



DO WHAT YOU DO. BETTER.



SectorMark Marketing Consultants FZ-LLC is a unique boutique style one-stop-shop for Marketing, Advertising, Communication and PR. Head-quartered in Dubai, we offer comprehensive solutions for companies looking to break into a new region, expand their portfolio, restructure or simply improve their business performance and ROI.

Our core business is consulting on the basis of strategic marketing & communications planning and implementation, however, our knowledge and skills reach into various disciplines, such as brand management, trend forecasting, web strategies and data mining.

VISION:

Our vision is to contribute to the success of our clients by partnering to enhance their market presence and to create innovative solutions to their business challenges. We start from meeting basic marketing needs to the running of advanced applications.

MISSION:

Our mission is to invent, ignite and refresh brands, products and retail offerings using powerful design, focused communication, extensive PR and targeted advertising which enable our clients to create strong, consistent and compelling identities in the most cost effective manner.

CLIENTS:

Through our collaborative approach, innovative spirit and passion to achieve results, we create powerful brands. Our experience extends across a wide spectrum of hospitality and service industry related clients. Our clients are drawn from large corporations to mid-size companies. These include hotel management firms, travel & tourism companies, owner-investors, project developers, industry associations, real estate companies, food and beverage brands, government entities and more. All have many different needs and all receive the same high quality service.



PR & COMMUNICATIO SERVICES

- PR Strategy and Planning
- Effective Communication Campaigns
- Pre & Post Press Releases
- Strong Media Relation
- Creation of web news and articles
- Story Pitch, Feature Articles and Reviews
- Network Opportunities
- Press Trips
- Social Media Strategy and Campaigns
- Crisis Management
- Trade Show and Fairs PR Support
- New Company & Product Launches
- Press Conferences
- Media Monitoring

MARKETING SERVICES

- Positioning & Strategy Development
- Customer Profiling & Segmentation
- Brand Identity & Concept Development
- Website Development
- Marketing Audit
- Media Planning & Booking (Print, Radio, Web, TV..etc)
- Logo & Graphic Design
- Promotional Collaterals (Brochures, Posters, Flyers..etc)
- Stationeries & Invitations
- Roll-ups & Banners
- Corporate Giveaways & Trophies
- Photo Shoot

NEW MARKETING SERVICES

- Search Engine Optimization and Blogs
- E-newsletters & Promotions
- Multimedia Presentations
- Corporate Videos
- SMS Promotion
- Interactive Kiosks
- Online Advertising

PLACEMENTS SERVICES:

Working with us gives employers the reach and resources of one of the most prominent specialized placement companies for Marketing, Communications and PR in the region.



WORKSHOPS AND TRAINING SERVICES

Sectormark Marketing Consultants FZLLC has the finest selection of up-to-the-minute courses covering every aspect of today's direct and digital marketing. Clients can choose a one-day course for short, intensive, practical training that will boost their capabilities and energize their marketing, or a more in-depth learning experience across two or three-days. Our training courses are designed to develop our clients marketing and business skills, improve their job performance and enhance their career prospects.

Marketing Essentials :

Discover what marketing is, how to segment your marketplace, set marketing objectives and marketing strategies, learn how marketing communications works, understand your marketing mix, the promotional tools available, marketing tips and more.

Advance Marketing :

This powerful and highly effective Advanced Marketing workshop will equip you with the essential strategies you need to leverage maximum profits and long term value from your marketing spent. The "Advanced Marketing Training Course" is structured so delegates receive a strong element of practical activities and exercises to reinforce the theoretical content.

PR Training and Development:

Discover what PR really is. How to create your own public relations plan, define your key messages, learn techniques for successful idea generation, write an effective press release, evaluate your PR campaigns and much more on this public relations skills 'small group' workshop.



WHY US:

With SectorMark Marketing Consultants FZ-LLC clients get the best of both worlds- the faster, efficient hands on services of a boutique marketing and PR agency plus the senior level staff experience of a larger agency.

As a Dubai based marketing and communications company with a strong network of bilingual communications consultants who share an in-depth knowledge of how PR and marketing works in the Middle East, we are able to provide clients with unique and effective communication services in the region.

We are a flexible resource, dedicating the necessary time for our client and can be operational at a moments notice. We act as our clients marketing and PR arm with the aim to achieve maximum exposure and keep them consistently close to their customers within the region; we strive to maximize their return on investment.

We offer marketing consultancy and recommendations as the base to build a communication solution that is projected in the most suitable and creative manner for the client's brand. This can be translated from a simple flyer, to a corporate brochure, to

an advertising campaign.

As a communication advisor, we take care of building long term relations with our clients, target media and increase visibility for their company by focusing on developing unique PR campaigns, identifying speaking opportunities and creative events. As a marketing consultant we offer them media planning and buying services in local, regional and international media that includes the necessary media mix from print (newspaper, magazines), outdoor, radio, television and online depending on the necessity of the brand, and providing them with cost efficient prices to match and optimize their budgets.

We manage to build strong relationships with our clients and continuously seek to understand ways in which we can ensure the services we are providing are in alignment with their needs.

But our true point of difference is our people and our passion for excellence in client services. Our approach and philosophy fosters an environment that enables strategic thinking and creativity. With our staff's commitment, knowledge, drive, energy and enthusiasm, we continue to help our clients succeed.



CLIENTS :

The following is a short list of some of our clients. These are relationships that we truly treasure.

Safir Hotels & Resorts
Staywell Hospitality Group
Layia Hospitality
V Five Continents Hospitality Management
Artis Davis
Virtue 360
W-Studio

PARTNERS :

Cut Communications
Business en motion! FZ LLC
Western Voice Sales Solutions LLC

CONTACT US :

We encourage you to contact us with your questions about the services we provide.

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