



MARKETING COMMUNICATIONS AND CREATIVE DESIGN

THIRD RAIL SERVICES NETWORK

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CREATIVE DESIGN

Creative Graphic Design is the cornerstone of our services and main tool for building your brand. If you need support in consistent implementation of an existing visual identity across all visual touchpoints or are looking for a fresh look and feel for your brand, we are here to design all the required elements for you.

A thousand words does not always tell the right story, so one of our favorite ways of spending time is visualizing concepts and data. We develop infographics, to help you capture your audience with compelling diagrams in your presentations, corporate reports, marketing collaterals or tender documents.



STRATEGY

Sales and Marketing are often treated as parallel functions to drive your business. The reality is that they are most effective when they work together. Aligning their goals and creating a mutually reinforcing feedback loop between the two can be a powerful engine of your business development.

ANALYTICS

Analytics can help you understand the performance of your activities, control their effectiveness and adjust your strategies to maximize their potential.

MARKETING COMMS

An integrated marketing communication strategy that combines the right mix of tools and channels to deliver the right message, to the right people at the right time.

SCHEDULE AND FARES



CHAT

Our trip starts with a simple conversation with you about your idea of where you start from and where are you heading.



PLAN

A well planned journey means we begin with a detailed plan of time and resources needed. We then price our services based on time required to reach the agreed goals.



DELIVER

We believe in transparency in everything we do. Therefore our quotes are presented as a list of all tasks ahead with details of time, cost and resources required for their completion.

ROUTES



Desktop Graphic Design. All things printed. A fascinating route among captivating designs.



Creative Conceptual Design. This is where visual identity is forged. From logo, through color schemes to layouts.



Digital Design. A trip through the scenic route of great design on the web. Websites, emails, social media to name a few.



Integrated Marketing Loop. Convenient transfer between all other routes. A fun ride with the additional bonus of refining your marketing



Strategy. Suggested starting route to every enjoyable trip. Allows bridging the gap between your sales and marketing.



Analytics. A route to complete all other routes. Works great in combination with Strategy giving unforgettable views from the Marketing Heights.

Third Rail is Alive!

Third Rail [noun]

A rail laid parallel and adjacent to the running rails of an electrified railroad to provide electric current to the motors of a car or locomotive through contact shoes.

About Us.

Third Rail Consulting is a UAE based independent consultancy specializing in creative graphic design, integrated marketing communications strategies and business development alignment advisory services aimed at bridging the gap between sales and marketing communications.

We provide services ranging from desktop publishing and digital design of marketing collateral, through designing and managing targeted marketing campaigns and tailoring, implementing and managing Salesforce.com based solutions.

More information about us and our services can be found at:

www.thirdrail-creative.com

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