early June 2006 17 South realised that their approach would have to change because of the limited budget, lack of resource and limited marketing knowledge. An eye catching advertisement in a local paper regarding the services ‘Grow Marketing’ could offer to a small business was the first step toward a successful period of development and growth.

Grow Marketing has assisted 17 South since July 2006. Working from a database of selected target markets letters were sent out followed by phone calls actioned by 17 South on a weekly basis working to a two-month schedule.

The business developed a new brand and fresh marketing ideas that proved to be invaluable. A percentage of the target markets are becoming interested and meetings have been occurring under the guidance of “Grow Marketing” ensuring that a professional profile was present at all times.

From the first Conceptual Meeting the easy package solutions enabled 17 South to select the “right” marketing campaign to fit to budget what 17 South has to offer and to achieve the target market awareness.

The “Grow” 8-week cycle achieves all it is designed to do for the small business marketing requirements. Not only ensuring a professional profile but advising and assisting while encouraging self-management. .

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