

MARKETING & PROMOTIONAL WORK

The Marketing Bureau Ltd is based in Jersey and has a wealth of experience in Marketing and promotion Projects as well as selling of advertising. Our services extend to all of the Channel Islands and we have a large clientele base in the Channel Islands, nationally & internationally due to our extensive services.

WHAT THE WORK INVOLVES:

In store tastings, promotions, leaflet distribution, launches & merchandising

We handle extensive activities throughout the islands in various venues to raise the profile of companies and their associated products. To do this, we employ a wide range of Promotional staff who are experienced, confident and enthusiastic. In Store promotion are generally offering samples of products to customers. Leaflet Distribution and other promotional activity can be at public events, launches and openings. Merchandising is maintaining display stands and prominently displaying products to their best advantage.

Market Research

The Marketing Bureau has conducted Market research for local and International companies. This can be conducted in the format of questionnaires by public approach, telephone, mail out or internet activities.

Questionnaire Surveys

This is conducting public interviews for Questionnaire Surveys.

Mystery Shopping

Mystery shopping has become an important part of research for retail and consumer outlets in order to contribute to future marketing plans. It is of the utmost importance that the services provided and the knowledge being passed onto customers is of a high standard in order to keep ahead of competitors and to ensure repeat business and recommendations to increase profitability. The Marketing Bureau have to ensure that the relevant information and surveillance is acquired in order to report the results accurately for the clients requirements. Mystery shop is to use the services of companies to determine if staff training has been successful and or their product is competitive.

*Rates of pay are a guideline and may vary dependent on work involved –
Hourly Rates from £7.50 - £9.75*