

## Marketing Starter Pack

Our Marketing Starter Pack does exactly what it says on the tin. It provides a professional kick-start for organisations keen to concentrate on raising awareness of their services with potential customers and the media.

Designed to be cost-effective and multi-purpose, the Marketing Starter Pack contains:

- **A professional Press Pack** – including a press release and biography about your business and two case histories of satisfied clients. As well as attracting the attention of journalists, this versatile pack can also be used to communicate key messages at events, exhibitions and workshops.
- **Two tailored marketing letters.** Professionally written to appeal to two of your chosen target markets, these mail-shot letters will help you to win new business.
- **Two tailored marketing postcards.** Created by our award-winning designer, these deliver your key messages in a succinct and eye-catching format. You can mail-shot the postcards to potential customers from two target markets or distribute them at events.