



On Target Marketing

If you can't measure it, don't do it



Our approach is simple, if you can't measure it don't do it. We believe this philosophy allows you to maximise the effectiveness of your marketing department, by ensuring you can clearly demonstrate the value of your marketing activity on your sales effort.

Bowan Arrow is owned and managed by Andy Grant an international marketing leader with over 12 years' senior level IT marketing experience; gained through a number of blue-chip technology vendors, including: 3Com, Iomega, Avaya and Nortel. Specialising in the IT sector, Bowan Arrow is a marketing consulting service that offers expertise in the following fields.

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Market Activation

Market Activation is a business development service designed to connect vendors with partners, and maximise the impact of funding available via Business Development Funds (BDF) or Market Development Funds (MDF). We provide business consultancy to create programmes designed specifically for each partner, ensuring maximum utilisation and usage of funds. These programmes are all designed to comply with vendor partner programme guidelines; using the approved activity types to generate increased business opportunity pipeline for both partner and vendor.

Managed Service

Managed Service is designed to consolidate marketing suppliers and reduce costs while increasing marketing returns. A business can employ many different suppliers and experts to provide tools, platforms and services that are grouped under marketing.

To ensure all these service providers deliver on the promises they make they need to be effectively managed. Designed just like a maintenance agreement our managed service can consolidate agency management and deliver results within an agreed Service Level Agreement (SLA).

Health Check

Health Check is a service designed to explore and improve the state of your current marketing function. Beginning with a series of meetings with your Marketing Manager and other key business decision makers, this service enables you to fully understand the current perception and overall potential for marketing within your business. We then review past, current and planned activities and carry out a detailed audit of the cost of marketing programmes which also looks at results to date and the utilisation of vendor funding allowances, to create a series of recommendations.



Roundtables

Roundtables is a bespoke service designed to provide an experienced independent mediator to chair a single or series of vendor or partner debates or exploratory business sessions.

Channel Marketing Programmes

Channel Marketing Programmes is a service designed to explore and improve the current output of the marketing plans and activities within your business. It ranges from one off programmes to 12 month integrated programme design and management.

Field Marketing Contracts

Field Marketing Contracts provides an experienced marketing professional to a vendor or partner for a fixed period of time, during which they could be asked to complete a number of projects with agreed KPI's and deliverables.

Programme Development

Programme Development is a service where we explore and design an appropriate business or marketing programme to meet your required business results. It can range from a one off programme to a 12 month integrated programme plus management.

Opinion Pieces and Presentations

Opinion Pieces and Presentations are commissioned by a vendor, partner or media agency based on complimenting a current business campaign or project. They can vary in length, depth and argument. This is a bespoke service.

Clients

Testimonials

"Bowen Arrow's consultation and observation produced an excellent set of recommendations that have helped to shape our company strategy and has directly influenced the effect of our internal and external marketing campaigns".

Chris McIntosh, CEO, Stonewood Group

"I have worked with Andy Grant for many years. He knows the ICT channel like the back of his hand - a superb marketer".

Chris Boeree, Chairman, BPL Business Media Ltd

"We recently engaged the services of Andy Grant to assist in a global research project on Channel Programs best practises. The work he did was of the highest quality, well presented and very insightful and he was delight to work with. I am sure we'll use his services again soon and would strongly recommend him to others".

Braham Shnider, President and CEO, Channel Enablers