



PUM experts support businesses with hands-on advice in communications, marketing, and sales. They help turn strategy into action through tailored plans—aligned with company goals or focused on product or service positioning—always in close collaboration with local entrepreneurs.

Marketing & sales

Communications & marketing is an essential ingredient for the survival and success of any business. For every business, it is key to find and keep its customers, and to communicate with them. Without communications & marketing, a business may offer the best products/services in the industry but none of its potential customers would know about it.

Marketing & Sales is a crucial skill concerned with anticipating the customers' future needs and wants, often through market research. It covers a wide variety of activities including strategic communications planning, public relations, marketing, sales, advertising and branding. Businesses with limited resources may choose to engage only in a few of these activities. This makes effective communication and marketing for these types of businesses even more important.

PUM experts support businesses by collaborating on translating corporate strategies into operational communication and marketing plans for SMEs in our core sectors. Such plans may focus on corporate objectives, or support the market positioning and categories of specific individual products. Our experts can advise on the use of traditional and technology-enabled marketing communication tools and assist in building the conditions for their successful introduction and implementation.

Areas of expertise

Strategic Marketing & Branding

- Marketing strategy development
- Branding and positioning (B2B and B2C)
- Market research and product evaluation
- Marketing planning and implementation

Communication & Promotion

- Corporate communications (internal and external)
- Product promotion and public relations
- Advertising and campaign development
- Service information and customer contact (incl. call centres)
- Mass media engagement (radio and television)
- Public affairs and stakeholder engagement

Sales & Customer Engagement

- Sales strategy and planning
- Personal selling and direct marketing
- Sales promotion and loyalty building
- E-commerce strategy and implementation
- Online marketing and digital channels



Lumala City Cycle Industries

Sri Lanka

"We are immensely grateful to have had the opportunity to work with Mr. Richard, a distinguished marketing expert from PUM. His invaluable guidance has been a beacon of light on our journey towards marketing excellence. On behalf of everyone at Lumala thank you for your invaluable support and wisdom. We look forward to a continued relationship and to making the most of the lessons you've imparted."



Professional people for positive impact

PUM collaborates with businesses and organisations to grow sustainably and build a brighter future for their community. Check [PUM.nl](https://www.pum.nl) for more information and criteria, and apply for advice.

PUM.