

THE RIGHT MESSAGE
IN THE RIGHT PLACE
AT THE RIGHT TIME



MARKETING SUPPORT & BOOK LAUNCH

TALKING LIFE IS A VERY UNIQUE COMPANY WHO PUBLISH SELF HELP MATERIAL'S AND HOLD SEMINARS & TRAINING DAY'S THROUGHOUT THE WHOLE OF THE UK, FOCUSING ON VARIOUS ASPECTS OF LIFE.

OUR RELATIONSHIP

Talking Life is very highly thought of and well established in the health & social care field. Much of their material is recognised as extremely beneficial to these services, however with the development of a new division to the company, a book publishing imprint, SOD IT! Books, Talking Life wanted to diversify and reach further into other, broader markets.

In order to do this Talking Life commissioned Connect Marketing UK to implement the launch of the first book to be released by SOD IT! Books and to also undertake further marketing support on a number of levels.

The service has included:

Acting as seminar manager at the Talking Life events.

Providing marketing advice to develop the Talking Life brand and increase sales.

Telesales & PR activity to promote the book launch.

Telesales activity to diversify the sector areas in which the Talking life seminars operate (Private as well as public sector).

Regular monthly marketing support for the SOD IT! Books Series.

Regular evaluation and analysis of the activity taking place.

As a result of "The right message, in the right place, at the right time" the first title from SOD IT! Book's has undergone a successful launch, it is currently stocked by amazon.co.uk, W H Smiths online and the Waterstones branches. It has also received magazine & radio coverage in Good Housekeeping magazine, Take a Break magazine and on several regional BBC Radio stations. Talking Life are now also building on their portfolio of private seminar clients, and are receiving great reviews.

WHAT DOES THE FUTURE HOLD FOR TALKING LIFE?

The second title from the SOD IT! Book's series has recently been released and is set to follow in the successful footsteps of the first, with Connect Marketing UK supporting Talking Life all the way.

"The marketing support that Connect Marketing UK has provided has enabled me to concentrate more on other aspects of the business. I'm now able to have as much involvement in the marketing as is necessary but feel assured and have supporting evidence that all marketing activity is consistently focused & dedicated to maximising the full potential of the business"

Wendy Bennett, Director, Talking Life/SOD IT! Books



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 **CONNECT**
MARKETINGUK
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BRAND EVALUATION

brand development & management

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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