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Logic Networks Ltd.

"Our business is about technology, yes. But it's about IT support and customer engagements." - Radostina Avgustinova
Business Development Manager



Blog post 1

Conveying the benefits of our services

Marketing communication refers to the tactics and methodologies that are adopted by firms to communicate their messages creatively and uniquely to their perspective as well as existing customers concerning their services and products (Kotler *et al.*, 2016). **Logic Networks Limited**, an IT company based in London offers a plethora of services in the IT service and IT consultancy domains (logicnetworks.co.uk, 2020). However, what is remarkable about our company is how it communicates the benefits of its services to the targeted customers to whom they are directed.

For instance, it can be observed that our company often takes into consideration the '**promotion**' element of the **marketing mix theory** in most of its **communication activities**. For instance, it might be observed that Logic Networks heavily invests in the use of advertisements, PR, and digital marketing activities. The use of **print advertisements** as well as **social media** finds major prominence in the marketing communication activities of the firm.

Apart from this, **Logic Networks** also uses a well-developed feedback system as part of its **process** wherein clients who have experienced the company's services can leave their feedback and suggestions for the authorities as well as other interested customers to view and influence their purchasing decisions. The core purpose behind our use of this type of marketing feedback loop is to utilise

constructive complaints from clients to improve their SEO efforts and content marketing.

For further details and queries, you can contact us and subscribe for more updates.



Blog post 2

Innovation in services: Logic Network's perspective

In the current digital era, an increasing number of companies are adapting to the various marketing tools and channels for conveying relevant messages about their offerings either indirectly or directly to the consumers to convince them to make purchases (Nosalska and Mazurek, 2019). Our company is not far behind in this regard and it has invested in various techniques of digital marketing and promotion. **Logic Networks Limited** has a wide portfolio and offers integrated IT support services and computer network solutions (logicnetworks.co.uk, 2020).

We primarily focus on the **product** element of the **marketing mix theory** and are always ensuring that our IT services differ in some way from those that are offered by our competitors. We constantly invest in innovation and R&D to ensure that the services we offer are unique and easily comprehensible for our clients. We focus strongly on the **DRIP model** of marketing communication and our **communication activities** are centred on informing our target clients about the uniqueness of the services that we provide.

Our focus is not just on providing innovative and unique IT solutions to our clients, but also in ensuring that they are of high quality and worth the price that our customers pay. We try to keep expanding our product portfolio to cater to a large section of the audience who are in search of IT solutions that can help their businesses to stand apart from the rest in the fiercely competitive market.

If you have any questions or would like to know more about our services, feel free to contact us on our telephone number (020 8986 2596) or visit us at E9 5GP, London.

Blog post 3

Benefits of clever pricing: Our viewpoint

Marketing communication has gained significant traction over the past few years owing to the rise in the number of brands and companies that are fighting for space in the competitive marketplace (Hänninen and Karjaluoto, 2017). As the IT industry has grown leaps and bounds since its inception, we have realised the increasing significance of letting our target customers know about the uniqueness of the services that we design and provide to them.

We focus on the **pricing** element as our preferred tactic from the **4Ps of marketing** and make sure that our service and product prices are affordable for all income groups. In this regard, we stress mostly on competitive pricing strategy and make sure that our prices are on par with those offered by our competitors. The **benefit** of this is two-sided; our clients can avail our services at reasonable prices while we can make significant profits out of them.

Our efficient Marketing Department makes use of social media channels to update our customers about discounts, special offers and the sales of our services and products. Our company website also does a fine job of letting interested clients know about the price range of our offerings. We also take into consideration the **BCG matrix** to measure our performance and aim particularly at the **stars** element to enhance our marketing activities.

Blog post 4

Online or offline: Avenues of service selling



It is said by most market analysts that **placement** is a major element in the marketing and promotion of any brand (Išoraitė, 2016). In fact, a company or brand can sell its product successfully only when they place their products or services where the target customer segment is and are most likely to make purchases. We at **Logic Networks Limited** always take special care to ensure that our most popular offerings such as Cloud services, Microsoft Office 365, and BCP and Disaster Recovery services are sold online as well as in physical outlets so that our clients have the choice of choosing from where they want to purchase their desired services and products.

We mostly prefer to sell our services **online**, as we are likely to find the largest crowd of business professionals there who are our main target audiences. Moreover, since our company mostly targets tech-savvy people, online selling is the ideal way to reach out to those customers. However, we also take care to think of people who are more comfortable trying out a service or product by discussing it face-to-face with our representatives in a brick-and-mortar store. For them, we make our services available in our **physical store** or office. If you would like to know more about our online or physical store, feel free to contact us on our toll-free number, our Facebook page and Twitter handle or visit us at E9 5GP, London.



