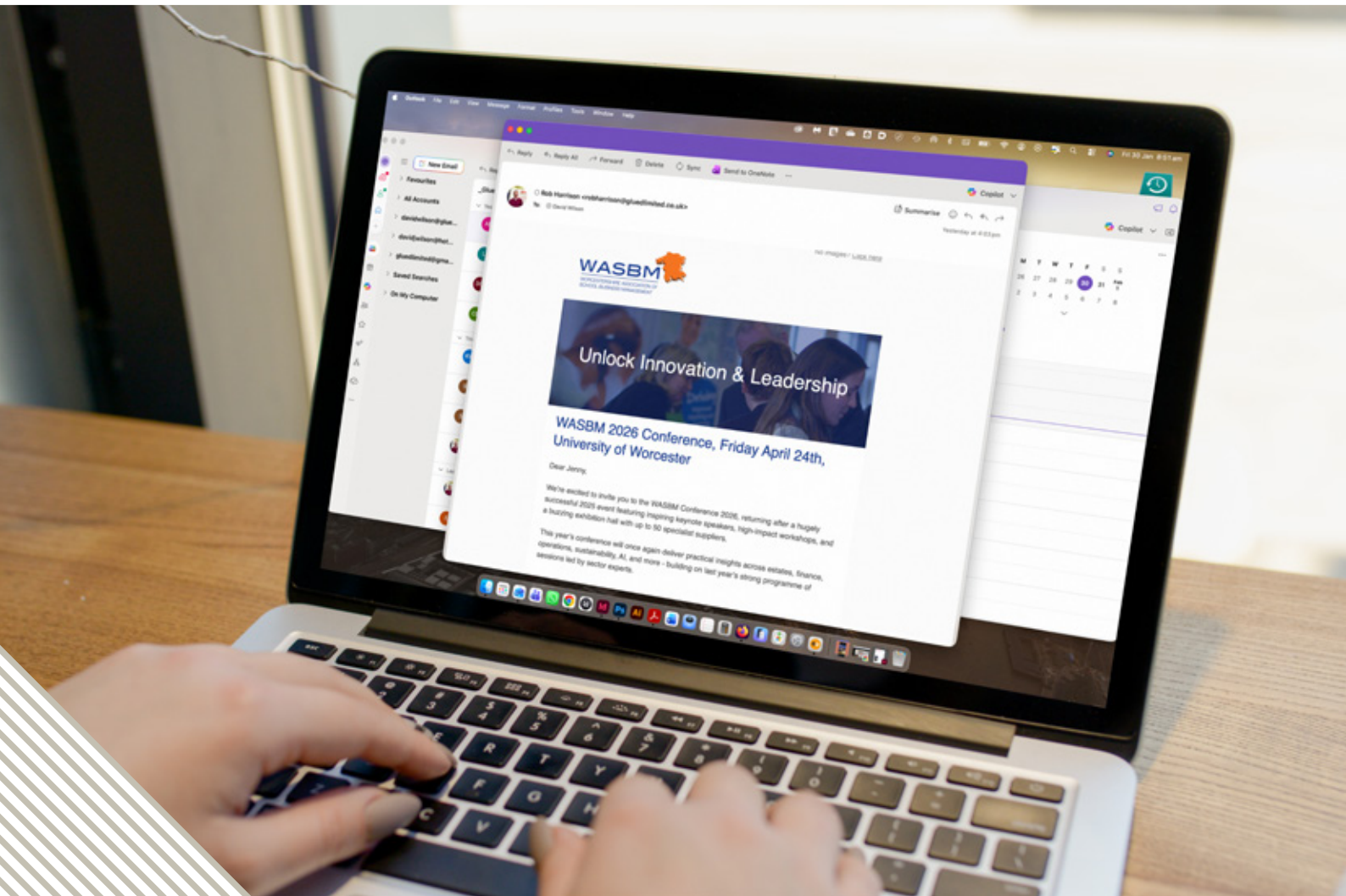




CLEAR & HONEST MARKETING

REFRESHING A BRAND

WASBM





Glued partnered with the Warwickshire Association of School Business Managers (WASBM) to strengthen their digital communications and establish a coherent, sustainable marketing framework that supports engagement across their membership network, with potential new members and business partners.

Challenge WASBM needed a more structured and effective approach to communicating with school business professionals across the region and businesses serving the same. Their social media presence was underdeveloped, and email communications lacked the tools and processes needed for consistency, planning, and growth. They required not only setup but practical guidance to ensure long-term independent management.

Our Approach: Glued worked collaboratively with the WASBM team to build the digital foundations they needed and ensure they had the confidence and capability to use them. This included:

- Setting up and configuring new social media accounts to provide WASBM with a unified and professional presence across relevant platforms.
- Establishing their email marketing system, including account setup, branding alignment, list structure, and operational best practices.

- Developing a clear communication strategy, tailored for both social media and email channels, ensuring agreed tactics, content themes, posting frequencies, and measurable objectives.
- Creating practical guidelines and templates to support efficient, consistent content creation—covering visual style, recommended post formats, and reusable email layouts.
- Training the WASBM team on essential digital tools:
- Campaign Monitor for planning and delivering professional email campaigns.
- Buffer for scheduling and managing social media activity across platforms.

Impact: WASBM now benefits from a structured, reliable, and scalable communication system. Their internal team is fully equipped to plan, schedule, and publish content with confidence, maintaining a consistent presence and strengthening engagement with their membership community and beyond. By putting the right tools, strategy, and skills in place, Glued has helped WASBM develop a sustainable digital marketing foundation that supports its long-term growth.



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.



David Wilson
Founder

0777 900 3818

davidwilson@gluedlimited.co.uk

in www.linkedin.com/in/davidwilsonglued

www.gluedlimited.co.uk

gluedlimited

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.



GLUED. 106 Astwood Road, Worcester WR3 8EZ
www.gluedlimited.co.uk

Glued is a registered trade mark of Glued Limited