

THE RIGHT MESSAGE
IN THE RIGHT PLACE
AT THE RIGHT TIME

MARKETING CONSULTANCY

CROMBIE WILKINSON SOLICITORS IS A TEAM OF EXPERTS BASED IN YORKSHIRE WHO PROVIDE SPECIALIST LEGAL ADVICE TO BOTH BUSINESS AND PRIVATE CLIENTS.

OUR RELATIONSHIP

Crombie Wilkinson were already firmly established and no strangers to marketing, however, they felt that they were not yet reaching their full potential. They wanted a more solid and systematic approach to communicating the services they offer. Crombie Wilkinson also felt that the time was right to inject some time and energy into this area in order to boost their presence within the industry and the community.

After an in depth evaluation and analysis of Crombie Wilkinson's previous marketing activity, reviewing their current stance within the industry and discussing future goals for the company, Connect Marketing UK were able to tailor a consultancy package to fit their needs and create a specific and measurable strategic marketing plan.

Connect Marketing UK provide Crombie Wilkinson Solicitors with a 3 day per week on and off site consultancy, during which the marketing activity detailed in the plan is implemented.

Since Connect Marketing UK have been on board with Crombie Wilkinson we have helped them launch a new website, produce two new and improved company brochures and additional collateral, launched successful advertising campaigns and produced numerous press releases, which have gained coverage for the company within various mediums. Also Crombie Wilkinson now have an exciting seminar and event/exhibition schedule to look forward to, which has so far been very successful.

As a result of a personalised approach alongside continuous communication and feedback Connect Marketing UK is helping Crombie Wilkinson to meet and exceed all of their objectives as well as create new ones along the way.

WHAT DOES THE FUTURE HOLD FOR CROMBIE WILKINSON?

As a result of "The right message, in the right place, at the right time" Crombie Wilkinson, with the support of Connect Marketing UK are now in the process of launching their new company brand and French Property Services.

"Our consultancy contract with Connect Marketing UK is proving to be a great success. We are able to see significant improvements in our brand image and communications and feel we are definitely moving forward to fulfill our initial objectives. There is no doubt about Connect Marketing UK's work ethic; enthusiastic and dedicated."

Neil Largan, Partner and Head of Litigation, Crombie Wilkinson Solicitors



CONTACT US TO ARRANGE A
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 **CONNECT**
MARKETINGUK
CONNECTING YOU WITH YOUR CUSTOMERS

ADVERTISING

advertise in the right places with measurable results

BRAND EVALUATION

brand development & management

CAMPAIGN PLANNING

for existing or current products

COMMUNICATION PLANNING

for current, prospect and lapsed customers

COPY WRITING

use the power of words to get exactly what you want

DIRECT MAIL & PRINT

full direct mail service

E-MARKETING

e-shots, e-bulletins, e-newsletters, websites, customer surveys

EVENT MANAGEMENT

make an impact at an event, stand out, and be memorable

IMPLEMENTATION

Marketing professionals to deliver the activity

MARKETING AUDITS

evaluate your current status and come away with a marketing and communications plan

PUBLIC RELATIONS

use the resources that you might not realise are available to you in order to build on publicity

SEMINARS

have your target audience come to you

SUPPORT TO EXISTING MARKETING FUNCTION

for special one off promotions, events or campaigns

TELESALES

follow up & get results

WEBSITE & INTERNET SERVICES

make your website work for you & increase website traffic