



## January Update

**Barnhill Marketing would like to wish you a very Happy New Year!**

### Looking forward to 2012!

2011 was a very busy year with on-going activity developing in international markets and High Growth Coaching delivery – with this newsletter we would like to share with you some of the highlights of last year. At the same time, let's look forward to 2012 which is already shaping up to be an exceptional year...

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If you'd like a quick refresh now on what Barnhill Marketing offers please take a look at this [video clip](#)



### Welsh lamb's French market grows

It's a little-known fact that France is by far the single biggest of all worldwide export markets for Welsh lamb.

That's a position that Meat Promotion Wales is working hard to maintain as Welsh lamb continues its steady growth in popularity around the world.

It's also a position Barnhill Marketing is looking forward to bolstering as it enters a three year framework contract with MPW for provision of marketing support throughout the whole of the French market.

### Black Country Housing

Barnhill Marketing was recently selected to deliver the "Coaching to Improve Performance" phase of the Business Link Coaching for High Growth 2011 programme in the West Midlands.

Working with a variety of high growth companies we helped to improve critical analysis and strategic planning skills to deliver high growth rates in key markets.

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## **New Alliances being forged**

Barnhill Marketing is forging alliances with an expanding group of Associates to deliver a wider range of business development services.

This can be a sign-posting service such as when we were able to quickly find a legal contact on the ground in Singapore to help the MD of a local company arrange urgent social insurance cover – or, it can involve managing specialist parts of a contract such as search engine optimisation for web improvement, a review of finance options available for expansion or a supply chain audit to help cut costs.

In every case the advisor brought in will be tried and tested with an appropriate track record so as to add value from start to finish.

**We hope you've enjoyed the read and we would love to hear back from you sometime. Once again, we wish you a very Happy New Year from Barnhill Marketing!**

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