

business experience



Digital Marketing and Business Analysis go together like peaches . and cream. The pages inside illustrate some the areas we have been involved with over the last 20 years.

iC Digital Assets Limited



Book & Magazine Publishing



Since the spread of the internet magazine and book publishing has seen massive changes with magazines losing circulation and advertising revenue competing against the faster more immediate on line magazines. Book publishing with on line formatting and publishing to Amazon and other platforms has created a zero barrier to entry for authors and publishers.

It is now so easy to create a magazine on line with free tools and distribution and set up a simple payment system, every company should consider creating a magazine, supplements or booklets as valuable digital assets. We have a experience in subscription management, advertising and publishing and can help the start-up,SME or experienced publishers to keep their magazines and books at the top of their brand leadership.



Seminars & Conventions



Traditionally, the convention season is Spring and Autumn (Fall). It takes on average 16 weeks to launch and produce a two day conference. There is also a prior period of around 12 weeks to create the content, speakers, logistics and marketing support. In many cases the venue has to be booked months and sometimes years in advance.

It doesn't matter if it's a convention or seminar in a small room or a packed hall, the first thing is to book the venue, then run like crazy to get the content developed. We help you create a logical workflow and roll out, be it a morning seminar at a local hotel or a large convention hall, we will create the digital marketing systems and guide your internal teams to manage the event.

Exhibitions & Conferences



Again these events usually take place in Spring and Autumn (Fall), although smaller seminars can be throughout the year. Exhibitions are complex undertakings requiring a lot of teams and multi tasking employees with talent and leadership. Bringing in media partners and sponsors, publishing directories and guides all add to the buzz surrounding exhibitions and conferences.

Even in today's digital world, conferences and exhibitions play an important part of the digital marketing mix. Our experience in this specialist industry goes back 20 years. Sometimes we can act as the external "fixer" or as the internal short term assistance to staff who have multiple functions to deal with. Our price rates are in the Price List.



Subscription Management



Historically, managing the invoicing and collection of paid subscriptions for magazines and clubs was a paper driven practice supported by telesales. Today we add in the further process of digital marketing as a means of keeping a subscriber on board. The valuation of a company is based on it's renewal rate and the management of the unsubscribes and the size of the brand "universe".

It's a permanent analysis of these figures which keep advertiser's and publishers obsessed. Analysis is the key, repetition is the game. Repetition means reputation as they say. We have helped small publishers with a few hundred high value newsletters to 200 page magazines circulated to tens of thousands of subscribers throughout Europe. We also have experience at buying the resale rights from USA companies and selling them to European publishers.



Product Launches & Services



There are thousands of great products in the World which are completely unknown. The clamour for attention from developers is now so great it is hard to be even noticed without a unique product, presence and a lot of money.

You only have to subscribe to Product Hunt to see that, plus your Twitter account has them coming through and your Facebook Feed. Books, Software, On line service, real products, things you can actually use, physical things are designed produced and launched every hour of everyday. Finding the launch platform or distribution outlet, be it on line or off line is very time consuming and costly.

We used introduce USA product creators to specific European markets. These days that process is done on line, then followed up in person or virtual person. Time consuming and costly and a lot of dead ends. We can help you through the maze, restrict your time and budget and keep focused on the job at hand, which is to launch a product or service and get paid. We are results driven.



Email Marketing & Automation



The gold is in the list. We know that for a fact. We started with less than 100 subscribers for one of our products and it grew to 12,000, all paying £135 per year with a 90% renewal rate. It took around four years, but that was before the internet and relied on postal services. Today those figures can be achieved in weeks if the offer is right and the list has been built on strong foundation.

Automated emails with “staircase” sales values are the way to do it. We see many companies simply blasting out broadcast emails every other day offering discounts- discount- discounts, without really knowing how their list is broken down and what happens after a prospect clicks on (or not) the email. There are simple systems costing just a few dollars per month, but very effective and there are sophisticated systems, which “learn” behaviour, which can cost £15,000 “onboarding” and £750 per month. It’s not something to just “do£ and hope you get it right. Email Automation has to be an integrated part of your Digital Marketing System. Do you have a customer database but no email automation? If so click [here](#) to receive some more information.

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Profit & Loss Analysis



The devil is in the detail. Digital Marketing activities can evolve into an unstructured series of expenses, from hosting to SEO services to Facebook Advertising. It soon mounts up. We have experience at forensic research into Profit & Loss Account. For example, how much does it cost you to make a sale? Or get a lead? What are your marketing staff doing and what does it cost. Is there anyone in your company analysis sales, marketing? Another example in. If you are an on line retailer making and distributing product sand your profit margin is usually 40%. But is it. If you have 20,000 or even 2,000 different items do you regularly analyse the gross profit margin and the net profit margin? If you often promote big discounts through your digital marketing systems, how often does that discount become greater than your actual profit margin.

Are you fooling yourself, thinking the cash is rolling in only to find out when it's all added up, you actually didn't make any money on certain products. That's OK if it's part of a loss leader with a recognised upsell system. Not so good if it was a knee jerk reaction to seasonal shift or competition. We can analyse all the elements that make up your EBITDA.



Real Estate Sales & Selling



The real estate business in the UK is undergoing a slow “boiling the frog” transformation. Ultimately resulting in a dead frog. Estate agents are locked in to a legacy of high street presence (none needed as 95% of all home search begins on Rightmove). To compete with the plethora of on-line and digital estate agents, traditional estate agents will begin eating their own foot. They do this by reducing the amount of commission charged, (currently in the UK 1% and sometimes 0.75%). Others are charging flat rates. Now unless house prices go through the roof (no pun intended) or there is an increase in the number of “movements” in an area then the only way an estate agent can make money is to steal the guy next door’s list.

That’s what estate agents traditionally do, target the houses already on the market. Estate Agencies should look at the way they use their current assets and maximise them instead sticking in the time honoured way of doing things. We all know that if you are not on Rightmove, then you are nowhere, but you can supplement this with connecting your digital marketing systems and making them work together to increase your brand and presence. We can help you do this, we’ve done it before and we can help you get more listings and more viewings.



Lawyers, Accountants, Dentists & IFA's



We've put these as a group because they are all considered "professions" and as such suffer from an old fashioned fear of promoting themselves beyond a basic website and brochure. They rely heavily on their "authority" and business partners profiles, rarely using other means of connected digital assets. Yet their business is full of golden nuggets of success and information which can be connected into a Digital Marketing System and legitimately promoted.

There is more to a client than the annual check-up, annual accounts and financial review. Clients are a moving target, things happen all the time and it doesn't take much to steal them away. By shining a light on your activities and your digital assets we can maximise your presence and keep your name in front of your clients with positive help, informative news and useful messages.

business experience

person of interest

digital marketing



person of interest

business analyst



Digital Marketing Systems and Business Analysis are important
can improve your current digital marketing methods or business
procedures and practices, please call +44 (0) 773 3265784 or visit
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