

# Circular Marketing

The smart way to grow sales  
opportunity in your marketing

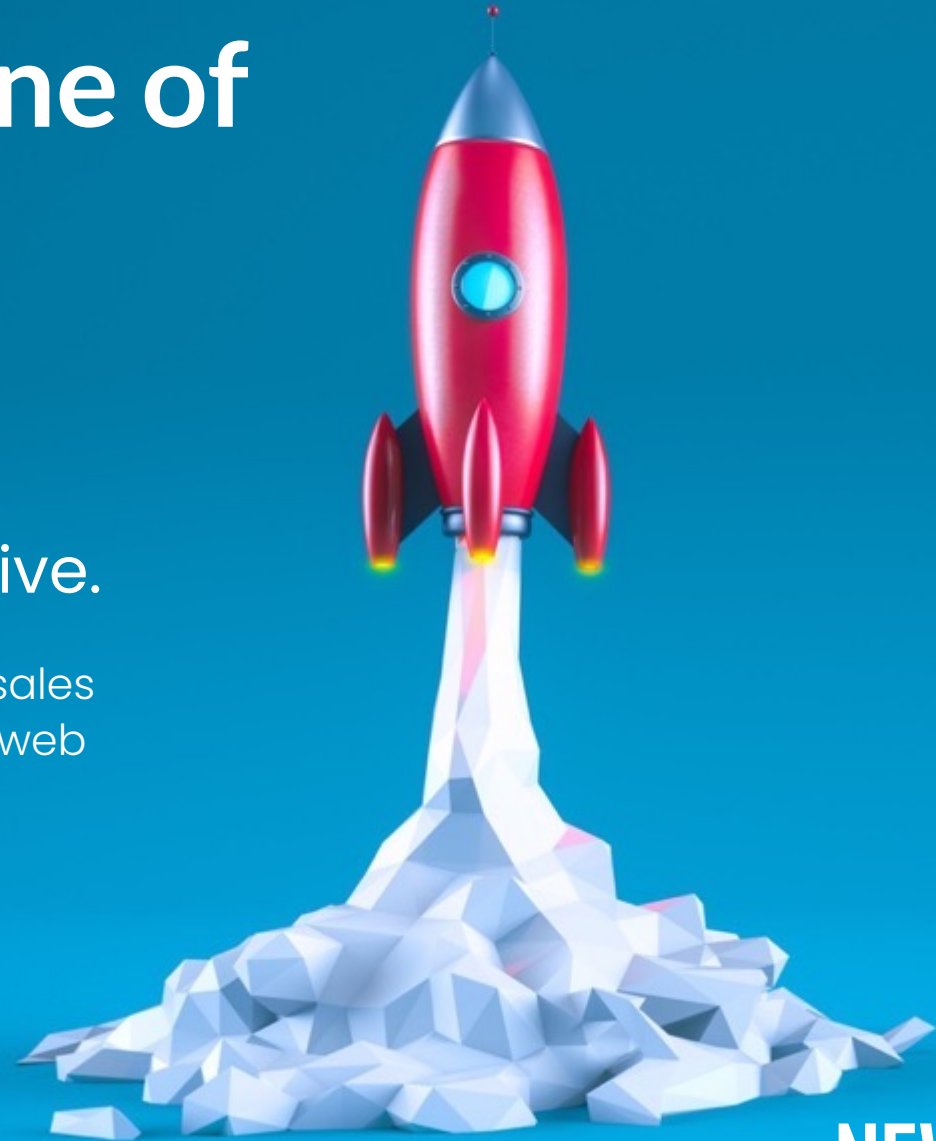


NEWTODAY

# Generating leads is one of the most important business activities.

In a digital world, sales outreach methods have become less effective.

Ever more money is spent on marketing producing sales opportunities using email, phone, social media and web channels with diminishing returns



# AMBITION





# THE JOB?



# TRANSACTIONAL MARKETING?

- Every dollar is instantly spent
- Create a sales lead, *or not*
- Either way, you burn money

