

# Help to shape your **message,** **website & content strategy**

Strategic marketing support to help your business grow and thrive

Sonja Jefferson & Sharon Tanton | **Valuable Content**

**VC:**

# Is this *you*?

**What's our story? How do we describe what we do?**

**What's the best way market our offer and get the word out?**

**How do we get our website right?**

**What do we write about in our blogs?**

**Will social media help, really? How?**

**How do we find time to create and share content?**

# The perennial positioning and marketing challenge

Your business was founded on a brilliant idea or a better way of doing something important. You know that effective marketing and great communication is crucial for its success, but most likely it's not what gets you up in the morning.

That's okay. You're not alone.

We help people like you turn their passion for what they do into a love of marketing, in a way that really works and makes them feel good.

We call our approach '**Message & Content Lab**'. You'll get expert support and an outside-in view to shake up your communications and propel your business forward.

# What you'll get from Message & Content Lab

You'll get practical answers to some tricky questions – how do we differentiate our offer in the marketplace? How do we communicate what we do with clarity and humanity?

We'll turn those answers into the strategy and words you need to express the who/what/why of your business.

That means words to get the team on board – a customer focused research report that helps everyone see the business from the outside in, and lays out a road map for your marketing strategy..

And words to help you communicate with world. Top level web copy and valuable content to help you tell your story.

# An overview of our Message and Content Lab service

Our Message & Content Lab service gives you direct, one-to-one help to build the foundation you need to set your marketing up for success.

It's a catalyst for customer-focused change in the way you do business.

*“If you want to your website and marketing to work, invest time in getting the message and strategy right first. It's time well spent.” ~ Geoff Mason, Project One*

*“Asking questions of your clients is the key to answering their problems. Delivering on those needs has changed our business.” ~ Sue Richardson, SRA Books*

# Research led approach sets your marketing on firm foundations

The first step with Message & Content Lab is to craft an evidence-based strategy informed by careful research.

We'll talk to your clients and team and use this insight to help you create a cohesive central message, a website change plan, plus content ideas to shape your marketing approach going forward. You'll get these recommendations in a written report and presentation.

This research-led approach will help you position and market the company more effectively in a way that connects. The project includes feedback calls with your team - to understand the story you collectively want to tell, and with a selection of your clients and contacts - so we understand how to position you effectively from the outside in.

# How Message & Content Lab works

1. **We set clear goals.** You tell us what you're looking to achieve for the business.
2. **Research.** We conduct research with selected team members and external stakeholders (clients, partners) - carefully crafted telephone interviews to uncover your perspective and position your business from the outside-in.
3. **We write your business story.** A clear, meaningful message, written short and long, that communicates your purpose and articulates what you do.
4. **Website and content strategy.** We advise you on the best approach to your website and content marketing to get the story out and drive success.
5. **Trusted partners.** We'll introduce you to web and design partners as needed.
6. **Web copy & advice.** We provide copywriting and advice to transform your website.
7. **Training and coaching.** Once your web platform is ready and you're up and running we'll help you embed the strategy, upskill the team and keep up the momentum.
8. **Community.** You'll be part of the Valuable Content network - a bunch of businesses on a mission who learn from each other.

# Is Message & Content Lab right for me?

- ✓ Yes, if you're at a point of change – you're transitioning, rebranding or reinventing your business – and want to know exactly what to say to attract the right customers and staff.
- ✓ Yes, if you're not clear what content you should be sharing or how to get the story across.
- ✓ Yes, if you want help articulating your business story in a meaningful, customer-focused way.
- ✓ Yes, if you're happy for us to talk to a range of your customers and staff.
- ✓ Yes, if you have the budget to commit to getting this right.
- ✓ Yes, if you're determined to make a change in your business and are up for a challenge!  
Working with Valuable Content is a lot of fun, but there is hard work and deep thinking involved.



# Who runs this thing?

VC:

Sonja Jefferson and Sharon Tanton will be your coaches and guides. Sonja has a background in business development for professional service firms. Sharon is a writer and ex English teacher.

They now run Valuable Content based in Bristol. Together they've worked on hundreds of content projects for businesses around the world, delivered training for The Institute of Digital Marketing and Tech City's Digital Business Academy, and run content marketing workshops from Lanzarote to Chicago, for businesses of all shapes and sizes – from startups to Google & the Met Office.

They are authors of the UK's award-winning *Valuable Content Marketing* book, voted marketing book of the year in the Small Biz Book Awards in 2014.



