

Lindsay Woodward

Marketing

*Results focused support from a highly qualified
and experienced Marketing Consultancy*

**Don't just do marketing,
do it right**



Marketing isn't about doing lots of actions, it's about achieving business goals. Whether you want to grow your business, generate more leads, update your brand, launch a new product or enter a new market, at Lindsay Woodward Marketing we have the skills and experience to make those goals a reality.

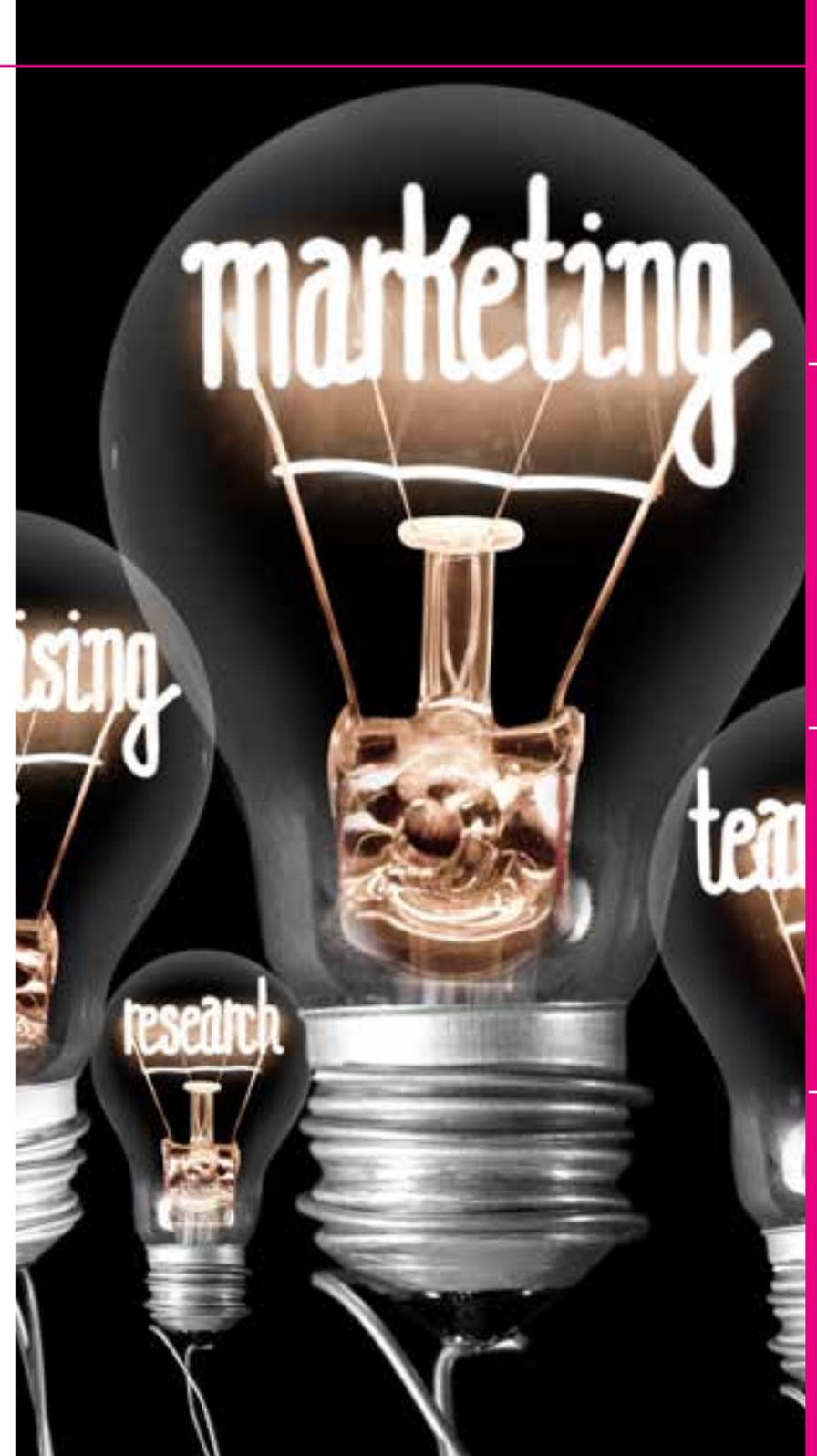
We work with clients in two ways:

