



CLEAR & HONEST MARKETING

A CLEAR PATH TO NEW CONSULTATIONS STRATEGIO



“The combination of creative content, targeted profiling and effective tracking have provided a significant number of opportunities for me to follow.”

Ian Barratt, Owner Strategio

Context: With extensive experience as a leader and manager, Strategio helps organisations and individuals understand what they want to achieve, develop their strategy and turn it into operational reality. Glued had worked with Strategio to develop brand messaging and a new website.

The requirement: Strategio has particular experience of working with membership organisations at a strategic level. The business wanted to make contact with membership organisations across the country. A regular campaign of engaging emails was needed which CEOs of those organisations would find helpful and relevant.

The outputs: Glued’s profiling service provided a targeted database of CEOs of membership organisations across the UK. This GDPR compliant data was used to send regular email campaigns. This, together with Strategio’s current database was used to take significant portion of the audience from ignorance to familiarity with Strategio.

Strategio and Glued worked together to write a series of emails that the audience would find interesting and engaging.

The results: The average campaign open rate was high at 25% with a 20% click through rate to the Strategio website. This has give Strategio a rich source of prospects to contact for a consultation.



25%
campaign
open rate

20%
campaign click
through

Objectivity will be vital in learning lessons from Covid



Dear friend,

It was interesting listening to the public reaction to the Government's decision to re-establish quarantine rules for those returning to the UK from Spain.

One member of the public commented that the change had been precipitate but also added that the compulsory wearing of masks, if necessary, should not have been announced with two weeks' notice. Wanting it both ways?

What was the difference between the two decisions in the mind of that individual? Their trip to Spain was caught up in the new arrangements and they were looking at the issue, naturally enough, through the prism of their own circumstances. This is human nature but is not without its dangers.

The dangers of pre-conceived assumptions were also highlighted last week in a Social Market Foundation report. This argued that the decline in the high street could not be reversed by turning the clock back to a time before online shopping, a trend accelerated by the pandemic. A loyalty to the past is another prism.

Any post-Covid review undertaken within an organisation should have an independent element to it, asking the uncomfortable questions and seeking the best answers. The reality is that objectivity and not emotion will be the key.

To learn more about strategic planning [click here](#) for our Covid-19 White Paper.

ABOUT GLUED

Established in 2003, Glued is committed to clear and honest marketing and communications. We help organisations connect people – externally through brand creation and marketing campaigns, and internally through immersive team-building experiences.

Our clients want to be proud of their organisation and brand, confident in their marketing, and delighted with the results. Many feel their business could deliver more or perform better, and our process is designed to unlock that potential.

If your potential customers or team are struggling to see what's at your core, the solution lies in articulating your valuable difference in a compelling, engaging, and relevant way.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded internally as a foundation for staff to build on, and externally as a basis for communication through effective branding and marketing.



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To strengthen your grip on what constitutes your core values, the answer lies in both your internal and external communications. That's why we now offer 'Teams Glued', a virtual reality team-building programme that helps people work better together—boosting productivity, collaboration, and staff retention.

SERVICES WE OFFER

Brand creation and development
Business support and training
Customer research
Display
Email marketing
Literature design
PPC campaigns
Social media campaigns
Team building
Video and photography
Website design and build

Glued is a brand and marketing agency based in the Worcester, helping your brand and marketing stick – inside and out. We connect people externally through compelling branding and campaigns, and internally through our VR team-building programme, Teams Glued.



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