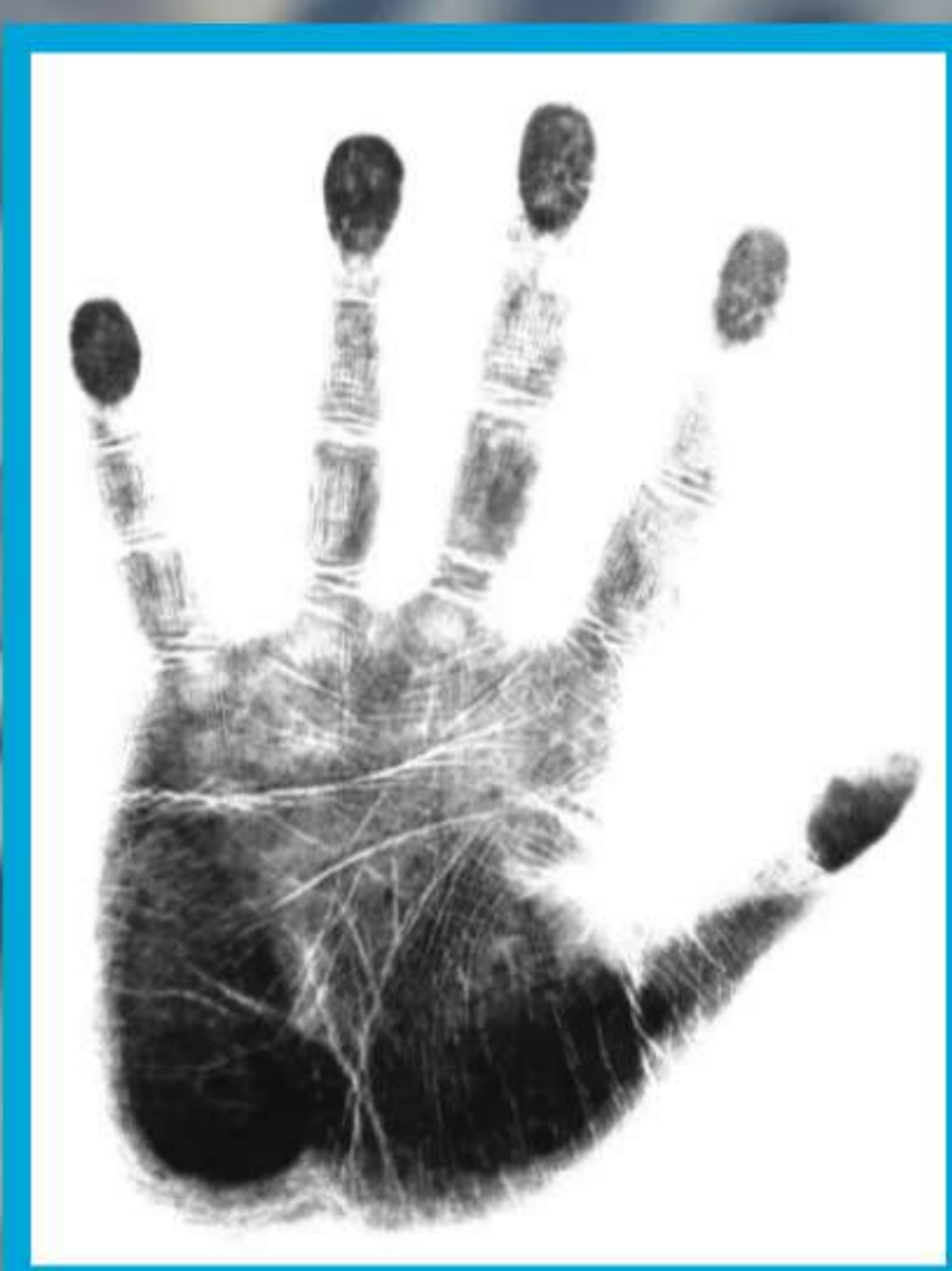


Welcome

Sirius Marketing Communications aims to assist our customers in building and executing the best in class multi-channel communications campaigns within their given budgets.



