



Marketing expertise on demand

Ed Grundon, Director and Marketing Consultant at Grundon Marketing Ltd, has been helping businesses to achieve more from their marketing function, whether new or established, to improve business performance and development for over 25 years. His extensive and rounded business experience has been gained through working across many industries and sectors, which include financial services (financial service providers, consultancies, IT, trade and professional bodies), construction, medical, recruitment, marine engineering, workplace diversity certification and charity sectors (homelessness, disadvantaged families).

Ed Grundon is a Fellow of the Chartered Institute of Marketing and demonstrates his commitment to the marketing profession through his clarity and expertise on the marketing function to inspire change and performance within businesses.

Grundon Marketing can provide a fully outsourced marketing function and a comprehensive range of marketing services to assist at board/senior management level through to production level: strategy, consultancy and marketing director role, project management, marketing communications, and branding and design.

We are proud of our reputation for providing cost-effective outsourced services which feel and act like an integrated and high-value part of a client's business.

The following is an overview and summary of our core services.



Strategy and Consultancy

- Development of your marketing strategy.
- Development of your marketing plan – a schedule of planned marketing activities and communications.
- Providing the role of a marketing director (as required).
- Mentoring and training the board, staff and teams.
- Client, staff and prospect engagement strategies.
- Corporate rebranding – including cultural change and policies within the business.
- IT systems review and development of marketing applications and processes.



Project Management

- Delivery of digital marketing campaigns e.g. email marketing, social media, advertising, search engine optimisation (SEO) and general online presence.
- Implementation of new IT infrastructure for sales and marketing, including customer relationship management (CRM) application and general office email systems.
- Research and surveys.
- Press relations (PR), including press releases.
- Event management.



Marketing Communications

- Website design, development and management, including bespoke applications and integrations.
- Content marketing, authoring and copywriting e.g. articles, emails, website, project/service/company information, social media and press releases.
- Email marketing, including the development and maintenance of business contacts.
- Advertising (online and print).
- Development of brand identity, personality and positioning.
- Office document templates.
- Internal communications for staff.



Branding and Design

- Logos and graphic design.
- Advertisements (digital and print)
- Publications e.g. brochures and leaflets.
- Office stationery e.g. letterhead, business cards and forms.
- Event collateral and displays, including exhibition equipment.

For more information and to discuss your requirements:

Ed Grundon FCIM

T: 01227 913529 | E: edgrundon@grundonmarketing.co.uk

W: grundonmarketing.co.uk