



A Marketing Guide

TO DELIVER EFFECTIVE MARKETING RESULTS



Effective Marketing Strategies to Breathe New Life into your Business

To support the production of excellence in print and design, Cascade Group has a dedicated marketing services team based at the Marketing & Design Studio in Cornhill (near Bank tube station).

Whether you want to discuss your objectives and how to best achieve them to applying your brand across all printed and digital media most effectively, we can advise, support and deliver as much as you need, when you need it.

Copywriting

Cascade's Marketing team has 'doorstep' access to take your brief, with that level of personal contact and accessibility ensuring we gain rapid understanding of your company, its positioning, its target markets and its tone or style. We can rapidly deliver superior copy that appeals to its reader and is written in an appropriate style for the medium (web, letter, marketing and/or print) as well.

Search Engine Optimisation

Getting onto the first page of Google is the holy grail of effective marketing and our Search Engine Optimisation packages leverage the experience of our Marketing Studio team and some of the top experts in Europe. We offer SEO in 'bite-size' packages affordable that allow for the varying levels of competition in different geographical locations, industries and marketplaces.

PPC Advertising Management

When you want to get to top of search engine listings quickly and cost-effectively, Cascade's Pay-Per-Click Management Services provide experienced support from personnel who are Google qualified to achieve measurable results easily. We'll give you honest advice, full set-up including keyword and competitor research, personal contact, ongoing campaign updates and improvements as well as easy to understand reports.

Newsletters

Getting a regular newsletter out of the door can often be impossible with other marketing and internal demands being prioritised. Our newsletter packages can include copywriting, design, print and email services as well as distribution services. We can create monthly or quarterly publications ranging from a single side to a full magazine, giving you the support of an experienced editorial team.

Events Management

A Cascade Event Management Package can include the design, printing needs and/or even the event organisation itself. We have a wealth of experience managing our clients needs before, during and after their events including exhibitions, conferences, seminars, hospitality and more. Cascade Group will ensure you look professional and eliminates the stress of using multiple suppliers.

Direct Mail

Direct Mail needn't be an expensive headache, you simply need to 'hit the right note' with your target market to be successful. From the simplest postcard or email to the most complex personalised campaign, Cascade Group offers customisable end to end solutions suitable for the smallest business and the largest corporation.

Email Marketing

The Cascade Group Marketing Studio offers expert advice, construction, delivery and management of email marketing campaigns ranging from regular newsletters through to targeted campaigns and combine these with printed campaigns in order to maximise results.

Campaign Management, Advice and Planning

If you're working on any kind of print, design or marketing campaign, good project management can mean the difference between success and failure. Where you don't have the in-house resources to manage campaigns or when you feel a project is too mission-critical to leave to chance or distraction, our Marketing Studio team are all experienced marketing professionals who can manage all aspects of any campaign and provide recommendations and strategic advice.



DESIGN



PRINT



DISPLAY



MARKETING



Cascade Group delivers everyday print and design services such as copying, digital colour printing and binding running alongside sophisticated 'couture' solutions including direct marketing, large format displays and lithographic printing.

Cascade Group is a modern print and design house built on three generations of experience to meet the needs of an exacting clientele ranging from the smallest business to the most prestigious FTSE100 company. By providing the right technology, the right people and the right solution, we ensure our clients achieve their objectives, this is the 'Cascade Effect'.

Visit our website for special offers and more:
www.cascadelondon.co.uk

Cascade Group | CITY

45-47 Cornhill, London, EC3V 3PF
t 020 7220 9300
f 020 7220 9301
e city@cascadelondon.co.uk

Cascade Group | HOLBORN

51 High Holborn, London, WC1V 6EP
t 020 7430 5050
f 020 7430 5060
e holborn@cascadelondon.co.uk

Cascade Group | SOUTHBANK

44 Southwark Street, London, SE1 1UN
t 020 7787 7787
f 020 7787 7788
e southbank@cascadelondon.co.uk