



PHOENIX
TRAVEL REPRESENTATION

Bespoke
**CONTENT
MARKETING**
For Your Business

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The Basics

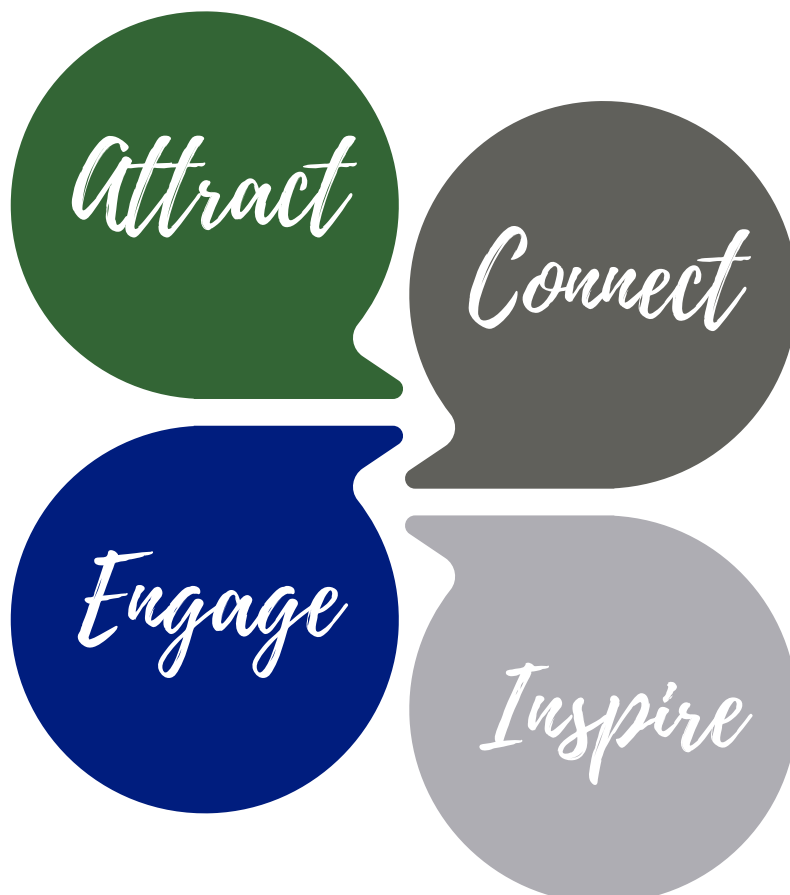
CONTENT MARKETING

Getting your business noticed across numerous channels and platforms generates attention for your business, engages with your customers and encourages your audience to take action.

Content marketing does this through a stream of creative consistent messaging delivered via social media posts, interactive graphics, tweets, blog-posts, videos, podcasts, newsletters and more.

ENGAGEMENT

Connecting your audience with your business through communications is known as 'engagement'. To be most effective, your communication needs to attract attention, stand-out and encourage interaction. It should also be meaningful, compelling and outcome-focussed to gain maximum impact.



Sound Familiar?

STRUGGLING TO FIND TIME TO DO IT ALL

Overwhelmed at the sheer thoughts of how you will manage to create, execute and monitor inspiring and engaging content, on top of managing your business and delivering your services and products on a daily basis?

Don't worry, you are not alone! There is no shame in admitting you can't do it all on your own.

Have you ever found yourself frantically trying to come up with ideas to post on your social media channels because you know you 'should' be doing this more often? Do you ever scribble down well-meaning ideas when inspirations suddenly strikes, only to never get around to actually following through? Do you receive emails from other businesses and find yourself thinking 'I just wish I had time to email my own customers'?

In a small business, where you have to wear many hats and are expected to be a master of many things, it is not unusual to feel the pressure building...

OUTSOURCE YOUR STRESS!

Many business opt to trust an expert with their content and e-marketing strategy, taking away the stress of trying to juggle it all. By working with a content creator, you will get all the benefits of their skills, expertise and experience whilst taking the pressure off you, enabling you to get back to what it is you love best - running your business!



HOW WE CAN HELP

Depending on your specific needs and business requirements, we will work with you to create a tailor-made bespoke content plan that will reach your audience across multiple channels.

Staying true to your brand and your image will be our top priority and all content will be curated to ensure your voice is seen, heard and remembered

INTEGRATED CONTENT MARKETING

How great would it be to know that high quality, engaging and impactful content will regularly appear across your various platforms in an integrated, strategic manner, in full alignment with your sales and marketing goals?

With creative and consistent content planning; all aspects of your marketing strategy can be easily communicated and executed, with minimum fuss whilst making maximum noise.



NEWSLETTERS

Personalised dialogue with your customers via your email lists, letting them know about your latest news, offers and specials



SOCIAL MEDIA

Re-purposing of content used in newsletter - adapted and designed for posting on your socials: Facebook, LinkedIn, Twitter, Instagram etc



WEBSITE

Fresh content, news articles and blogs to keep your website relevant and up to date, in line with PR plan



EMAIL BANNER






Add a professional finish to your emails with tailor-made email banners re-enforcing your latest marketing message and PR campaigns



Help is Here!

HOW WE WORK



-  Getting to know (and subsequently promote) your business is our passion and we will take time to fully understand and embrace your **brand, core values and goals**.
-  We will work with you to create a **detailed content plan**, building a comprehensive roadmap for you to incorporate your key themes, PR messages and sales goals. A robust marketing plan will emerge and this will form the basis of all work carried out on your behalf.
-  From here, we will design **bespoke branded templates** to be used across your socials, email marketing and website, whilst building up a bank of imagery, content and ideas to enhance the message.
-  Let's start talking! We will write copy for your **newsletters, website and social media** along with eye-catching graphics and imagery. All materials will be run by you prior to going live and being published,
-  **Monitoring, evaluation and feedback** will be a continual part of the process, and there will be plenty of opportunity to discuss with you what's working well and not so well and adjust the content plan accordingly.

MONTHLY PACKAGE: INCLUSIONS



1 x Monthly Newsletter, featuring company news and updates, promotional messages and sales opportunities, 1 x bi-monthly "e-shot" focussed on sales



4 x "Ready to Use" Social Posts - graphics & copy prepared for you to post on your socials, highlighting newsletter content & re-enforcing PR messages



1 x Blog / News post for your website, incorporating monthly theme



1 x Email Signature banner - promoting key sales & marketing theme