

# Because your business matters

## David and Duncan Wright, BSA Marketing

David Wright heads up and runs the established and highly respected business to business Glossop-based BSA Marketing with his brother Duncan Wright, both being professionally trained marketers.

As a Chartered Marketer and Fellow of the Chartered Institute of Marketing David combines professional qualifications and experience with a solid understanding of web technologies to discuss and advise on the benefits of the web in a down-to-earth, no jargon way.

As well as discussing plans and strategies he is keen to 'get his hands dirty' and work with clients to make sure things happen!

BSA's business goals are to achieve effective, long term relationships with clients, to deliver real benefit and to help clients get the most out of the internet to drive their business forward.

David specialises in professional, internet focussed business marketing for clients who don't manage to get around to doing their own.

He works on clarifying clients' goals then developing and implementing practical marketing to help achieve them.

David has an extensive understanding on the internet and web marketing that enables him to tap into highly cost-effective tools to achieve effective, sustainable marketing at realistic budgets.

BSA Marketing has a long and proud family tradition; its origins are actually traceable back to the late 1960s when the brothers' father

established a business consulting firm based in Manchester.

David was the first to step into the business himself in 1983, having originally studied law and joined the family firm as a qualified barrister, but having decided that law was probably not going to be a career he would pursue.

Tragically the brothers' father passed away very suddenly in 1986 and David found himself running the business himself and managing around a dozen staff.

He says: "I don't quite know how I did it back then, but at some stage I made a conscious decision to stop running his business and start running my own."

That decision was key and the creation of BSA Marketing in the mid 80s by David gradually saw the company, involved in telemarketing at the time, start to build a broader view of the power of data in marketing before the cultural shift arrived with the introduction of the internet.

David's recognition and understanding of what the internet would offer fundamentally propelled how the entire company operates, simply because of the radical changes that have occurred with the birth of the World Wide Web and what that means to communication.

David explains: "As a business to business marketing company, traditionally all routes to market cost money - like yellow pages, postage - whatever the process of communi-



DAVID AND DUNCAN WRIGHT: Our new columnists.

cation it had a cost.

"All of a sudden the internet meant the cost became almost zero and that opened up huge opportunities for small businesses."

Understanding communication processes through the internet was key to the services BSA Marketing now offers many of their clients today. This includes remaining at the cutting edge of the ever evolving world that is the World Wide Web.

David adds: "If you only look back to 2009 there was little mention of social media as a marketing tool - but now it is everywhere."

"We latched onto communicating by email immediately and the fact that people could build relationships with little incremental cost

"Tele-marketing still has a role to

play within the company and, despite all the technological advances that have happened over the last decade and more, I am the first to drive home the point that you still can't beat communication between people face to face."

He continues "The essence of marketing is talking to people and making sure you keep in touch with the people you know."

Duncan joined David in the family business in 2002 bringing with him his corporate marketing approach and experience to combine with David's small and medium enterprise expertise, which now offers not only a unique mix across diverse marketing fields, but also provides a combination that is grounded in marketing from a long time before the internet had become something we all take for granted.

Both David and Duncan have recently reaped the benefits of having taken their business through Growth Accelerator with David now established as an accredited Business Coach for the programme.

He is also involved in consultancy work with both the Growth Hub and the Manufacturing Advisory Service.