Blog post 5

The relevance of people in service delivery

People are one of the most defining factors in the process of service delivery since a service cannot be separated from the person who provides it (Yuliantine *et al.*, 2018). Even in our case at **Logic Networks Limited**, we are known as much for our services and products as for our highly competent IT staff and software developers who put their best foot forward to provide timely assistance to clients.

We at **Logic Networks Limited** are committed to making our clients feel valued by providing them with excellent quality customer service to help them have a memorable experience with our offerings. Our staff members are always following the latest trends in customer experience to satisfy all the requirements and needs that our clients may have when they purchase or negotiate regarding the prices of our offerings. Not only that but also our communication and marketing activities are based on ensuring that customer loyalty is boosted and customer relationships are long-term.

We at **Logic Networks Limited** take into consideration **Maslow's Hierarchy of Needs theory** to determine our ability to appeal to one of the five motivational drivers to determine the potential success of our business. The feedback of our customers matter to us greatly and we rely significantly on **word-of-mouth publicity** as a major component of our overall **communication activities**. We are well aware that positive WOM can be achieved only when we can satisfy customers with the top-notch quality of our services and with effective delivery of the said services.

If you have further questions, please post your query in the comment section below and our CSE would get back to you as soon as possible.



Blog post 6

Reassuring our customers with physical evidence

Since services are intangible, most service providers try to incorporate some tangible elements into their offerings to boost customer experience (Aras *et al.*, 2017). We at **Logic Networks Limited** also focus on the element of **physical evidence** in the **marketing mix** by ensuring that clients who choose to visit our **office in London** are treated to well-designed and furnished waiting areas, a cafeteria and attractive interior decorations and design to offer a unique and tangible experience to our clients.

Apart from this, we also ensure that our **official website** provides adequate information to prospective clients about the kind of IT solutions and services that we offer along with their price range. We also ensure that our **business cards** do a good job of letting clients know where to contact us. The **equipment** that we use are highly sophisticated and state-of-the-art to deliver fast and high-quality services to the clients.

Overall, the physical evidence that we provide our customers to form a major part of our marketing communication activities. We also put up attractive **images of our office building** on Google so that customers researching about us get to see the cosy interiors and feel inclined to come to visit us. We primarily take into account the **AIDA Model of marketing** as a means to influence the buying behaviour of customers while attracting and retaining their attention (Pashootanizadeh and Khalilian, 2018).

Blog post 7

Managing processes in service delivery

The process is one of the most important ingredients in the **marketing mix theory** and denotes a set of actions that are undertaken to deliver a service or product to the customers (Riyadi and Rangkuti, 2016). Our highly competent Marketing Department is committed to providing services as seamlessly as possible to enhance the customer experience. In the ongoing **COVID-19 pandemic** situation, we have taken to provide **cashless payment systems** in our office to protect our clients from the virus (bbc.com, 2020).

We are also striving to maintain and **manage customer relationships** effectively using a wide range of marketing channels including social media, newsletters, blogs and content marketing. Our goal is to offer top-quality services at reduced operational costs. Therefore, we aim at providing services and products in the most convenient way possible. We have a CRM system in place for managing customer relationships efficiently.

We conduct a detailed research about our target clients so that we can distribute our services and products that cater to their tastes and preferences. We also offer pamphlets, brochures and other such materials that help our clients to see and understand what they are buying. Our company also has a service blueprint that consists of details that service delivery processes. We use **Porter's Five Forces model** to analyse or competitive environment and market our processes in a way that helps us to stay ahead of competitors. You can contact us on our website, over the telephone or in our social media pages if you would like to know more about of processes involved in service delivery.

Blog post 8

Innovation and marketing activities in customer-company communications

An effective marketing strategy provides a firm with an edge over key competitors in the crowded marketplace. In today's digitised era, appropriate digital marketing and communication activities can go a long way in helping a company to communicate effectively with its customer base and build long-standing relationships with them (Katsikeas *et al.*, 2019).

At **Logic Networks Limited**, we are aimed at providing innovative IT solutions to our clients. We realise that since many IT firms are operating within the same market, it is vital for us to design and implement intriguing promotional and marketing strategies and campaigns that can attract the attention of our target customers.

We focus on the **product and promotion** elements of the **marketing mix theory** and focus on them to communicate their effectiveness to the prospective as well as existing customers. Our services and products are designed in ways that are sure to help them to stand out among competitors and we communicate their uniqueness by putting up attractive posts on our Instagram and Facebook pages. As far as our **promotional** activities are concerned, we primarily focus on the use of our official website and social media to convey to our target audience about the benefits and innovative features that our services and products are designed to offer to the customers.

If you have anything that you want to share with us or have any suggestions to make to our team, please contact us on our social media pages, telephone or visit our spacious office.



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