



# Allington Marketing

Affordable comprehensive marketing solutions for small businesses

Allington Marketing is a low cost full service marketing agency aimed at helping small businesses. From a short term instant solution, such as a brochure to a long term marketing plan and full strategy to fit in with your long term business objectives, Allington Marketing can help.



Unlike most strategic-only marketing consultants, who outsource design and charge a management fee to the client, Allington Marketing will implement everything for you, undertaking all work in house and saving you excessive costs. Since Allington Marketing offers clients the benefit of all services in one place, why pay solely for graphic design if a marketing professional can also target your text at your client base?

It has often been assumed that marketing is costly and that clients have to dedicate a great deal of time to its success. It's Allington Marketing's business to understand your business, with as much or as little input as you want. Allington Marketing has very low overheads, therefore offering clients very competitive pricing compared to other agencies.

You can take advantage of the Allington Marketing Free Health Check, where Terri Allington will visit your business, assess what you have in place and what you are trying to achieve, setting a marketing plan and strategy accordingly.



Allington Marketing offers a variety of services, some of which are listed below.

### Advertising

Writing and design of adverts  
Negotiating advert prices  
Pay Per Click adverts on search engines

### Branding

Identifying and setting brand for company  
Introducing standard document templates  
Setting corporate identity  
Setting brand guidelines in easy to follow format

### Corporate Gifts Sourcing



### Events

Sourcing and arranging stands at exhibitions  
Stand design  
Arranging corporate events  
Arranging conferences and seminars (from ten to one thousand delegates), regardless of length  
Sourcing of venues

### Design

Copywriting and design of brochures & fliers  
Business cards & letterhead  
Document & report formatting  
Fliers  
Invites  
Templates, including Word documents, PowerPoint and invoices

### Direct Mail

Producing fliers & brochures  
Creative writing for letters  
Management of mailshot process (including direct mail and door to door distribution)

### Planning

Setting a strategy and devising easy to follow marketing plans in line with your business objectives



### Press Releases

Writing press releases  
Distribution

### Websites

Website design and production  
Project management  
Pay Per Click adverts on search engines



Additional services may be offered once a full assessment of your needs has been undertaken.

Allington Marketing specialises in helping small companies build practical marketing plans and documents that they understand, at a low cost.

You're paying the company for a service. It's therefore Allington Marketing's business to understand your business. Terri will get an understanding of your product, service and target your market accordingly. Allington Marketing even offers a free marketing health check.

Allington Marketing offers a personalised service, from learning about your business, to preparing a bespoke plan, from writing your text to designing and producing your finished item. Whether a website, brochure or direct mail letter is produced, there will not be a long chain of



## Ethos

people or companies working on your project, thus saving you money, whilst at the same time not diluting your aims or messages.

Some companies, although believing marketing to be beneficial, are unsure of how to approach and implement it and believe that outsourcing to a professional is extremely costly. Although marketing can be costly and daunting, Allington Marketing offers the opportunity for you to bring in low cost, easy to follow marketing.

Allington Marketing offers a free health check whereby Terri will come to your business, assess what you have in place, what your business is aiming to achieve in the long term and set a plan accordingly. It is up to you how little or much you take from the plan, and over what period of time.

## Free Health Check

In the current economic environment, it's important that companies are careful with their outgoings. You can take up items from the plan at your own convenience.

Please contact Terri Allington if you wish to discuss a free, no obligation Health Check:

terri@all-marketing.co.uk  
01322 336 182



Whether you're a small business looking to get off the ground, or a large business wishing to increase your client base, Allington Marketing is keen to help.

Allington Marketing offers a quality service and only works with companies that offer the same level of service, whatever your business.

Allington Marketing will learn about your business and long term goals in order to provide marketing plans that will dovetail and compliment your aims, helping you to achieve your objectives.

You do not need to understand marketing; everything will be explained to you in full.



## Clients

Terri has worked in marketing for ten years, initially in the architecture industry whilst studying. She stayed within the architecture industry until 2005, when she moved to a large insurer, running the marketing department for professional risks commercial insurance, focussing her marketing primarily on solicitors and surveyors, but covering all professional industries. She moved to a Lloyd's insurance broker in 2007, to singlehandedly set up the marketing department. In 2010, she set up Allington Marketing.

As a hands on marketer, Terri undertakes all aspects of marketing in house from writing text, to print-ready design, public relations and events for up to 150 delegates.

## About Terri Allington

Terri has a HND in Business & Public Relations and a BA (hons) in Business Operations. She is a qualified PRINCE2 practitioner (project management) and is currently studying a Postgraduate Diploma with the Chartered Institute of Marketing.

Terri specialises in helping small companies build practical marketing plans and documents that they understand and are able to implement at a low cost.



Terri is very conscientious, with perfect grammar and an eye for detail. This stems from her passion for marketing and working on her own for numerous years, there's no one else to blame if a costly mistake occurs.

- Allington Marketing offers full service cost efficient marketing for small businesses

- All planning and design work is undertaken in house and not by a long chain of individuals, meaning less dilution of our clients' aims and messages, and a greater cost saving to our clients

- Allington Marketing has low overheads and offers very competitive rates

- The free Health Check means it costs you nothing to discover what Allington Marketing can do for you

- We will get a full understanding of your business and industry in order to offer you the best quality service



## In Summary

- You do not need to understand marketing; we will explain our chosen tactics to you, so you know what we will do, and why and ultimately, what benefits to expect

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Design  
Copy Writing

Planning  
Direct Mail

Strategy  
Branding

Advertising  
Websites

Press Releases  
Events