

THE LAUNCH PAD



Get your business to take off with our package of marketing expertise

Mix and match from eight modules to suit your needs at £300*+vat each or pay just £1950*+vat for the full suite of support.

*Please note, these prices exclude third party services we arrange for you, such as photography, design, print, postage, web design & hosting.



Module 1 - BRANDING

Establishing the look of your brand and encapsulating your values, this includes:

- advising and managing the creation of your logo and brand guidelines
- commissioning professional photography
- creating a punchy and memorable strapline



Module 2 - WEBSITE

Establishing your business presence online, from brochure sites to e-commerce, this includes:

- briefing the web designer and managing the project
- drafting website copy appropriate for search engines (Home page + 3 other pages)

FROM OUR CLIENTS

“Manifest allows us to have ‘a Marketing Department’ without the investment in additional staff at our end.”

Isabel Beanlands
www.benthamgolfclub.co.uk

www.manifestmarketing.co.uk

STRATEGY | PR | ADVERTISING | BRANDING | ESHOTS | SOCIAL MEDIA





Module 3 - BROCHURE

Creating a tangible, printed piece of collateral to summarise your offering. From an entry level folded leaflet to an exclusive glossy brochure, this includes:

- briefing the creative graphic designer and managing the project
 - drafting, proofing and editing brochure copy (up to 8 pages)
- sourcing competitive printing from our database of 40 Yorkshire print contacts



Module 4 - PR

Introducing your business to the media with a launch press release or feature, this includes:

- drafting, proofing and editing the release
- creating a distribution list from an online database of 84,661 local, national and specialist media contacts to target publications, journalists and bloggers.
 - servicing any media response requesting more details
 - advising any (known) coverage and sharing on social media



Module 5 - EMAIL MARKETING

Delivering tailored communications straight to your customers' Inbox, this includes:

- creating a profile for your business on Mailchimp with a branded template
- managing the purchase of a database of potential customers from a reputable list broker
- drafting, proofing, editing and sending your first email campaign



Module 6 - DIRECT MAIL

Delivering communications straight through your customers' letterbox, this includes:

- copywriting, editing and proofing the content
- managing the design and print of the mailing
 - managing the purchase of a database of potential customers from a reputable list broker
 - managing the distribution with Royal Mail or a mailing fulfilment house



Module 7 - ADVERTISING

Wherever your customers are, whatever they are reading, we'll help you get in front of them with paid advertising, this includes:

- advising on appropriate media channels from parish magazines through to TV advertising
- liaising with media for costings and booking your first advertising campaign (up to 6 media)
 - briefing the creative graphic designer to create a suite of adverts



Module 8 - SOCIAL MEDIA

Getting you up to speed with digital marketing to attract a following of potential customers, this includes:

- advising on appropriate platforms and creating profiles as required on any three of the following: Facebook, Twitter, Instagram, LinkedIn
 - setting up Hootsuite dashboard
- basic training on posting to social media