- Marketing Support - We can create a strategy and plan for you that fits in with your business, your budget and your resource, and we can also help to execute it for you
- Empowering Businesses – If you'd prefer to manage things yourself, we can teach you how to master your own marketing - but in the right way - so you won't waste time and money on tasks that simply aren't right for your business

Lindsay Woodward, our Managing Director, has nearly 20 years' experience working in marketing, she's a CIM qualified Chartered Marketer and a Fellow of the Chartered Institute of Marketing. She has a wealth of experience in helping to enhance brands and grow businesses. She has worked across the full marketing mix and is used to creating plans that effectively utilise a range of actions. She has also helped many businesses learn how to manage their own marketing. The important thing is to find out what's right for you.



Are you ready to start seeing results?



Marketing Services

We want your marketing to work for you. With our wealth of training and experience, we can ensure that whatever we do, you'll see the results you're looking for.

Our key services

Strategy and Planning

Strategy and planning could not be more important for any business. After deciding on what you want to achieve, you then need to pinpoint the most suitable activity that will help you to achieve it. Lindsay Woodward Marketing has a proven track record in helping businesses create bespoke plans that pinpoint the right actions to ensure key objectives are met.

Writing Services

One of our core strengths at Lindsay Woodward Marketing is our ability to work with words, whether that's writing, editing or proofreading. Modern day copywriting takes more than just a good mix of words. It needs to be purpose driven, support overall business objectives and influence its audience effectively.

Lindsay Woodward has been writing all her life, and is a novelist as well as a professional copywriter. This means we're very passionate about words and can work with clients on an ongoing basis or on ad hoc projects.

Other Services

Branding

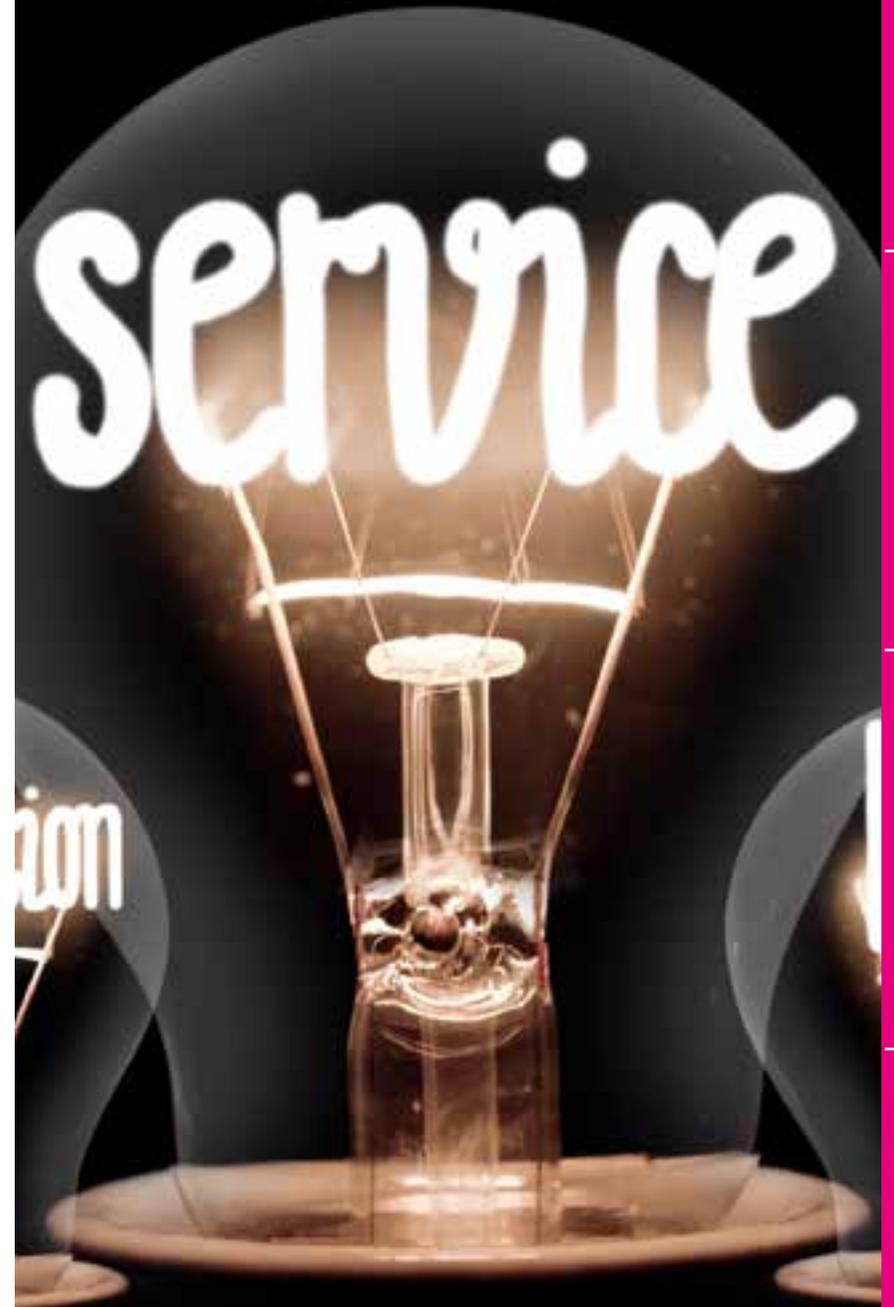
From brand overhauls to small tweaks, we can help you present your company in the best light. We will work with you to identify how you want to position yourself in the market and then help you stand out with a solid, well thought through approach that you can utilise across all your sales and marketing activity.

