



Phoenix Caribbean offers a full range of marketing and promotional services to companies seeking new business opportunities and customers in new markets.

SALES AND MARKETING SERVICES

We work with a wide range of clients from the principal Caribbean industries, including marine, industrial, luxury goods, financial services and media. We leverage over 20 years experience in marketing and product launch and growth strategies across several continents.

Our offering includes the following:

NEW MARKET ENTRY STRATEGY DEVELOPMENT

Phoenix Caribbean provides Caribbean businesses with the know how to enable them to launch products and services in the USA and Europe. We assist companies in developing marketing strategies to identify new target customer groups and the most effective means to reach them, thereby increasing brand awareness and sales.

Similarly, we provide companies in the US and Europe with representation services across the Caribbean.

BRAND DESIGN AND COMMUNICATIONS

Phoenix Caribbean offers a wide range of branding services including:

Brand design: This marketing service draws upon our knowledge of Caribbean products, services and markets. Combined with our creative and strategic design processes we help clients develop a brand identity and strategy.

Brand communications: This marketing service ensures our clients communicate their brand and achieve their chosen brand strategy. Key services include: marketing communications, search-engine friendly website design and e-marketing.

PRODUCT DISTRIBUTION

Phoenix Caribbean will analyse the market and ascertain the most appropriate distributor for you to partner your product. This ensures that your sales and marketing goals are realised.

Whether you are a Caribbean business looking to launch or expand overseas, or a global business looking to launch or expand in the Caribbean, Phoenix Caribbean has the tools to support you.

Contact us today to discuss how our marketing services can meet your launch, growth and brand requirements!