

STRATEGIC MARKETING REVIEW COMPLETED FOR RED BOX DIRECT

As an approved consultant for Enterprise Ireland, we regularly work with companies and EI to develop the strategic marketing capability of Irish SMEs that are successfully trading internationally, but are looking to expand their international client base. We've just completed a Strategic Marketing Review process for Dublin, Hong Kong and Boston-based company Red Box Direct, who specialise in setting up sales offices in Europe, Asia and the US at low cost and low risk.

Working collaboratively with our client, we gathered valuable insights and information about aspects of their exporting business and indicated where adjustment or reinforcement is needed, such as continuous intelligence gathering, routes to market and effective communication and cultural awareness.

"The EI Strategic Marketing Review process led by Exportise has given us a plan we are now executing and from which we are already see significant benefits, especially with our sales process management. Exportise has helped us find new approaches to gaining leads and these actions are already bearing results. I can strongly recommend both the Enterprise Ireland SMR programme and Exportise as part of your export growth strategy", said Rory Geoghegan of Red Box Direct.

As an additional piece of work, Exportise also researched and secured valuable meetings for Red Box Direct with potential US clients at specific industry expos / trade fairs.

We've just completed our final meeting with Red Box Direct after a very fruitful association. We look forward to the possibility of working with them again in the future!

For more information on Red Box Direct, see <http://www.redboxdirect.com>.

For more information on Enterprise Ireland's Strategic Marketing Review programme, see http://www.enterprise-ireland.com/EI_Corporate/en/funding-supports/Company/Eestablish-SME-Funding/Strategic-Marketing-Review.html.