



# 4D<sup>®</sup> STRATEGIC COMMUNICATION

Connect, engage & inspire your audience

## Creating high performing marketing communications

Marketing communications that land with the right audience, with a message directly addressing their hopes and fears, using the most appropriate marketing channels, doesn't happen by accident. Our 4D process helps to build a crystal clear picture of your audience, allowing us to create inspiring and engaging marcoms that provoke a response.

### bedrok 4D strategic communication process



#### discover.

Great communications start with a deep understanding of your brand, your market and your customers.

Sometimes this is well defined within your business. For others, it can include an insight gathering exercise through team interviews, research & data, market studies and trend analysis

Output is a discovery pack that compiles key insights giving you the best platform to move to the next stage.



#### define.

We start with setting clear communication objectives.

We then map the customer journeys of the target customers to develop a clear communications strategy that will deliver effectively against your objectives.

This ensures we hit the right customers at the right time with the right message.



#### develop.

- Over arching campaign idea / message
- Tone of voice
- Create a marketing plan aligned to your customers movements.
- Content creation to be shared across any relevant marketing channels



#### deliver.

- Website design
- Brochures
- Digital marketing
- Point of sale
- Direct mail
- Social media
- Blogs



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## Typical projects:

### In-store Point of Sale

From the moment a customer leaves their car and walks into a store, you need to drip feed your message at just the right pace in just the right place. Our years of experience in this area uses science and creativity to ensure your customers can not only find the products they're looking for, but are inspired into parting with their money.

### Brochure design

For products that are a 'considered purchase', brochures are often the best way to remain visible to your customers once they have left your shop/website. We make beautiful, tactile, inspiring and informative brochures that sit right at the top of the pile on customers coffee tables.

### Digital marketing

We create measurable and effective campaigns to meet your business needs. Social Media/Digital Marketing complements traditional marketing channels with the ability to provide highly targeted and cost effective reach. We'll work with you to design an effective approach to targeting and ensure your finely crafted message reaches your target customer.

## Ideal for:

Companies looking for greater brand awareness & sales growth

## Clients we've helped



## Testimonials

*Bedrok were fantastic at offering ideas and options. With their help we implemented an impactful in-store Christmas experience which met a wide variety of both business and customer needs and is very different to anything we have done before.*

Hayley Moore, B&Q

*It was always going to be hard for us, as a creative agency, to be objective and know how to best represent our skills and experience on a website. But Bedrok facilitated every step of the way in what was a highly rewarding and collaborative process.*

Martin Bunce - Tin Horse

## FREE MARKETING REVIEW by industry experts

- ✓ A full topline review of your online & offline marketing materials
- ✓ Honest feedback and advice on how to grow your brand through any quick wins we spot, plus longer term strategical choices we'd advise

[BOOK YOUR FREE REVIEW](#)

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