# One-to-one help from Sonja & Sharon



*“Get a solid plan together to map your journey through the land of content. Sharon and Sonja are great guides, with a light touch yet steely resolve.”*

# Client story - Confidence and inbound leads for Project One

*“Thanks to the work with Valuable Content on our website, content and brand, we’ve gone from being relatively unknown outside the customers we’re working with at the time to being known about far more widely in the wider market.*

*We now have a consistent message and distinctive way of describing what we do, with a library of valuable content to support sales conversations. We’re seeing more successful bids and inbound enquiries from the right type of consultants & clients.*

*Overall there’s more confidence in the business – and a renewed pride in the Project One brand.”*

Geoff Mason, Content Director, Project One (change management consultancy)  
[www.projectone.com](http://www.projectone.com). Read the full [Project One case study](#)

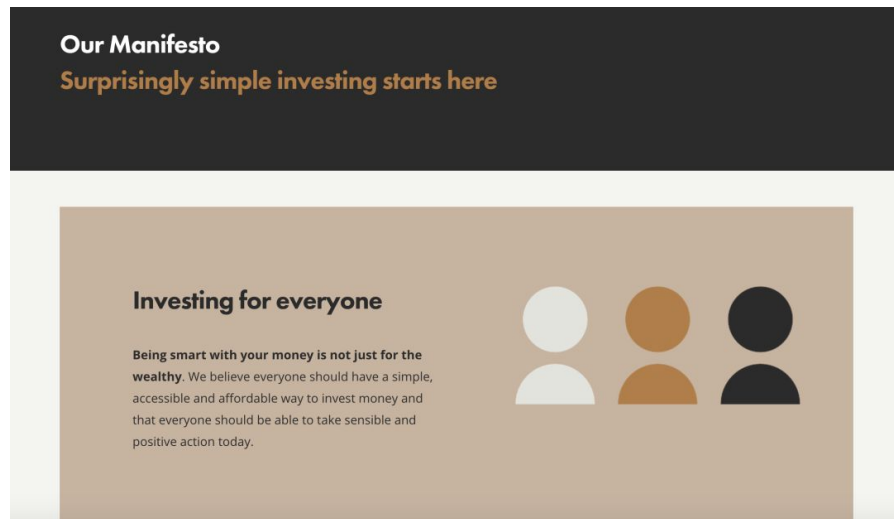


# Client story - A successful launch for Wealth Horizon

*“When it comes to digital marketing there are loads of commentators that talk a good game, but Sonja and Sharon help you make it happen.*

*They have enabled me, coached me and given me the confidence to share Wealth Horizon’s story widely. It’s engaging customers and industry commentators alike, and bringing the new business great results.”*

Chris Williams, Founder



[www.wealthhorizon.com](http://www.wealthhorizon.com) (ethical online investment)

Read >> [Wealth Horizon’s case study](#).  
>> [Chris’ marketing tips for startups](#)



# How much does Message & Content Lab cost?

## Four steps to marketing success

- Step 1: Research, message and strategy recommendations
- Step 2: Advice and copywriting to transform your website & social media platform.
- Step 3: Ongoing coaching to help you keep up the momentum
- Step 4: Training to engage the wider team

## Four ways to take action on your marketing with Valuable Content

1. **Get direct help.** 12 week one-to-one consultancy option: Average fees £8-20K depending on size of project and scope of research + VAT
2. **Learn in a group.** 12 week group learning programme (aka Pub School): £2700 + VAT
3. **Training.** One-day open workshop: £500 per attendee + VAT
4. **Coaching.** Ongoing coaching for members of our community at £100 per hour + VAT

# The impact for your business

We're on a mission to help you grow a stronger, more sustainable business. With our guidance you'll get a message and content that supports your sales process, driving more leads, referrals and business your way. You'll see new clarity, confidence and pride in the business, energising your team and making it easier to attract the right clients and staff.

- **A clearer sense of direction and purpose** – so you're all pulling the same way.
- **Clarity & confidence** – to describe what you do in a way that connects and engages people.
- **A strong digital presence** – a visible voice, sharing your ideas to make a greater impact.
- **A new level of customer focus** – so your communications and services connect.
- **More of the right opportunities coming to you** – and less of the wrong ones, saving time.
- **More of the team willingly involved** in business development – and equipped to assist for the long term – so your organisation flourishes and reaches its potential.

# And finally. A few tips from our clients

**“Invest time in getting the message right first. It might take longer than you think, but it’s time well spent.” ~ Geoff Mason, Project One**

**“Social media and content creation are not separate from the 'Day Job' and can have a big impact on the way you work.” ~ Adam Richardson, Raise Architects**

**“We’ve come to appreciate the depth of thought needed, and the honesty required, to create an authentic message and valuable content strategy.” ~ Andy Williams, Cohesive Comms**

**“Think about a single individual when you're doing any type of marketing whatsoever, including writing blog articles. Understand your ideal customers.” ~ Dr Helen McCarthy**

**“Take the time to step back and pay for help to do that. It’s just too easy to get mired in everyday execution.” ~ Andrea P. Howe, The Get Real Project**

**Want to up the value of your marketing?**

**Let's chat**

Sonja Jefferson and Sharon Tanton

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