



Marketing

Communications

Communication has become democratised. And that is a good thing. However, it has also become very hit or miss, with anyone now able to write and publish content. How do you ensure that your message is of consistently high quality and comes to the attention of the right people?

At **Copper Road** we **consult** and run marketing communications **workshops** that help to identify the channels your customers are using and then ensure consistency of message that ties in perfectly with your brand.

Do you use these?

Awards • backlinks • billboards • blogs
• business forums • conferences • email • Facebook • instruction manuals • invoices • keynote speeches
• newsletters • podcasts • post incident reviews • press releases • print • product bulletins • quotes • reminder letters • sales presentations
• service disruption notices • technical specs • training documents • twitter • websites • YouTube!

Consistent messages

We're not suggesting that you use all of the channels to the left, in fact it would dilute your message to do so, but you use some of them. So, is your message consistent? The language? Are you on brand across the spectrum of your own communications?

More importantly are you taking advantage of the channels that your customers are already using?

Get in touch

If you want to stand out from the competition, please get in touch by phone, email or through the website. We look forward to talking through your specific requirements.