



PHOENIX  
TRAVEL REPRESENTATION

*Bespoke*  
**CONTENT  
MARKETING**  
*For Your Business*

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# HOW WE CAN HELP

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

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

## 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 (B2B or B2C) via your email lists, letting them know about your latest news, offers and specials



### SOCIAL MEDIA

Tailor-made graphics copy and captions created for your socials: Facebook, LinkedIn, Twitter, Instagram - you post or we can post on your behalf!



### WEBSITE

Fresh content, news articles and blogs to keep your website relevant and up to date



### EMAIL BANNER

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



# HOW WE WORK

1

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**.

2

We will work with you to create a **detailed content marketing 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.

3

From here, we will design **bespoke branded graphics** to be used across your socials, email marketing and website, whilst building up a bank of imagery, content and ideas to enhance the message.

4

Let's start talking! We will write copy for your **newsletters, website and social media** and post to your channels, along with eye-catching branded graphics.. All materials will be run by you prior to being published,

5

**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.

## PACKAGE INCLUSIONS:

£800  
PCM



Annual **Content Marketing Plan**, purpose built with flexibility guaranteed. Analysis, review and reporting provided each quarter



1 x monthly **Newsletter**, featuring company news and updates, promotional messages and sales opportunities



4 x "Ready to Use" **Social Posts** per month  
Custom-made graphics & copy prepared for your socials, highlighting newsletter content & re-enforcing PR messages



2 x **Email Signature banners** per month  
Promoting key sales message & complimenting monthly marketing theme

