

smell the coffee



...and wake up to the benefits of direct marketing

It's all very well advertising in newspapers and magazines.

But are you monitoring results from your activity, tailoring your marketing and maximising your company's sales potential?

Did you know that direct marketing allows you to do all this, and is completely measurable, totally accountable and extremely cost-effective?

It can also help you achieve four key objectives:

- 1 Brand development
- 2 Customer acquisition
- 3 Customer retention
- 4 Customer relationship development

This is where we come in

Ricochet is a partnership of two direct marketing professionals with over 40 years' experience. Our differing skill sets enable us to provide an ideas driven direct marketing and design service to small, medium and blue chip businesses.

With our extensive knowledge base, backed by our one-to-one client service, we could be your ideal marketing partner.

Interested? Contact Richard Carlyle-Smith on **0845 450 6788** or email **richard@ricochetcreative.co.uk** who would love to pop over for a chat.

Our services

- Direct marketing
- Website design
- Email campaigns
- Corporate identity and branding
- Advertising
- Point of sale
- Sales and promotional literature



design & direct marketing

www.ricochetcreative.co.uk