

IGNITE

Ignite gives a kick-start to your New Business programme. It works for SME's looking for a complete solution and for enterprises wanting to explore new markets or new sectors.

With Ignite our aim is to get you in good shape for an ongoing New Business programme and give you a good start with some great leads. To do this we support you by undertaking an initial lead generation programme by email and telephone along with some or all of the following activities:

- **defining and building a target universe**
- **creating or refreshing your collateral**
- **refining your proposition to be most effective in attracting new business**

Where you want to take it next depends on you. Once you've seen the results we feel sure you'll want to work with us for an ongoing New Business programme, or it may be more appropriate to take the tools and methodology we've created for you and continue on in-house.

Combine a classic Ignite programme with **Ignite Online** to ensure you are optimising lead generation from your website. Get an audit, recommendations and a programme to:

- **Enhance your Search Engine Optimisation**
- **Maximise your Adwords**
- **Optimise the lead generation potential of your website**

The Accelerator Programmes

The Accelerator Programmes are powerful Lead Generation and Sales Conversion tools - consistently delivering, and exceeding, the marketing objectives and sales results our clients tell us they are looking for.

Whatever your market, your starting point or your objectives we have a programme to suit you.

IGNITE
NURTURE
BOOST

The Newbury Group is a new type of agency, 100% focused on the process of new business acquisition in B2B. Success for us is delivering to our clients continually improving ROI: by supplying a consistent flow of high quality leads, driving down cost per lead over time and supporting improved sales conversion rates.

ACCELERATOR
New Business Generation Programmes