


marketing communications



You've got a great product, you offer a fantastic service, and you're ready to tell the world about it... what now?

At debbidoo we can provide a wide range of marketing communications ('marcoms') services to help you promote your organisation and its products or services. We can provide these as ad-hoc activities, if you like, or we can provide a fully integrated communications mix for larger campaigns.


In this document we explain in a little more detail many of the marcoms services we can provide. This list is not exhaustive; if you have other marketing communications needs, please let us know.



Like every other debbidoo service, our marcoms projects begin with the brief. Our briefing process helps us understand your objectives, your audiences and all the other issues that will determine the media and method used to communicate your messages.

When the brief is complete, we'll brainstorm the project with you to develop concepts. Once you've decided on the form that your marcoms will take, we'll write a project plan and get to work on sourcing and briefing suppliers, sourcing materials, managing supplier relationships and measuring effectiveness.

When you need to use specialist media—for example TV or radio advertising, outdoor media or point of sale display—we can outsource to specialist providers for you and fully project manage the entire operation.




Effective copywriting is a fine art. The words you use to communicate your messages—and the way you use those words—can have a profound impact on your organisation’s marketing performance. The most effective promotional copy informs, intrigues and persuades, and flows as naturally as a spoken conversation.

We like to write copy in clear English, avoiding over-use of jargon and technical language that makes sense to the minority but confuses the majority. And if you need your copy to be written in other languages, we’ll arrange for it to be translated.

We can write copy for a variety of media, including:

- ⇒ Brochures, leaflets and other promotional literature
- ⇒ Websites
- ⇒ Editorial for magazines etc
- ⇒ Blog/forum articles
- ⇒ White papers
- ⇒ Direct mail
- ⇒ Sales letters
- ⇒ Advertising
- ⇒ Newsletters
- ⇒ User manuals
- ⇒ Internal procedure notes and policies



We maintain a database containing details of many of the UK's most popular publications, which we use to help our clients select the ideal titles for their display advertising.

Our database includes details of each publication's target audience, circulation, rates and other information that helps our clients identify the titles that will prove most effective for their advertising campaigns.

We negotiate with our publishing partners to get the best possible rates for display ads—and we **always** pass these savings on to our clients.

Direct mail is a really effective way to deliver your organisation's messages to its audiences. What's more, when you include direct response mechanisms (for example unique website addresses, offer codes or dedicated phone numbers), direct mail offers a degree of measurability that many other marcoms activities fail to provide.

Whether you want to send a sales letter, a simple mail pack or something a bit more creative, we can help:

- ⇒ We can source and buy postal data
- ⇒ We can write and send your sales letters
- ⇒ We can work with direct mail agencies to develop, create, collate and send really eye catching pieces, for example unusually shaped or packaged mailouts, foldouts and multi-part pieces.


If you're looking for corporate gifts that keep your organisation's name fresh in your customers' minds, there's no need to limit yourself to calendars and diaries.

At debbidoo we work with a number of corporate gift suppliers, so we've got a sizeable stack of catalogues selling everything from beach balls to briefcases, lip balm to luxury chocolates, and hip flasks to hammocks.

We can help you source the gifts that work best for your customers, your objectives and your budgets, then work closely with our suppliers to get your gifts designed, produced and delivered.

Organising and running events can be a real headache. There are so many things that need to be considered: the venue, the attendees, the presentation materials, the promotion, the post-event feedback... and that's just for starters.

Whatever your event—a seminar, a product launch, a press conference, an AGM—we can help in planning, organising, managing and evaluating, leaving you headache-free.



Running a stand at an exhibition or trade show is an excellent way to promote your organisation and meet new contacts.

But even a small stand takes a lot of organisation, and that's where debbidoo comes in. We can:


- ⇒ Book your pitch and deal with the forms provided by the event organiser, for example utilities, health and safety, speaking opportunities and so on
- ⇒ Work with suppliers to design, produce and deliver your stand backdrop
- ⇒ Organise gifts, promotional materials, furnishings and other essentials
- ⇒ Deliver a full project plan outlining the schedules, deadlines, staffing issues, travel and accommodation, costs and other details that relate to your organisation's presence at the event
- ⇒ Provide a 'stand manual' containing essential information for the team members manning your stand, and provide training if needed
- ⇒ Join your team for the duration of the event, helping you man the stand
- ⇒ Work with you to evaluate the success of your attendance at the event

Public relations is a specialist discipline that requires expert management, and we're happy to hold our hands up and say "we're not PR experts".

We can help by writing your press releases and distributing them through a newswire service to increase coverage opportunities, then handle any enquiries that arise as a result of your press release.

But press releases represent only a small part of public relations; there are other PR activities that can help your organisation, including drip-feeding stories to the right media and identifying other opportunities such as opinion pieces and interviews. These activities need to be organised by a public relations expert with years of experience and the right contacts.

If you think an ongoing PR contract could be of benefit to your organisation, we'll work with you to create a brief that outlines your needs, your audiences and your objectives, and use this to find you a PR specialist that can provide the service you're looking for at a price that suits your budget.



The majority of organisations benefit from having websites these days, even if the Internet isn't their primary sales channel.

A website helps you keep the world informed about your products and services, your news and your organisation's aims, and offers opportunities for you to interact with your stakeholders and receive important feedback.

If you don't yet have a website—or if you have one that you'd like to overhaul—we can help you create a brief for a site that meets your stakeholders' needs. As part of the briefing process we'll help you create a usable structure, advise you on basic search engine optimisation techniques and monetising your site (for example, with Google AdSense), and we can even write your site's content for you.

Once the brief is complete, we'll help you source the web designer that can put all your plans into action.

When your site is live, we can also help you promote it with pay-per-click advertising, email newsletters and corporate blogging.

If you have questions about any of the information contained in this brochure, or if you have marketing communications needs that we haven't covered in our literature, please don't hesitate to contact us as follows:

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