What's in here for you?

Your time as a busy marketing professional is highly valuable to your company. Deployment of your communications strategy and day-to-day management of your media plan can quickly erode that precious time.

This burden makes it complicated to deliver on those higher visibility projects that earn you peer recognition.

This is where Sirius Marketing Communications can help.

We work with you to **take the marketing communications workload off your shoulders**, allowing you to switch your time over to those other important projects and to shine like a **bright star!**

Did you know?

Sirius, also known as the **Dog Star** is part of the dog constellation (Canis Major).

Sirius is the **brightest star** in Earth's night sky. The name comes from "glowing" in Greek – a fitting description, as only a few planets, the full moon and the International Space Station outshine this star. Because Sirius is so bright, it was well-known to the ancients.

Our Customers' markets

We operate in the Business to Business (B2B) environment for Science and Technology based customers who sell to the **Food and Beverage, Supplements and Health Foods, Cosmetics, Pharmaceuticals and Life Sciences** industries.

Because your business is truly **global**, our capabilities are designed to serve your **International** interests across every continent.

What can we do to help?

You can turn to our agency for **end to end** management of your **communication strategy** or you can cherry pick the last piece of the puzzle you are missing, and anything in between!



Media planning
Across print, digital and events



Event management
Immersive experiences for your Customers



Inbound marketing
Lead generation and nurturing



Creative design
Editorial content and artwork

Our services

Our agency provides true **end-to-end** management of **communications strategies** in the markets we serve.

Pick from the services below to fill the gaps in your company's requirements.

Talk to us and we can work to build a **custom program** that meets **your exact needs**.

Media Plan Management

Planning

Buying

Campaign execution

Lean on our extensive industry knowledge

We help you build out the media plan in line with your marketing strategy. Working from your brief, we put forward the most relevant publications from our extensive database of industry contacts. We take every care to ensure the budget is respected.

Planning

Buying

Campaign execution

Combine cost effectiveness and reach

Because we nurture close relations with publishers in our markets, you benefit directly from media exposure purchased at volume rates. You gain access to a canvas of media outlets spanning the world for a truly **global** reach capacity.

Planning

Buying

Campaign execution

Coordination for successful execution

We use robust processes and tools specifically designed for the job. That way, deadlines for material submission are not left to chance and we help eliminate last minute stress for you and your contributing peers.

Reporting and Performance Analysis

Being able to tell what worked and what didn't is going to allow you to improve the efficiency of the advertising budgets you commit. With our reporting formats, you get the raw data along with the analysis that draws on more than 24 years of combined expertise in the publishing industry.

Editorial and creative content

Writing engaging content is a talent honed over years of practice. Don't leave that to improvisation. Instead, you can turn to the seasoned journalists and editors we work with to produce vibrant editorial elements for your campaigns.

- Press Releases / Editorial Articles
- Technical papers (white papers, case studies, application notes, testimonials)
- Infographics
- Website/landing page design and content
- Webinars and Video content

Advertising artwork

As an end-to-end service provider, we can take care of any artwork and graphic design through a trusted network of specialists.

- Graphic design
- Print advertising
- Online static and animated advertising

Inbound marketing and lead nurturing

The complete virtuous cycle of inbound marketing requires each step to be carefully crafted in line with the expected outcomes.

Our expertise was developed in a digital environment built purposefully for inbound marketing. You can lean on that experience to ensure consistent results and a lead generation strategy that keeps your sales team busy.

Search Engine Optimisation

Having trouble with your current rankings? Working from an audit and in line with your marketing strategy, our insights and recommendations can help increase qualified traffic to your web pages.

Events and experiential

This is one area where the specific challenges your brands are facing cannot be met with "one size fits all". Let us help you shape the best experiences for your customers and prospects, so you can focus on taking good care of them instead of dealing with the logistics.

- Business events
- Seminars
- Trade shows

Contact

Sirius Marketing Communications

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Hours Of Business

Mon - Fri 9:00 - 18:00

Sat - Sun Closed

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