

Supporting your communication and marketing



Holy Brook
Associates

Communication and marketing services

Holy Brook Associates offers an extensive range of off the shelf and bespoke communication, branding and marketing services to empower you to drive your organisation forward with our support and expertise. We particularly love working with small businesses, start ups and charities.

We can work with you on either on an individual project or on an ongoing basis whether it is for a single event, a web design project to offering full virtual marketing and comms department services.

This brochure provides a taster but we know that each organisation is different and many of our clients prefer bespoke packages of support.

Contact our Coordinating Director, Rachel Eden, to find out how we can help you: rachel.eden@holybrook-associates.co.uk



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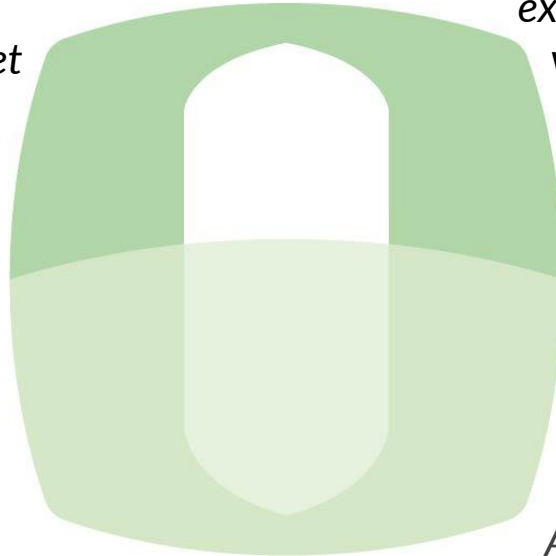
What our clients say

Sarah produced a detailed and comprehensive communications plan based on some excellent research. She met all the agreed deadlines and delivered a very useful and relevant set of recommendations.

Head of the Centre for
Co-Curricular Studies, Imperial
College London

*Rachel Eden chaired an event I spoke at **and did a great job, especially at very short notice.** I really liked the way she ensured that we had a 'so what' discussion at the end to move on practical steps and shared learning.*

Davina Hehir, Director of Legal Strategy, Policy
and Services, Compassion in Dying



Sarah is a fantastic copywriter and communications strategist; she understood our aims and offered expert advice at achieving them. We're very happy with the results produced and enjoyed working with her.

Nick Johnson, Project Manager
University of Southampton

*Rachel [Director of Holy Brook Associates] **brings a dynamism to her work, which is evident in the dedication she has in each project she is involved in.** She is a gifted enabler, facilitator and trainer. Highly recommend her and her skills.*

Lorraine Briffit, CEO the Mustard
Tree Foundation

Communications planning

Planned communications provide actions to support your business or project plan and achieve your aims. Communicating effectively with your target audiences and stakeholders enables you to engage them and involve them in your working, encouraging the actions and support that you need.

Effective communication also makes the best use of your budget, resources and time – there is no need to do things twice if people got the message the first time.

Our communications planning service will provide you with clear, simple aims, consistent messages and a plan of how to get them to your desired audiences.



2-3 weeks



On and off site

Brief

Together we identify what you are trying to achieve and how effective communication can support that

Audience

We create a map of your audience/stakeholder groups and how you can reach them.

Messages

We draft the key consistent messages that you can use to achieve your aims.

Plan

We create a clear action plan for you to follow.

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Event support

Running a successful event can make a real difference to your business's success. From defining what you want to achieve to following up the actions from attendees

Depending on your in house expertise you may need a specific role undertaking such as chairing, an extra pair of hands or you may wish to pass the full project management to our team. Either way we can

Brief

You send us your current written communications and a brief of what you are aiming to achieve

Story telling

You tell your story to via phone, skype or face to face

Creating your story

We use your brief, current documents and your conversation with us to create documents that tell your story



1 day



Off site

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Story telling

Telling your story right can be vital in winning investors, client or bringing your team together. Communicating effectively with your target audiences and stakeholders enables you to engage them and involve them in your working, encouraging the actions and support that you need.

Effective communication also makes the best use of your budget, resources and time – there is no need to do things twice if people got the message the first time.

Our story telling service will help you create the copy you need.



1 day



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Website Design

Whether you need a first website or something to bring your web presence up-to-date, our website design service will be able to help.

Firstly, we'll get to understand exactly what message you need to get across and develop a plan for creating the content to bring this to life. We'll use our expertise to challenge your thoughts and to help guide you to the website you want and that visitors expect.

We'll then set about creating a design that works, using incremental feedback to guide the development. Once completed, we'll show you how to use and update the website, so you can make alterations in-house.

Examples



optimabc.co.uk



10sq.co



koritechnology.com



2-3 weeks



Off-site

Process

Brief

Together, we'll detail everything you want the website to be and to include.

Content

Create plan for the words and imagery needed to complete the design.

Design

Develop the content into a design that gives the visitor a positive experience.

Feedback

We listen to you, understand your feedback and implement it.

Completion

We'll complete the website and make it live for visitors to see. We'll teach you how to complete updates to words and images.

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Branding service

We believe that there is no shortcut to creating a great logo. It is a process that takes time but, when done right, can create a new era and a lasting legacy for a company.

A logo should be representative of a company's ethos, its vision and its history. It should make your company memorable and give you an identity that is a competitive advantage.

We'll work closely with you to understand everything that the logo needs to be. We'll challenge your thoughts, guide your thinking and work on creating a brand that you can be truly proud of.

Examples



3-4 weeks



Off-site

Process

Brief

We listen to your requirements and ask questions to inform early drafts.

Brand Discovery

The best logos represent the brand, its ethos and people. We spend time getting to understand this about you.

Design

At this stage, ideas are sketched and iterated upon to find a great direction for the logo.

Feedback

We listen to what you like, understand your feedback and implement it.

Completion

We put the logo into every format so you're ready to roll out your new brand everywhere.

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Price list - 2017



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- Communications planning from £60 per hour
- Event Management service
 - Chairing support – from £375 per day
 - On the day support – from £250 per day
 - Event administration support – from £24 per hour
 - Event marketing support – from £60 per hour
 - Event project management – bespoke packages available
- Story telling service – from £600 per day
- Story telling taster – from £300
- Website design – from £650 depending on complexity
- Branding – from £950 depending on complexity
- Bundled and full service: POA, dependent on your specific needs

All prices + VAT

We are sometimes able to offer special packages for start ups and charities, please contact us for further information

Related services and contact

We can also support your strategic review process or away day and innovation.

We offer support services in marketing, communication and event management.

We offer training courses in financial management for small businesses and charities.

We share free resources and content with our clients and community – join up here: <http://ow.ly/F098309MsXR>

Contact details:

Rachel Eden, Coordinating Director
rachel.eden@holybrook-associates.co.uk



07914 211 828

www.holybrook-associates.co.uk

twitter: [@holybrookltd](https://twitter.com/holybrookltd)



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Related services and contact

We can also support your strategic review process or away day and innovation.

We offer a range of financial management services from one off tasks to a virtual finance department.

We offer training courses in communication and social media for small businesses and charities.

We share free resources and content with our clients and community – join up here: <http://ow.ly/F098309MsXR>

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