Third Rail Consulting



MARKETING COMMUNICATIONS AND CREATIVE DESIGN

THIRD RAIL SERVICES NETWORK

THIRD RAIL SERVICES NETWORK

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.

Our trip starts with a

simple conversation with

you about your idea of

where you start from and

where are you heading.

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.

We believe in transparency

in everything we do.

Therefore our quotes

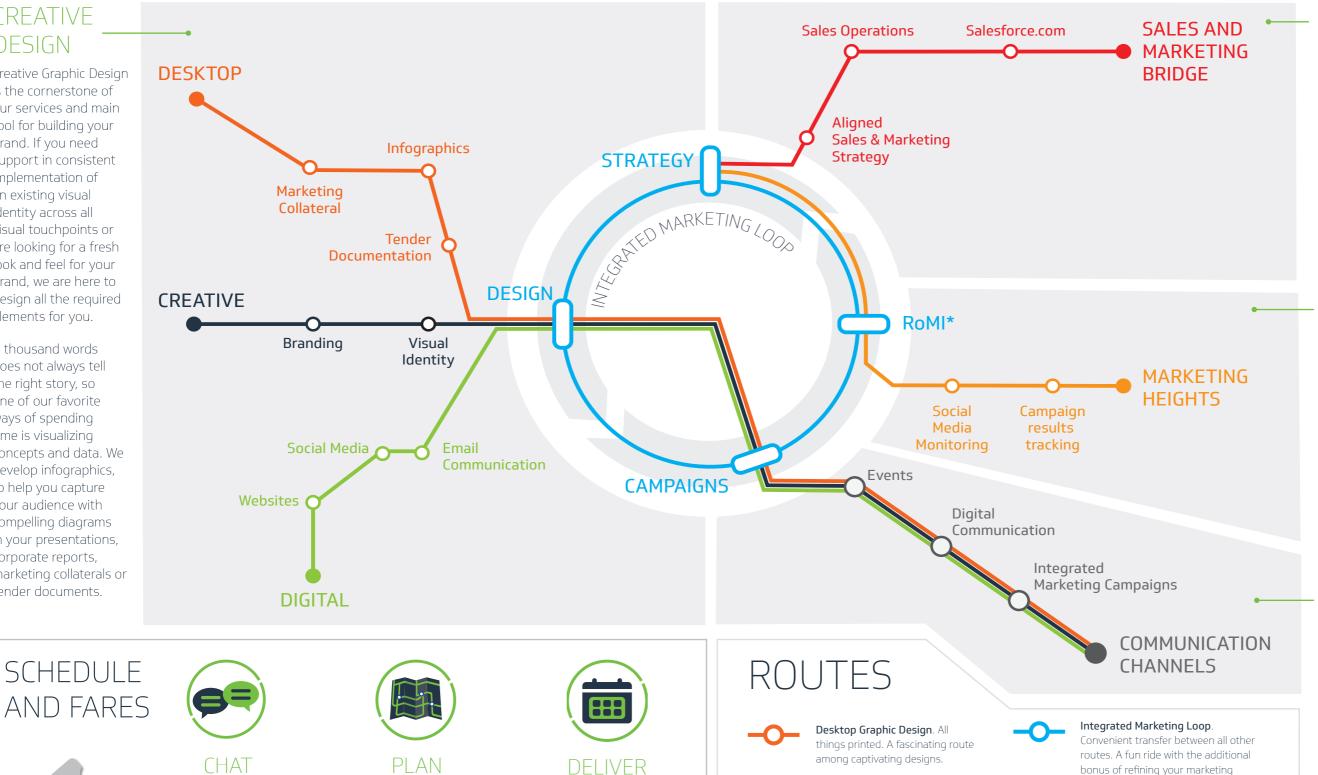
are presented as a list

of all tasks ahead with

details of time, cost and

resources required for

their completion.



Creative Conceptual Design. This is

where visual identity is forged. From

Digital Design. A trip through the

name a few.

scenic route of great design on the

web. Websites, emails, social media to

logo, through color schemes to layouts.

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.

ANAIYTICS

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

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.

Strategy. Suggested starting route to

Analytics. A route to complete all other

routes. Works great in combination with

Strategy giving unforgettable views

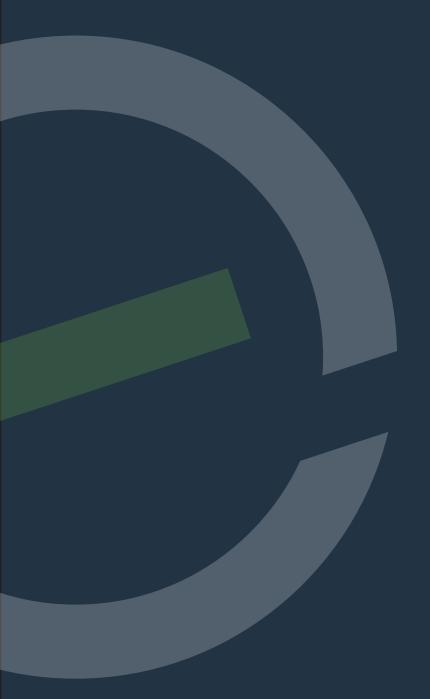
from the Marketing Heights.

every enjoyable trip. Allows bridging

the gap between your sales and

marketing.

MARKETING COMMS



Third Rail is Alive!

Third Rail [noun]

A rail laid parallel and adjacent 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

© Third Rail Marketing Consulting FZE.



) +971 50 684 94 70



maciek@thirdrail-creative.com



www.thirdrail-creative.com