

## Our services include:

### Analysis and Planning:

- Marketing Planning
- Operational Effectiveness
- Promotional Planning & Mechanics
- Research & Surveys
- Retail Performance Analysis
- Strategic Planning
- Visitor footfall Analysis
- Web & Social Media Analysis

### Branding:

- Brand Identity
- Merchandise Design & Sourcing
- Packaging & Label Design
- Point of Sale Kits
- Signage Kits
- Starter Branding Kits

### Communications:

- Brochures & Flyers
- Content Management
- Copywriting
- Launches & Events
- Print & On-Line Advertising
- Public Relations
- Translation & Interpreting
- Social Media Implementation
- Websites & Landing Pages



**AGAVE BLUE**  
MARKETING

[WWW.AGAVEBLUEMARKETING.COM](http://WWW.AGAVEBLUEMARKETING.COM)

U.K - Europe  
+44(0)7802 757 561

U.S - Canada - Mexico  
+1 917 720 3659

You can also find us on:



**Win a Marketing Review**



Scan the QR code to join our mailing list for your chance to win a half day marketing review from Agave Blue Marketing.



**AGAVE BLUE**  
MARKETING

Affordable, practical and flexible business solutions and marketing support to strengthen and grow your independent business.

*"We work tirelessly with our clients to solve problems, create achievable plans, and to build long-lasting, authentic customer relationships that deliver profits"*

**Barbara Hollyhead**

*Managing Director, Agave Blue Marketing*

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Chartered Marketer, Barbara Hollyhead, launched Agave Blue Marketing in 2012 after a 20 year career in international marketing management in the FMCG spirits, wine, grocery and travel retail sectors.

These are just some of the business sectors that Agave Blue works with around the World:

**Agritainment - Agritourism - Leisure & Safari Parks - Bars - Restaurants & Hospitality Outlets - B&B's - Camp-Sites - Holiday Lets & Hotels - Breweries - Distilleries - Food & Wine Visitor Centres - Farm Shops - Farmers Markets - Garden Centres**



## Membership Packages:

We offer 3 levels of membership to suit companies of different sizes and stages of development.

### BRONZE – STARTER

For new start ups and businesses with less than 5 employees

### SILVER – GROWTH

For growing businesses which need a little more help and don't have the internal resources to handle

### GOLD – ESTABLISHED

For the more established business with ambitious plans needing much wider and deeper support and guidance over a sustained period.

Monthly Membership gives you the reassurance that the right support and expertise will be there when you need it.

We also cater for one-off and larger projects.

Please contact us for a quotation:

Tel: **+44 (0)7802 757561**

Email: **agavebluemarketing@virginmedia.com**

Web: **www.agavebluemarketing.com**

*“Barbara has always demonstrated thorough professionalism and great empathy for the business and I could not recommend her more highly for just about any business problem. She is one of those unique multi-skilled people who will attack any problem with insight and logic, all the while being someone who is easy and fun to work with.”*

**Scott Voorhees**

Co-Owner, Westmoreland Berry Farm, USA

*“Barbara has a very special ability to manage a significant series of complex projects and is very driven to ensure a right first time delivery that is correct in its execution, on time and to budget. She will go the extra mile, and then the extra mile again, to ensure this is always the case. Barbara is equally adept at getting the “big picture” as well as micro managing these projects to fruition. Barbara’s work ethic which in my 30 years of experience I would judge as being second to none!”*

**Ed Owen**

Marketing Director Somerfield Grocery Retail

*“Barbara has a real flair for Commercial Marketing with strong product knowledge, ideas and suggestions. She is very focused on the end result and is both personable and fun to work with”*

**Paula Grant**

Trading Manager, Le Riche Grocery Retail (Channel Islands)