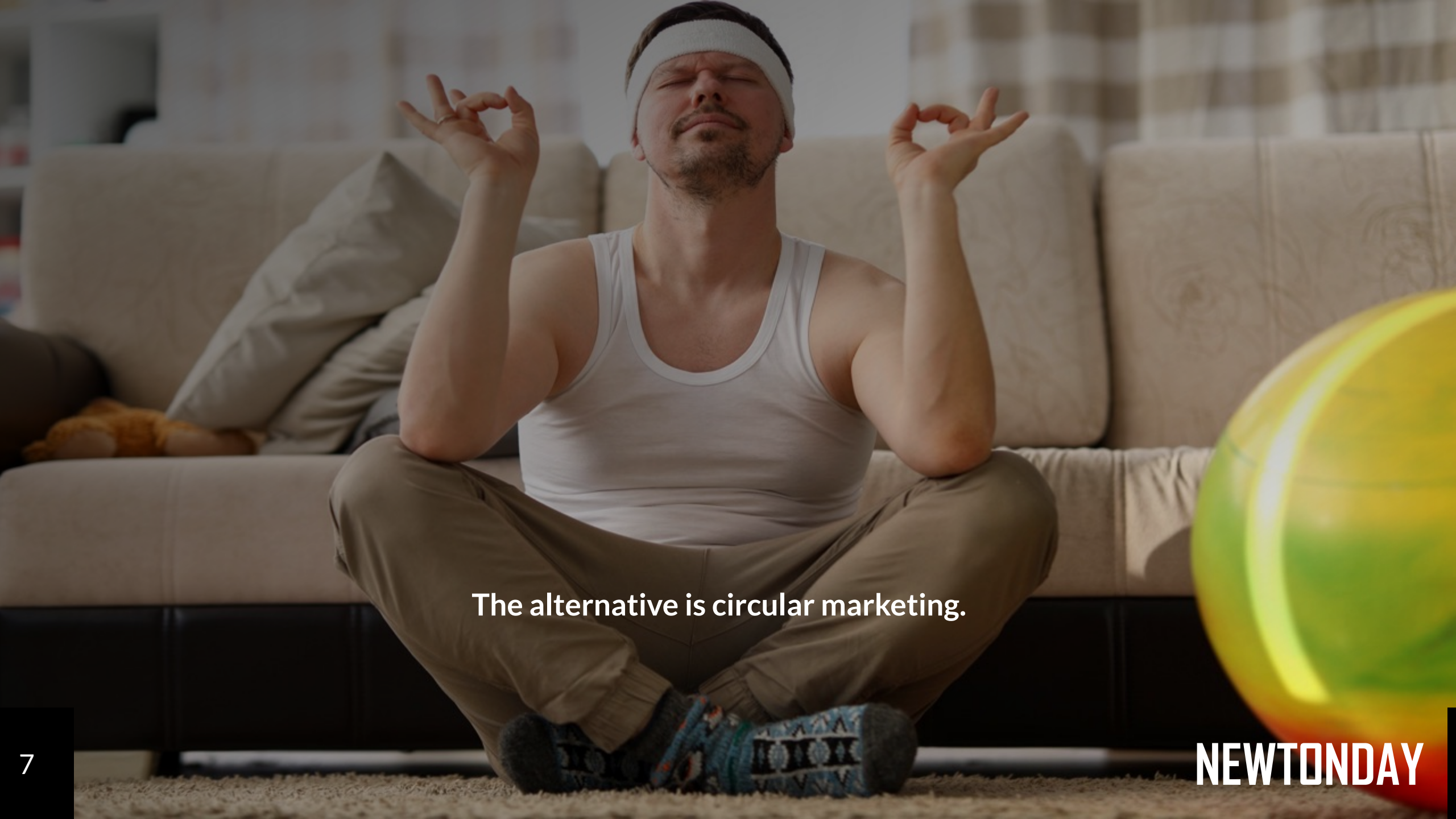






## THE RESULT?

Prospects see your sales team as aggressive order takers with only one interest and conversation in mind.



The alternative is circular marketing.



# HOW IT WORKS

- In circular marketing, companies look to build long term value from marketing spend by investing in building a community of interest around their offerings.
- Rather than burning money on so many transactions, the focus for marketers is **to convert money spent on marketing into different forms of asset** valued by their company and its community of interest...





Adopting circular marketing means your marketing budget is not *consumed* but *invested* in your customer, partner and prospect relationships.

Your brand progressively builds its awareness and credentials within the community of interest it serves. With every event and communication adding more value to your sales opportunity.

