



Top 10 Tips Toolkit

Added Value Marketing

What's the purpose of the toolkit?

Word Association's Top Ten Tips Toolkit for Added Value Marketing gives vital information from an award-winning Top 10 agency. It helps you add value and improve the results you get from your marketing with practical, tried and tested secrets, tools and tips extracted from years of producing marketing that works.

Use what you'll discover from this toolkit and we're 100% certain your marketing will improve and more importantly you'll boost the results you get from your marketing.

I'm interested – yet how come the Toolkit is free?

We know the more we educate our clients, the better results they get. And as they get better results, they get more confident about doing more marketing. We'd rather focus on the value added areas where our expertise gets the very best results for our clients. Of course we do the basics as well, and just as well.

How do I get my free Toolkit please?

Here's what you need to do now to get your Toolkit:

- Go to our website, www.wordassociation.co.uk and click on our "Featured Service"
- Email info@wordassociation.co.uk
- Call **01455 614333**



Turn over
to find out
what's inside
the Toolkit

Want to know more about Word Association?

As a full-service communications consultancy we offer you the complete range of services to meet all your marketing needs, including PR, new media, design, events, publications and marketing strategy.

PR Week rated us a Top 10 agency after we grew by nearly 10 per cent in the year 2009-10. The high ranking, based on turnover, showed us to be one of the few agencies to continue to grow in these recessionary times.

How do we do that? By providing a first class service that we actually fully guarantee, personalised to meet your needs, whatever your size and whatever your requirements. Give us a try and find out.

If you want to know more about how we can help you, contact our Chief Executive Mark Thomas on **01455 614333** or email mark@wordassociation.co.uk





Here's just some of what's included in our toolkit

Our toolkit gives you essential, practical, added value tips, tools and advice on:

1. How to develop brand images that deliver impact and results

Getting your branding right is vital to your corporate identity, lends power to your marketing messages and saves you money by getting things right first time. And yet finding the right brand for your organisation can be challenging. We'll give you the practical tips and secrets to show you how to produce and manage a professional, memorable brand with impact.

2. How to make certain your audience reads and uses your communications

Using the wrong strategies to get your message across to your chosen audience is one of the sure ways for your marketing to fail. Discover how to match the strategy to the audience and the message, and when to use those strategies.

3. How to produce PR that gets you noticed

Find out how to get positive press coverage to promote your message and deliver more impact than paid-for advertising. Learn what the press is looking for and how to give them what they, and ultimately you, want.

4. The dos and don'ts of new media

Used well it can help your communications spread and catch fire. We explain the basic (and some of the not so basic) rules and tools for success. They come from years of experience and testing and measuring what works when you design and write websites, reader-friendly e-zines and other new media.

5. Social media solutions – what actually works?

Facebook, Twitter, Flickr and other online networks are some of the most powerful channels of communication with low set-up costs. Most people use them, but we know from analysis that few people get anywhere near to finding their full potential. We expose the myths and secrets that save you time, effort and money as you exploit the proven opportunities the correct use of social media gives to savvy marketers.

7. How to write and pack a punch

Good, effective writing engages your audience and gets your message across. We reveal the top ten copywriting tips to give your marketing structure and impact and get a response from your audience.

8. Producing publications that always hit home

We have 20 years' experience of designing, researching, writing and producing a host of award-winning publications, from customer newsletters to annual reports. So we know exactly how to do it. We'll share our winning formula that's been used, refined then honed and allows us to guarantee our results.

9. How to maximise your marketing presence and minimise your costs

Under pressure on costs? The more efficient you are at buying, the further your marketing budget will stretch. We explain how to use the three simple tactics that agencies use to manage marketing costs that suppliers would prefer we didn't tell you.

10. Organising events to boost your profile

Events can be the best way to make face-to-face contact with the people you want to reach. Yet even the best events can wow your audience and still not get results. Find out how to design events that will get people talking about you and get you the responses you want.

11. Choosing the right agency

We'll tell you how to go about choosing an agency including what questions to ask and how to build a long-term relationship and get results and value that can be guaranteed.

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Word
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where communication *changes* lives

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