

The Virtual Communications Director puts YOU in control of your communications activity and the associated costs. We show you the benefits of an integrated approach and, whilst doing so, mentor a member of staff to build your in-house capability.

Who can benefit?

The Virtual Communications Director is principally aimed at established companies that have limited or no in-house communications resource.

Do any of these apply to you?

- Your organization has grown fast; you have no one dedicated to handling PR/marketing or communications but you recognize that these are critical to your success.
- You work for an established business but you are the ONLY person responsible for communications; you need extra capacity and an expert sounding board.
- You've got resource but you need strategic input and a fresh perspective to develop a plan.
- You tend to out-source communications tasks in a rather disjointed fashion but want a more integrated, in-house approach, to cut costs and join it all up.

“ We live and compete in a perpetual era of Digital Darwinism
Brian Solis ”

Or do you find yourself thinking...

I WANT:

- More customers to recommend me to others
- My investors to be confident in me and my company
- To get more value from my sponsorships and flagship projects
- To generate a real buzz from the launch of my new product
- To see the impact of good communication on the bottom line
- My staff to be proud ambassadors for the company/brand
- To attract and keep the best people in my industry

“ Customer advocacy gives a truly authentic competitive edge
The Training Foundation ”

If you recognise any of these challenges we are confident we can help.

Our approach is tailored in response to your specific needs. Typically, it works like this:

Diagnostics and Visioning

This lays the foundations by assessing what's working, what's not, deciding what's needed and generating cost-effective, fresh ideas that will help you achieve your objectives.

HOW IT WORKS:

- We meet with you to discuss issues/challenges, your use of communications to date, resource and future plans. Through our discussions we will bring fresh perspectives and tease out new ideas/opportunities.
- We carry out a perceptions audit with a sample of your customers. This tells us what your customers think of you and why they choose you. It sharpens our focus.
- We review your existing approach to communications.

“ You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains. *Steve Jobs* ”

WHAT YOU GET:

As a result of our work you will be clear about the approach you need to take to achieve your business objectives. You will receive an insightful report providing the basis for a thorough strategic plan including findings from the perceptions audit, quotable quotes from happy customers, SWOT and recommendations for messaging and communications tactics (what to use more or less of).

The Handover Programme

This delivers strategic direction and hands-on support whilst building in-house capacity.

HOW IT WORKS:

- We start with 'Diagnostics and Visioning' (see above) and work closely with you to devise and deliver a strategic communication plan
- We develop your staff by sharing our knowledge and expertise through structured training and hands-on support
- We reduce our time as your in-house capability and confidence grow.

“ The more extensive a man's knowledge of what has been done, the greater will be his power of knowing what to do. *Benjamin Disraeli* ”

WHAT YOU GET:

- A fit-for-purpose strategy and plan, support with delivery and results beginning to show
- At least one person in your organisation with confidence, skills and knowledge to continue the work we started together.

Consultancy

This is an integrated, cost-effective way to meet your needs if you have no immediate plans to build your team.

HOW IT WORKS:

- We work with you to establish clear business objectives and criteria to measure your success
- We scope out and deliver a full service marketing communications campaign
- We draw on our extensive network of associates to ensure you have access to the best professional skills for the job
- We advise you on the likely value/impact of any investment you might make in communications.

WHAT YOU GET:

- Confidence that you are spending wisely
- Advice and execution from a talented team of experts in everything from strategic planning to media relations, design, web development, social media and stakeholder relations.

For an informal chat about how we can help your business grow, please call **Marcie Bell** on **01480 880986**