

*“TMA possess the ability to both understand the issues and challenges facing our business and then create imaginative, relevant and effective ideas to inform and persuade our target audience in the most compelling way possible.”*

Bob Sewett,  
Managing Director, NTS.



Network Training Solutions (NTS) has an unrivalled reputation for the development and delivery of IT network training solutions for high-end technologies within the global Service Provider and Enterprise environment.

### Branding

TMA developed the distinctive corporate branding to reflect the positioning and values of the company, in what is a highly competitive global market, and also to enable the smooth transition from Network Training Solutions to NTS. A key element of the brand development was to ensure consistent representation of the brand with sufficient flexibility to tailor the deliverables to the needs of their customers.

### Advertising

The core proposition was developed on the basis that everyone's training requirement is as unique as the human face – the 'one size fits all' message is simply not appropriate in this high-end, technical learning arena. TMA devised a campaign concept which drilled this point of difference home, again and again, positioning NTS as the training provider of choice when seeking IT training that is precisely tailored to the needs of the individual.

### Web site Development

Much is written on what makes a good Web site. Our approach is clear – to first understand what the client objectives are for the site, both in the short and long-term, and where it sits within the sales process. We then create a site which meets those objectives, is consistent with the off-line messaging, offers simple navigation for the visitor and is optimised against the key search criteria of the target audience.

### Creative Design

TMA designed and developed a range of sales tools to support the sales strategy. Working with the NTS sales team to define the sales process, we developed the tools to support that process to maximise the ROI. Committed to the 'form follows function' philosophy, we first ensured the solution was fit for purpose – in doing so, we suppressed the 'solution by design' tendencies too prevalent in our industry.

### Direct Marketing

We know that the list represents 60% of the success of any direct mail campaign. This, combined with the fluidity of the B2B workplace, meant that our initial priority was to ensure that a database framework and process was created to segment, capture, record, action and renew all customer and prospect data. Once in place, contact strategies were devised to enable a series of targeted, soft and hard copy communication initiatives to be developed and delivered.

### Exhibition Support

As a showcase for business, trade exhibitions have a distinctive role to play within the overall marketing strategy. The creative theme is consistent with the advertising, reinforcing the individual nature of the training offering. We worked to maximise visitor traffic across the stand, secure lead information and then follow through with database driven contact activity to enhance the customer experience and develop the prospect pipeline.



**MARKETING IS EVERYTHING**

Branding

Media Planning & Buying

Advertising

Web Development

Direct Marketing

e-Marketing

Creative Design

Public Relations

Exhibition Support

**TMAKES THE DIFFERENCE**