



## OUTSOURCED MARKETING RESOURCE

Supporting businesses in all aspects of  
marketing, from one-off projects to  
providing a fully outsourced team.



## OVERVIEW

Part of SLMC-Consulting, our marketing team has expanded over recent years to further support our client base to deliver all aspects of marketing. Now branded as SLMC-Marketing, this resource can provide expert knowledge, guidance, development, and implementation of business marketing programs.

Whether you require support on a one-off website build, someone to manage your social media or a complete team to develop and work for you as an outsourced resource, our bespoke offering can be tailored to suit.



## MARKETING

Our bespoke offering can be tailored to suit your individual business's requirements, think of us as your marketing restaurant where you can pick from the menu or order everything.

### Social Media

Building brand awareness and supporting lead generation with targeted content across your all platforms. We can develop communication programs, build profiles, create content and visuals. Providing businesses with consistent and timely messaging.

# MARKETING

## Copywriting

Content creation for both offline and digital media including:

- Social Media
- Blogs
- Case studies
- Articles
- Website content
- Marketing collateral including Brochures, flyers etc



## Design

- Logos and Branding
- Marketing collateral including Brochures, flyers etc
- PowerPoint presentation
- Website design
- Business Cards
- Banners

## Email and Direct Mail

We can design, develop, and manage mailing campaigns to send to your target customer via email or printing for distribution. We are able to work across platforms including Hubspot, MailChimp, Zoho and SendinBlue or your preferred service provider.

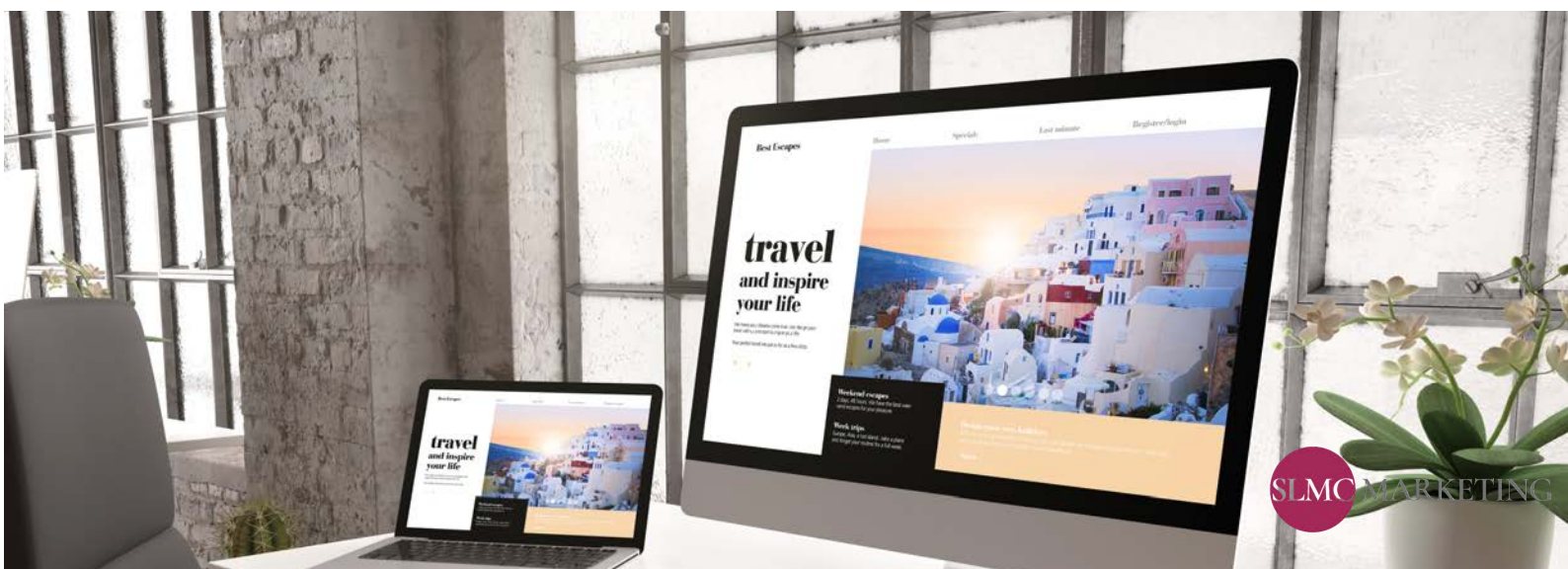


# MARKETING

## Web Development and Hosting

We provide a full service of website development and hosting including:

- **Website**
  - Develop sitemap/navigation of content required.
  - Provide design concepts for the look and image of the site.
  - Review and create appropriate new content and visuals.
  - Build WordPress Site or within your preferred platform.
- **Search Engine Optimisation**
  - Provide Initial Search Engine Optimisation development for the site including content keyword and phrase analysis and set up. (Additional SEO and PPC services available on request.)
- **Maintenance and Hosting**
  - Annual hosting with monthly website maintenance packages available to ensure your site is always up to date and secure



# MARKETING

## Video Production and Photography

To help create eye catching on brand visuals for use on website and on social media we can provide video production and photography. We are able to come to your offices, sites or client locations to film video testimonials, team headshots, events showcase etc.

## Event Management

Event management including social events, press days, awards and presentations.

- Location scope and review to provide final recommendations to the board.
- Event Requirements to ensure viable
  - Numbers
  - Pricing
  - Location
  - Menu options
- Invite list review, coordination of invites
- Coordination of Theme – Décor etc
- Coordination of AV requirements and support with LHA presentation and branding
- Speaking arrangement
- Event Itinerary
- At Event Support



# MARKETING

## Strategy and Planning

Through SLMC-Consulting our marketing consultancy team are able to provide guidance and develop to your business via:

- Marketing Strategy incl
    - Marketing Research
  - Coaching
  - Planning
  - Workshops
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We are currently working with a wide variety of clients and sectors including:

- Digital Process Software
    - Construction
  - Covid Test Management
    - Finance
    - Charities
  - Business Networking
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Contact us for help and support at :

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