



**THE POWER
TO LINK YOUR
IMAGE AND
BRANDING
THE WISE-WAY**



PROFILE



“THE POWER TO LINK YOUR IMAGE AND BRANDING THE WISE-WAY”
SUMS UP THE PERSON BEHIND ZIZI MARKETING, JENNY TAYLOR.

WITH THE ABILITY TO INTEGRATE HER WEALTH OF EXPERIENCE (MAINLY GAINED IN THE CORPORATE ENVIRONMENT) SKILLS AND WISDOM, JENNY EXUDES HER PASSION IN THE PUBLIC RELATIONS, MARKETING AND COMMUNICATION FIELDS WITH HER CLIENTS ON A NATIONAL AND INTERNATIONAL BASIS.

ZIZI MARKETING’S BELIEF IS TO EXCEED THE CLIENT’S EXPECTATIONS AND HELP DEVELOP AND MAINTAIN THEIR IMAGE AND BRANDING TO THE EXTENT THAT IT WILL BECOME A RECOGNIZED NAME IN INDUSTRY AND A FORCE TO BE RECKONED WITH.

THE “HANDS-ON” APPROACH THAT ZIZI MARKETING ADOPTS WHEN IT COMES TO SERVICING EACH CLIENT ON AN INDIVIDUAL BASIS, HAS STOOD THE FOUNDER IN GOOD STEAD IN THE CHANGING MARKETS WE TRADE IN.



SERVICES

MEDIA RELATIONS & PUBLICITY

INTERNAL COMMUNICATIONS

EXTERNAL COMMUNICATIONS

MARKETING COMMUNICATIONS

EVENT MANAGEMENT AND SPONSORSHIPS

CORPORATE GIFTS AND PROMOTIONAL ITEMS



VISION

**ZIZI MARKETING STRIVES
TO BE THE PUBLIC RELATIONS,
MARKETING & COMMUNICATIONS
PROVIDER OF CHOICE TO
EACH OF IT'S CLIENTS.**



OBJECTIVES

TO ESTABLISH TWO-WAY COMMUNICATIONS BETWEEN ZIZI MARKETING AND THE CLIENT TO ENSURE THE DISSEMINATION OF INFORMATION AND FEEDBACK FROM AUDIENCES ARE BOTH EQUALLY IMPORTANT AND RECOGNIZED.

TO ASSESS AND CREATE A CONSUMER OR USER DEMAND AND HARNESS THE COMPANY'S RESOURCES TO MEET THAT DEMAND AT A PLANNED PROFIT AND WITH MUTUAL BENEFIT.

BUILDING PRODUCT AWARENESS

TO BUILD A PLATFORM OF AWARENESS AND ACCEPTANCE FROM WHICH SPECIFIC SALES AND PRODUCT PROMOTIONS CAN BE LAUNCHED. INCREASE PRODUCT AWARENESS AMONG THE TARGET AUDIENCE.

CREATING INTEREST

INFORM TARGET AUDIENCE ABOUT FEATURES AND BENEFITS OF CLIENT'S PRODUCT/S AND ITS COMPETITIVE ADVANTAGE LEADING TO INCREASED SALES.



OBJECTIVES

PROVIDING INFORMATION

THROUGH ARTICLES, COLLATERAL MATERIALS, NEWSLETTERS AND WEBSITES, PR DELIVERS INFORMATION TO CUSTOMERS THAT CAN HELP THEM GAIN UNDERSTANDING OF THE PRODUCT.

STIMULATING DEMAND

DECREASE OR REMOVE CLIENT'S POTENTIAL CUSTOMERS' RESISTANCE TO BUYING THEIR PRODUCT/S LEADING TO AN INCREASE IN DEMAND.

REINFORCING THE BRAND

TO REINFORCE THE BRAND BY MAINTAINING POSITIVE RELATIONSHIPS WITH KEY AUDIENCES AND THEREBY AIDING IN BUILDING A STRONG IMAGE. A STRONG IMAGE HELPS THE COMPANY BUILD ITS BUSINESS AND HELPS THE COMPANY IN TIMES OF CRISES.



CONTACT

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