Social Media

It's not good enough just to be posting regularly. If you want to get any sort of return on investment from your social media activity then you need to make it work as part of your overall marketing strategy. We can help you get started on social media or improve what you're already doing. If you're not meeting your business objectives through social media, talk to us.

Websites and Graphic Design

Things shouldn't just look good, all of your marketing assets need to work as part of your strategy. Having a joined up approach is vital and we can help make that a reality.



Empowering Businesses Through Training

Not every business wants to outsource its marketing. If you want to manage your own marketing, we can teach you the right skills so you get the best results.

It's very easy to waste time and money on doing all the wrong things. At Lindsay Woodward Marketing we believe in helping businesses to not just do marketing, but do it right. Over the past few years we've helped numerous businesses across a range of industries improve their marketing, but we know that many people don't want to pay for an agency or consultancy. That's why we offer a range of support to help businesses master their own marketing.

Workshops

We've created three half day workshops to give business owners a strong selection of skills to empower them to run their own marketing effectively, and they're all hosted by Chartered Marketer and Fellow of the CIM, Lindsay Woodward.

Results Driven Social Media Marketing

Getting likes and shares isn't enough. Social media marketing is only successful when it actually makes a difference to your business, whether that's generating leads, growing sales or launching that new product successfully. Those are the only results that matter. If you'd like to improve the results of your social media activity, this workshop is for you.

Effective Marketing Planning

Ad hoc marketing is the worst thing you can do. If you have no goal in mind, you'll never achieve anything of worth. Businesses that create and follow marketing plans have far more success. This workshop is aimed at people who don't have a great deal of spare time, but would like to know how to create a marketing plan that will help them improve the results of their marketing.

How to Write Compelling Copy

Using the right words can make all the difference as to whether someone chooses to buy from you or not. Lindsay Woodward is not only a marketing expert, she also has a BA (Hons) in Writing & Media and is the published author of multiple books. Using this combination of skills and experience, she will teach you how to master your marketing copy.

All these Workshops can be booked on [Eventbrite](#).



Empowering Businesses Through Support

Alongside our workshops, we offer other support to help businesses improve their marketing.

Marketing Book

Lindsay Woodward has written a book that is aimed at people who wish to manage their own marketing. Called 'How to Write an Effective Marketing Plan: A guide for SMEs that want more marketing success', the book provides advice and guidance on how you can get clarity on what you want to achieve and then build a range of tasks that will enable you to achieve it.

It's an easy to digest, step by step guide that could transform the way you market your business. The changes you make up front will only be small, but the long term effects could be massive.

This book is [available to buy](#) from Amazon.



Newsletters

The Lindsay Woodward Marketing Newsletter is packed full of handy tips on how you can improve your marketing, no matter what your size of business or the size of your budget.

If you'd like some free regular tips that could make you think about marketing in a whole new way, please [sign up](#) for our monthly Enewsletter.

