



# Marketing

## Media

People are now getting their information from a wide variety of sources, whereas once we used a library, now we do our research on Wikipedia. No longer do we wait a week for the next episode of our favourite TV programme, now we stream an entire series to watch in one go.

Utilising different channels of communication is essential to ensure that we gain the widest possible audience for our message. At **Copper Road** we have a wide range of expertise in creating truly stand out media, from copy writing to podcasting.

## Social Media

Social media may be a dirty word in some businesses but if used correctly it can be an incredibly powerful way to connect with our customers on a more personal level.

If you're not using social media, you can be sure that your customers are, and if they're talking about your company, you may have no way to monitor or reply to them.



## 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.

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