



SmartSource

*If you're responsible for the success of your brand, developing effective marketing communications, supporting key strategic decision-making or managing a diverse marketing budget then **SmartSource** is the smart option.*

SmartSource has been developed for medium to large size companies looking for an outsourced marketing solution. We can help you save on the costs of employing a full time marketing manager and pull together and project manage the best talent to work on your brand.

Our teams have all held senior roles in business, branding, marketing and advertising and are very commercially minded and results focused. We have extensive experience working on leading Irish brands and international brands and can use this knowledge to help you maximise the value of your brand for your business.

Our flat structure also ensures that we can offer great value relative to traditional, high overhead agencies. We can deliver a complete marketing communications programme for you or alternatively support and work with your existing marketing team to develop the programme you require.

SmartSource is specifically developed for medium to large size companies looking for an outsourced marketing solution. We can work with you to:

- Implement best practice research, marketing and branding
- Link your marketing objectives to your commercial goals so that you can develop a commercially focused marketing strategy that will increase your customer base and grow market share
- Ignite inspiration, ideas and knowledge on strategic innovation and business model innovation. We can help you build your strategic thinking and innovation capabilities.
- Improve your marketing mix to drive increased revenue, profit and market share. We can help you to determine the ROI and effectiveness across your entire marketing mix
- Identify the type and quality of data you need to improve marketing results and support better decision-making
- Build a brand that's number 1 in its class and train your staff to become brand ambassadors
- Plan and roll-out an integrated marketing communications program – design and implement advertising and promotional campaigns, optimize your website and SEO, develop a social media strategy to integrate new media with your existing marketing & business strategies with full content creation

The Smart Economy is all about mobilising talent. Talk to us today about your unique requirements

ThinkTank is a Strategic Marketing, Branding and Innovation Consultancy based in Cork, Ireland. We think differently to help clients build transformational advantage and create new profit opportunities.

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