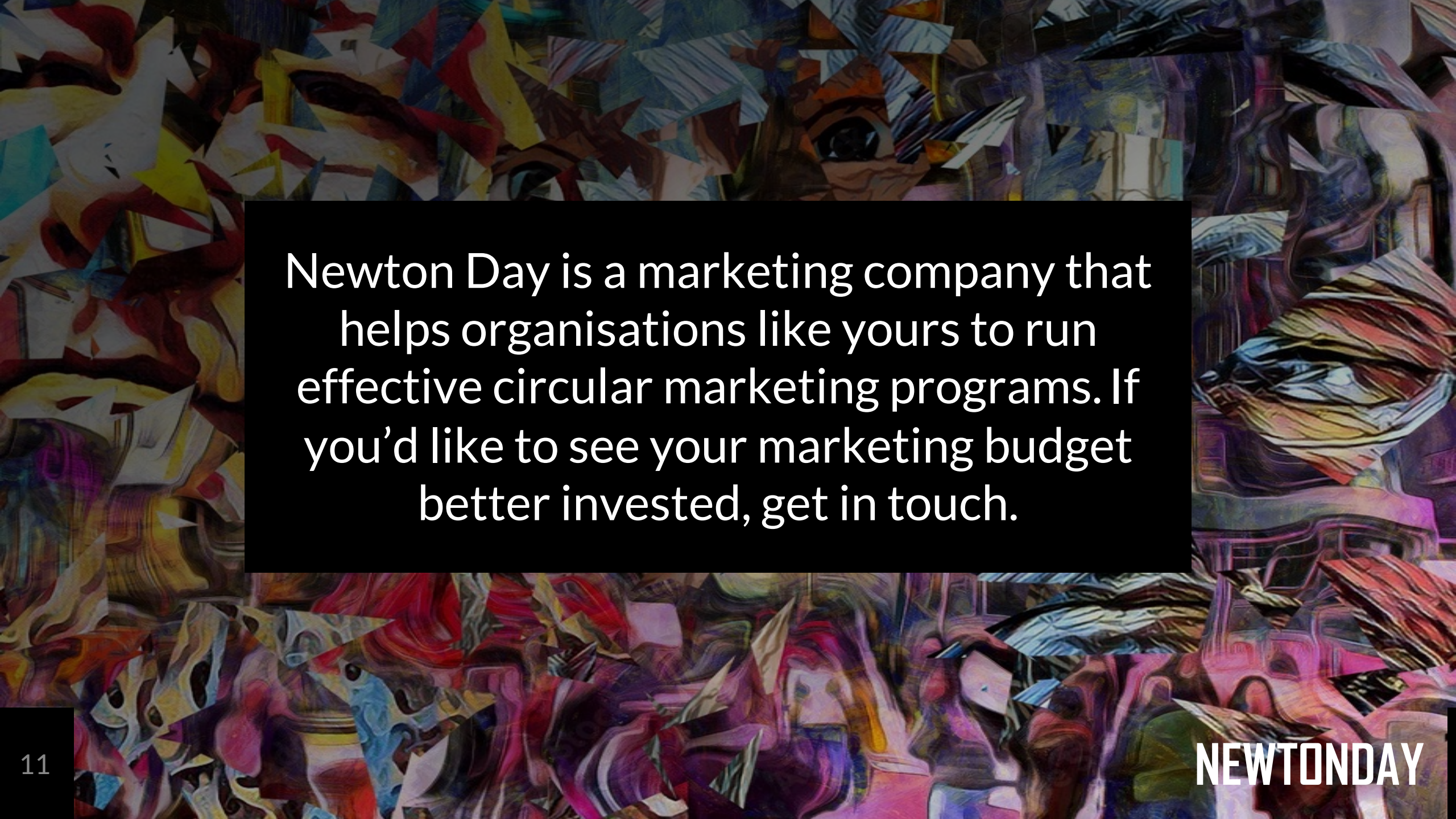


**NEWTODAY**

# CONVERT SPEND INTO ASSETS





The background is a complex, abstract collage. It features various faces, some clearly defined and others partially obscured, rendered in a style that blends realism with abstraction. The color palette is rich and varied, including deep reds, yellows, blues, purples, and greys. Geometric shapes like triangles and polygons are interspersed throughout the composition, creating a sense of depth and movement. The overall effect is one of a busy, interconnected world.

Newton Day is a marketing company that helps organisations like yours to run effective circular marketing programs. If you'd like to see your marketing budget better invested, get in touch.





Circular Marketing for Your Kind of audience  
**NEWTONDAY.UK**

ian@newtonday.uk

