

press release



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Newly launched year-round online marketing advice resource for £95

Denzil Lee, Fellow of the Chartered Institute of Marketing, has just launched www.marketingcoachonline.co.uk – a practical, easy-to-use online resource designed to help small and medium sized companies (SMEs) grow their business through improved marketing. It covers everything an SME needs to know about marketing along with sound advice on selling and customer care in plain, jargon-free language.

26 April 2012 – Just launched is www.marketingcoachonline.co.uk – a practical, easy-to-use online resource designed to help small and medium sized companies (SMEs) grow their business through improved marketing. It covers everything an SME needs to know about marketing along with sound advice on selling and customer care in plain, jargon-free language.

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Marketing Coach will be operated by Next Step Marketing Ltd, a Hampshire based marketing agency headed up by Denzil Lee who has written most of the content for this new online resource. Denzil, a Fellow of the Chartered Institute of Marketing and long-standing member of The Marketing Society, comments, "The majority of SMEs cannot afford to employ their own marketing professionals. Yes, there are numerous 'self-help' marketing and business books available but few busy MDs or proprietors have the time or inclination to read them.

"In the online world we live in, Marketing Coach is the modern day solution with the key benefits of this new resource being that:

- any SME can understand and apply a comprehensive range of effective sales, marketing and customer care techniques;
- there will be regular online webinar coaching sessions to highlight priority and topical subjects;
- subscribers can use an email helpline for advice and guidance;
- a blog will post new information every week with tips, advice and the latest examples of marketing 'best practice' from around the world".

All of this is now available at the remarkably low annual subscription fee of just £95 (ex VAT). And so that potential subscribers can gauge what good value the Marketing Coach service is, one whole section on 'Websites & Optimisation' can be viewed completely free.

For more information visit: www.marketingcoachonline.co.uk.

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Issued by Next Step Marketing Ltd

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Notes to Editors

The Marketing Coach website / service is operated by Next Step Marketing Ltd, a marketing and communications agency based in north Hampshire. Since the business was first established in August 2000 it has helped dozens of SMEs develop and grow their business through improved marketing. The company is headed up by Denzil Lee who has written most of the content for the Marketing Coach website / service.

Prior to setting up Next Step Marketing, Denzil spent 11 years as Director of Marketing for National Boat Shows Ltd (London Boat Show & Southampton Boat Show) and before that held other senior sales and marketing roles with two FTSE 100 PLCs. He has been a member of The Chartered Institute of Marketing since 1992, gaining Chartered Marketer status in June 1999. In November 2006 he was made a Fellow of the Institute. Since 1992 he has also been a member of The Marketing Society.