

Introduction

Marketing across the ABCA Group will ensure the business is recognised fully for the quality of its service offering. We will put our customers first and address their wants and needs, and underpin decisions with a strong evidence base.

Our Marketing Strategy will be market-informed, rather than purely market-led, delivered in partnership between group companies, departments and all stakeholders. Through continuous improvement and enhancement, marketing will support the realisation of our ambitions for customer service and growth.

ABCA are committed to the responsible marketing of our products and services, with the goal of achieving the following;

- Promote ABCA's mission, goals and core values
- Expand public awareness and visibility
- Develop positive public perceptions
- Drive marketing initiatives

and with the goal of achieving consistency in the following activities;

- Company logos
- Typography
- Images / Photography
- Signage
- ABCA website
- Social Media (Facebook, Twitter, blogs, LinkedIn, Google listings)
- Brochures, Capability Statements, Flyers
- Email
- Sponsorship
- Advertising
- Press releases, adverts
- Hospitality events
- Seminars

Types of Marketing

Marketing across the ABCA Group will encompass a range of methods to achieve penetration in the target market.

Direct Marketing

- Obtaining consent for marketing
- We use opt-in boxes
- We specify methods of communication (e.g. by email, text, phone, recorded call, post)
- We ask for consent to pass details to third parties for marketing and name those third parties
- We record when and how we got consent, and exactly what it covers
- We do not buy in lists of data

Mail

- We have screened the names and addresses against the Mail Preference Service
- The individuals on the list have at least given a general statement that they are happy to receive marketing from us
- Where the individuals haven't given specific consent, marketing is consistent with context in which the information was provided and concerns a similar product, service or ideal

Live calls

- We keep our own do-not-call list of anyone who says they don't want our calls
- We screen against our do-not-call list
- We display our number to the person we're calling.
- We do not make automated calls

Email

- We only text or email with opt-in consent (unless contacting previous customers about our own similar products, and we offered them an opt-out when they gave their details)
- We offer an opt-out (by reply or unsubscribe link)
- We keep a list of anyone who opts out
- We screen against our opt-out list.
- We do not send marketing communications by text or fax

Basic principles

All marketing communications will be legal, decent, honest and truthful. All marketing communications will be prepared with a due sense of social and professional responsibility and will conform to the principles of fair competition, as generally accepted in business.

Data Protection

Our marketing policy has been written in line with all supporting data policies. We aim to be transparent with the data we hold and how we use it. Our Privacy Policy can be found at www.abcasystems.co.uk

Honesty

Marketing communications will be so framed as not to abuse the trust of customers or exploit their lack of experience or knowledge. Relevant factors likely to affect customers' decisions will be communicated in such a way and at such a time that customers can take them into account.

Social Responsibility

Marketing communications will always respect human dignity and will not incite or condone any form of discrimination, including that based upon race, national origin, religion, gender, age, disability or sexual orientation.

Marketing communications will not without justifiable reason play on fear or exploit misfortune or suffering, and will not appear to condone or incite violent, unlawful or anti-social behaviour, or play on superstition.

Truthfulness

Marketing communications will be truthful and not misleading.