

OUR SERVICES

We offer a range of flexible and affordable marketing support options for sole traders, new start-ups and small to medium sized businesses including:

Professional Marketing Advice & Support

1. The 'Marketing Helpdesk'

Email marketing advice and support helpline - includes a monthly tips, ideas and advice email newsletter and the opportunity to have your very own qualified and experienced 'Marketing Manager' on hand (by email) to provide advice, support and recommendations on your marketing activity and any queries you may have. So you can focus on what is most important - running and managing your business.

Reading articles and attending seminars or courses are one thing but our clients comment that they often leave them with more questions - "What do I do next?" or "But how do I apply that to my business?"

The Marketing Helpdesk service is different and provides a 1:2:1 tailored answer for your own business not a generic stock answer or approach that might be difficult for you to apply or progress yourself in your own time.

This flexible option has a low investment - ideal for sole traders, start-ups and small businesses.

The Price:

Pay from as little as £12.50 a month for 12 months support (a total payment of £150 for the year) Or just £90 for a minimum of 6 months, that's just £15 a month!

The Small Print:

- The 'Marketing Helpdesk' - is a marketing advice and support helpline (email only) and it is available during office hours, (excluding a total of 5 weeks annual holiday - to be advised at least 2 weeks in advance).
- Minimum sign-up period is for 6 months. Payment is required in advance by cheque or bank transfer.
- The Marketing Helpdesk service does not provide copywriting for actual marketing communications but provides bespoke answers and recommendation to your marketing questions on your approach, media to use, techniques, etc. Just like having your own Marketing Manager in-house for immediate expert advice.

2. The 'Marketing Editor'

If you're happy to write your own press releases, promotional or new website wording but you would really like to have an experienced copywriter or 'editor' that you can run it past to sense check it.

...then 'The Marketing Editor' service is for you.

It provides a critique of your marketing copy, with suggestions for improvements and tips for how to get your press release noticed or your website copy to be more effective.

This option is flexible and provides a quick turnaround, guaranteed within 72 hours. This is a 'Pay as you play' option - only pay per copy item reviewed. Prices will be individually quoted depending on the amount of copy to be reviewed and edited.

Prices start from:

£25 for a 2 page press release, £40 for a 4 page brochure/flyer and £75 for a 5 page website

The Small Print:

- Guaranteed turnaround of 72 hours is from sign off of quotation proposal by client and supply of the document / copy to be reviewed in the required format.

3. Copywriting by the Hour

If you simply don't fancy trying your hand at doing your own copywriting or haven't got the time. Then simply take away the hassle factor and get an expert to do it for you! Save valuable time and concentrate on what you do best, running your business.

This is a flexible service with the option to buy from 1 hour up to as many hours as you need. **No minimum commitment or contract required.** Copywriting example time required: 2 page press release = 2-3 hours, direct mail flyer = 3-5 hours, website = 5-10 hours, depending on content, number of pages, etc

The Price:

£50 per hour

The Small Print:

- A full written proposal and firm project fee quotation is always provided before the start of your project. Each project is reviewed individually and quoted for, depending on what is required and the anticipated copywriting time it will take to deliver.

Complete Marketing Support Packages

4. New Business Start-Up Advice Package

Just starting out and need some help to get you going in the right direction with your marketing?

This complete package includes:

- A 2 hour 1:2:1 marketing workshop: to help you identify your target audience, advice on how to position your product or service in the market place
- Tailored advice on branding your business, help with your business name, logo or website domain name
- Tailored advice on your new website structure and content, including the basic navigation and key messages
- Writing of a 2 page launch press release (or equivalent piece of communication - could be a for an email newsletter or a brochure/flyer)
- FREE 3 month trial of the 'Marketing Helpdesk' email support service

The Small Print:

- Please see the 'Marketing Helpdesk' terms listed above
- This 'Start-Up' advice service is for start-up businesses who have not started trading or have been trading for less than 6 months

5. Monthly Marketing Manager Package

Your very own virtual marketing department!

This service buys 3 hours dedicated time per month and unlimited support by email or telephone.

How you use that time is flexible. It includes unlimited advice and support plus the creation of one piece of marketing communication material - a 2 page press release, e-newsletter copy, offers emailing, sales intro letter, new website page, editorial, copy for promo materials/flyers, a short sales presentation or speech.

6. Email Newsletter Package

You want to start your own customer newsletter but don't know where to start. Or haven't the time to set it up and create the newsletter for each edition.

This service buys 5 hours dedicated time per month and unlimited support by email or telephone. Includes the complete service with copywriting and management of your email newsletter.

PR & Publicity

7. Press Releases & Publicity Support Package

If you are short of time you have the option to go for the full publicity support package per press release. This option includes taking your company 'news story' and writing a 2-3 page press release (the client to supply any photography to be featured, quotes will be drafted on your behalf for approval within the release), identify suitable local media contacts and circulate the press release to them by email copy only, with follow-up.

Website & Email Marketing

8. Website Review

Is your current website not working for you? Do you feel you need an objective eye to review it ?

We offer a 'Website Review' service which will involve a written report with a systematic review of the useability, performance and content of your existing website with outline recommendations on improvements that could be made.

9. Website Design & Development

We can help you with developing your new website or re-freshing your existing one.

Logo Design & Branding

10. Branding & Design Service

We can help you with developing your company logo and branding or re-freshing your existing look.

Marketing Strategy Workshops

11. Marketing Workshop - a half day of quality thinking time!

Do you feel that your marketing isn't working hard enough for you? Tried several things but they haven't worked? But not sure why?

Perhaps it's time for a complete review. Spending a half day out of the office to revisit or re-focus your marketing, is time well spent. It could save you hundreds or even thousands of pounds in wasted effort in the coming months!

We offer 1:2:1 personalised half day marketing workshops where we will help you identify your target audience, profile your competitors, identify your USP and brand values for your business, look at your features and benefits and put together a tailored marketing action plan for the next 6-12 months.

Ad Hoc & Bespoke Projects including Customer Research

We can also help with any form of project management, customer research or if you want to out-source your marketing department. Prices: on application (depends on scope of work).

All prices quoted exclude VAT (no VAT charged)