RMS_ Manchester Law Society
Instituted 1838 Incorporated 1871

FIXED-PRICE MARKETING PACKAGES

Want more leads, visibility and results — without a long-term contract?

Created specifically for smaller firms that don't want to commit to a long-term contract, we've created three **hard-hitting, fixed-price, marketing packages** to help you stand out, reach more customers, and get business moving.

You choose the package — we deliver the results.

THE AWARENESS BOOSTER	THE LEAD GENERATOR	THE IMAGE IMPROVER
PERFECT FOR: Firms that need to quickly raise their profile and remind the market they're here.	**PERFECT FOR:** Firms that want a digital approach to drive new enquiries and measurable ROI.	**PERFECT FOR:** Firms that want to improve the way they present themselves visually.
• Discovery call and objective setting, including audience profiling • Creating a media list of named journalists at national, regional and trade media titles • Drafting press release and personally pitching to contacts at national, regional and trade media titles • Researching and drafting one thought leadership article on an industry topic and securing coverage in one of your target publications • Media coverage tracking and report • Copy and graphics for 12 x social media posts • 2 x 500 word blogs/articles for your website, including accompanying graphics	• Discovery call and objective setting, including audience profiling • SEO audit of your website, including performance report and detailed recommendations about technical improvements and keyword optimisation for you/your team to implement • Analysis of key competitor activity, including their media and digital visibility, key messages and general activity • Copywriting, design and build of 3 x sales e-shots; distribution to database supplied by you (up to 2,000 recipients); analytics report • Landing page copy and layout suggestions to improve your SEO, for you/your team to implement	• Discovery call and objective setting, including audience profiling • Logo design, including three options; production of final artwork for selected one, including supply of all file types and usage guidelines • Copywriting and design of 4-page brochure, supplied as a PDF • Design of branded PowerPoint template, including suggested sections, design of breaker slides and copy headlines • Design, copywriting and supply of 2 x pull-up banners
TWO SETS OF AMENDS ARE INCLUDED IN ALL OF THE ABOVE ACTIVITY SO YOU CAN BE CONFIDENT THAT THE CORRECT FACTS AND MESSAGES ARE BEING CONVEYED ABOUT YOU AND YOUR FIRM		
ONE-OFF FIXED PRICE: **£5,950**	ONE-OFF FIXED PRICE: **£5,950**	ONE-OFF FIXED PRICE: **£5,950**

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Our gift to you – work experience

Whichever package you choose, we will also offer work experience for a colleague or family member.

They'll gain valuable experience of agency life and get a solid understanding of the different marketing tactics we use by being given a real life project to work on.

The bigger picture

As a long-established agency with heaps of experience across most sectors, we are also able to:

- Produce comprehensive, long-term, ***marketing strategies***. These could be implemented by our experienced team or by your own in-house team.
- Develop tactical ***creative campaigns*** to meet a specific commercial objective. These would include concept development, copywriting, design and implementation across multiple channels.
- Draft successful ***award entries***.
- Write and design staff and/or customer ***newsletters***.
- Support you with ***crisis communications*** should you or your business be facing reputational damage.

These services are not included in our fixed-price packages and are costed separately.
Please ask if of interest.

What's not to love!

- **Clear, pre-agreed objectives**
- **One-off fixed costs**
- **Focused and intense burst of activity**
- **No long-term commitment**
- **Fast turnaround**

Call 0161 927 3131 or 07881 772 960

for a no-obligation chat and let's kick-start your marketing activity!

30+ YEARS MARKETING EXPERTISE.
ONE CALL. ONE PRICE. FAST RESULTS.