



Dynamiq Management Ltd

# Most Innovative Marketing & Business Development Specialists – England & Branding Project of the Year 2019 (Home Counties): Newbury West Berkshire Launch

Based in Newbury, West Berkshire and with regional offices in Wiltshire, Hampshire and Cornwall, Dynamiq Management Ltd is able to provide its creative marketing and business development solutions to a wide range of clients from across the UK and throughout the corporate landscape. We profile the firm to find out more about how it came to win not one but two of our prestigious Media Innovator Awards for 2019.

Since its inception in 2009 Dynamiq has helped over 100 clients win over £400 million of additional business using innovative techniques embedded in a dynamic, people focused approach to marketing and business development including branding, design, lead generation and communications.

These proven strategies go far above and beyond the transactional mindset. Dynamiq's unique approach is tailored to each business and business owner's needs and aspirations, so they and their teams can achieve their short-term goals and long-term aspirations.

Created by husband and wife team of Rob and Ali Cao, Dynamiq remains true to their values, including respect, kindness and empowerment. Their vision when starting out was one of helping SME businesses grow in a way that was sustainable, helping business owners achieve their dreams.

Supporting a myriad of clients including building companies, veterinary specialists, training providers, facilities management companies, and healthcare specialists delivering services across the UK, Dynamiq utilises its vast industry expertise to help them to develop engaging and inspirational propositions, content and stories. These services help the firm's clients to win more leads, opportunities and, fundamentally, business, allowing them to grow and flourish safe in the knowledge that they are supported by a dynamic and innovative marketing partner.



“Dynamiq has helped over 100 clients win over £400 million of additional business using innovative and proven techniques including branding, design and proposal development as well as digital, print and direct marketing.”





Alongside its work in the private sector, Dynamiq also specialises in working with charities across the South of England leveraging the best value possible out of every penny of funding they have to spend to maximise their exposure, message, cause and fund-raising opportunities.

When working with any new client, the team at Dynamiq work tirelessly from the very beginning of the project to make sure they understand their clients' needs and are able to deliver a solution that will meet them. As such, the team start with the vision and values of the client and spend time with each client developing a visualisation of their dreams both for their business as well as their own personal dreams.

Once they have a thorough understanding of what they want out of their partnership, the Dynamiq team then take those dreams and develop a financial plan which focuses on the marketing, lead generation, sales and retention journey that a prospective customer takes. They underpin these plans with business insight and accountability and a robust financial management system to ensure growth and success.

Throughout the creative process Dynamiq remains a personal and ethical agency, focusing on the fact that people still buy people and that it is the emotional connections that draw consumers towards products and companies. By not losing sight of this the firm is able to develop marketing strategies that will

truly engage with customers. This approach underpins the firm's creation of compelling and captivating content that attracts attention, builds trust and desire, delivering winning outcomes for its clients.

Seeking to offer a fully integrated solution, Dynamiq undertakes every aspect of the marketing process, from creating initial ideas and planning through to supporting clients through delivery to ensure a fully cohesive approach to achieving desired outcomes. An integral part of the firm's success over the years has been its ability to evolve with the changing needs of the marketplace and provide a relevant proposition that delivers solutions and remedies that ease points of pain for clients, and looking ahead this remains a key focus for this driven and flexible company.

Ultimately, in the future Dynamiq's plan is to be at the forefront of marketing business development with a reputation that underlines their commitment to working with ambitious SMES and owners helping them develop, grow and thrive. The firm's commitment will remain to focus on developing and delivering marketing insight and contents that put engagement making emotional connections first.

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