

Finance helps grow market share in down turn

Marketing often takes a back seat during hard times – right when a business really needs it.

That's why innovative Hamilton-based Marketing Stem has teamed up with The FinanceMart with a unique initiative to ensure even the smallest business doesn't miss out on the benefits of marketing.

Finance for marketing is a new concept, which Marketing Stem director Sheena Young is certain will pay off for businesses as a way to grow their market-share in a downturn.

"People sometimes consider marketing a discretionary cost but it's actually an investment, particularly in tough times when retaining and growing market share is crucial," Sheena said.

Businesses can choose between 12 and 36-month repayment terms, with a fixed rate and a minimum of \$2,500 loan, and clients can choose to make payments weekly,

fortnightly or monthly.

"It's a quick turnaround service so clients will know within 24 hours whether they have been approved."

Marketing Stem is a network of skilled marketing professionals changing the way businessowners look at marketing.

Sheena and the team believe in celebrating growth, this year moving to new premises in Tristram St, Hamilton.

The company's growth this year sent a positive message to the business community, particularly from a team involved in the success of clients.

Sheena specialises in marketing for small and medium businesses, or larger businesses with a limited marketing budget.

"Our passion is to help busy people by freeing up their time so they can focus on other aspects of their business."

Marketing Stem offers a fully integrated marketing approach, from strategy through to implementation, delivery and results tracking.



Sheena Young.

The team specialises in a broad range of services including graphic design and website development, print and signage, media bookings, events and promotions, social marketing and trade marks.

"We love what we do because it's just so different all the time and we really enjoy helping our clients make a real difference in their business," Sheena said.

"Integrated marketing solutions can now be a reality for local small to medium sized businesses who have the need for marketing but who don't have agency budgets."

For more information
phone the team at:
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