



A D A S T R A

BUSINESS DEVELOPMENT AND MARKETING AGENCY

Ad Astra Overview

Ad Astra is a full-service business development and marketing agency that has been in business since 1995. We are proud to provide our clients with an exceptional service that is tailored specifically to their needs. We never aim to meet our client's expectations; we strive to exceed them. Our clients range from new ventures, through SMEs to global corporations and we pride ourselves that we can adapt our service to suit their specific needs.

Our business development activities are mostly focussed on assisting companies bidding for major contracts. Here we employ a wide variety of our skills to manage the overall campaign; write, edit, proof-read, and review the submission; create stunning graphics; and finally publish and print the overall document.

Our marketing activities cover the full range including: strategy and planning; printed collateral; online marketing, including website design, content marketing, SEO, social media and email campaigns; PR; event management; video and imagery production.

We have a specialist product that provides a collective platform for niche high quality brands to promote themselves through networking, seminars, joint ventures and events. As part of this, we publish a magazine called Lifestyle, which also has a digital platform.

We have a highly talented and creative team of business developers, marketers, project managers, graphic designers, copywriters, editors and photographers who will ensure that all marketing efforts meets your business needs. The collective skills of the team are far greater than the sum of the parts.

Management and Strategic Services

Marketing Campaign Management

Effective campaigns have well defined and realistic goals

From strategic thinking to planning, researching, implementing and measuring we manage your campaign to help your business achieve its goals. We provide your business with so much more than just a marketing campaign; we provide creativity, innovation, uniqueness and excitement throughout your journey to success, all managed to the finest detail.

Market Research

Research is creating new knowledge

Marketing achieves the best results when built on insight, which is why we work hard to keep up with trends for a contemporary understanding of customers, markets and technologies. We work closely with you to develop detailed awareness to support bespoke, effective and successful campaigns.

Marketing Strategy

Defining the route to success

The Marketing Strategy is the foundation of the campaign. A successful strategy encapsulates the tenor and methods to be used to reach the target audience in the most effective way. A well-executed marketing strategy shows clear ROI leading to revenue and profit. We work with you to develop and implement powerful and successful marketing strategies.

Branding

Your brand is your promise to your customers

Branding represents who you are, who you want to be and how you are perceived. It tells your audience what they can expect from your products and services, and differentiates your offering from that of your competitors. We name your brand and give it a visual identity with personality. We design your image, logo and brand guidelines. We give your business the branding identity it deserves.

Marketing Plan

Failure to plan is the same as planning to fail

Your marketing plan sets out how you are going to put your marketing strategy into practice and defines the mix of marketing tools to be used in the campaign. It sets clear objectives to reach long-term strategic goals, uses forecasts, targets, deadlines and measurable objectives to analyse effectiveness of each marketing tool. Precise management means the future plan can be refined based on current success and performance achievement. We have extensive experience of creating and implementing marketing plans with a full suite of marketing tools

Implementation Services

Digital Marketing

Where is the first place you look for something? Online

Digital marketing is the online marketing activities in your campaign encompassing your website, content marketing, social media, SEO and pay per click advertising. Working across all online communications it supports and builds your brand; converting prospects to leads and ultimately to sales. We provide you with a full suite of digital marketing tools to work in harmony across your online campaign, supporting and developing your online presence and gaining maximum exposure.

Website

Your website is the centre of your online activities. We will design and build your search engine optimised website that is visually appealing, user friendly and engaging to your visitors.

Blogs

Our bloggers are skilled copywriters who specialise in creating impacting online articles. We deliver engaging blogs that are optimised for search terms and carefully constructed to direct traffic to chosen areas of your site through enticing call to actions.

Social Media

Our social media gurus live and breathe social communication. They will reach your target audience on social networks and seek out the corners of the internet they frequent to join in the conversations. We build your audience and engage with them to position your brand into their daily online activities.

eMail Campaigns

We manage and plan your campaign designing beautiful html emails that arrive in your audiences mailboxes at the perfect time for optimum opens, engagements and click through rates.

Print Collateral Material

Perfectly printed promotional products

We provide a full design service for a variety of printed materials from business cards through to books. We work with you to ensure that the printed matter delivers the right message, in the right format and in the right style. We produce the copy, the graphic design and the layout of the item and we manage the print process to ensure the perfect finished article.

Publishing

Down to the finest detail

The key elements of the preparation of a document are the layout, the font style and size, and the colour palette. This is equally important for digital as well as printed media. We ensure that the finished product is perfectly suited to your product and audience.

Public Relations

Informing, persuading, and connecting people

We believe PR is an integral part of the marketing mix to engage with multiple influencers across a variety of platforms and stakeholder groups. Our copywriters and PR professionals ensure that our output impacts on your target audience, raising awareness, changing perception and driving action.

Events

Successful events are not a matter of chance

We understand what goes on behind the scenes and the impact of well-organised events on a businesses performance. We help your business reach attendance targets, find sponsors and secure media partnerships. We not only manage events that will reflect positively on your brand, but also that generates a buzz and are memorable long after the event is over.

Talents

Copywriting

Writing appropriate to the audience

At Ad Astra we do both. Our core speciality is copywriting. It is crucial for businesses to have engaging and high quality content with written and spoken word at the centre of every communication tool. From press releases to writing for search engines, we will get your message across clearly, concisely and with creativity.

Graphic Design

A picture is worth a thousand words

Our designers excel in producing stunning graphics that both complements and provides clarity to the written word. Their talents extend to the layout of documents, the design of websites, plus product and packaging design.

Multimedia

Capturing that powerful image

Some of the most powerful marketing is through multimedia. which is why photographers and video makers are essential members of our team. We capture images and video both at events and in our studio. For video, after the imagery has been captured the team the edits this with coiveover and music to make compelling movies.

Translation

Language is not a barrier

We are not constrained by language barriers. Our translators will help your business to be marketed around the world.



MailChimp



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