



Media Pack



Sales focused experienced marketing professionals

More Than Words is a B2B Marketing agency founded in 2016 with owners who have combined direct marketing and advertising experience spanning more than 30 years.

Along with an experienced and dedicated team we can offer clients a flexible "one stop" service for marketing data, email marketing, telemarketing and data cleansing.

We pride ourselves on providing a straight talking, honest & consultative approach.

This style sees clients return to purchase from us again, and also regularly refer us to other businesses.

Clients look at us to be an outsourced sales and marketing team, on hand when they need it.

Marketing Databases

More Than Words' marketing databases contain the contact details for millions of decision makers within:

-  UK businesses,
-  UK schools,
-  UK public sector, and
-  international businesses.

All data records are GDPR compliant and are updated every 9-12 months on a rolling cycle to verify the information.

We guarantee 98% accuracy on postal address, 92% on phone numbers and 85% deliverability on email addresses (excludes soft bounces), if we fail then we would replace your records like for like.

Data records are supplied on a 12 month licence for use and can be used for telephone, postal and email marketing (max of 12 cold emails).

Marketing Databases

UK Business Database

Includes over 3,000,000 UK companies (including email data records for around 590,100 businesses). Select your records by:

- ✓ line of business
- ✓ job titles
- ✓ SIC code
- ✓ geographical location
- ✓ turnover
- ✓ number of employees

UK Schools Database

Includes more than 50,000 data records from nursery, primary, secondary, through to further and higher education.

Establishment types include:

MATS

Special Needs

Academy

LEA controlled

SATS

Independent

Data records include postal addresses, telephone numbers, email addresses and Headteacher contacts. Additional fields of information available include:

- OFSTED rating,
- number of overall pupils,
- number of pupils with SEN (special educational needs),
- phase of education (such as early years, primary, secondary),
- website,
- school expenditure by category (available for schools in England only),
- CEO & CFO contacts for Multi Academy Trusts, and
- Bursar contacts for independent schools

Marketing Databases

UK Public Sector Database

Access contact details for over 250,000 buyers, separated by public sector body, including:

- ✓ Local Government
- ✓ Housing Associations
- ✓ Further Education
- ✓ Central Government
- ✓ NHS & Social Care
- ✓ Parish Councils
- ✓ GP Practices
- ✓ Care Homes

Select contacts according to the area of purchasing responsibility and receive postal address, telephone number and contact email address.

B2B International Database

Target high level B2B contacts from Europe, US and Australia across industries including

- ➔ Agriculture
- ➔ Local Government
- ➔ Construction
- ➔ Education
- ➔ Finance
- ➔ Government
- ➔ Healthcare
- ➔ Hospitality
- ➔ Insurance
- ➔ Legal
- ➔ Manufacturing
- ➔ Media & Internet
- ➔ Real Estate
- ➔ Software
- ➔ Telecommunications

Telemarketing Service

More Than Words offers clients targeting businesses, schools, and the public sector a wide range of telemarketing services.

Top reasons to use our telemarketing service

1. appointment making,
2. lead generation,
3. market research on target clients and sectors,
4. validation of information on databases you already hold, and
5. promotion of any event you're hosting or attending.

Who can we contact on your behalf?

We can carry out telemarketing campaigns to:

- your existing customer and prospect database, or
- decision makers on purchased marketing databases most likely to need your products or services.

Managed service with full set up and reporting

Experienced B2B Telemarketing Team

Track your campaign results live

Email Marketing Service

We design, write, dispatch, and provide reporting on email marketing campaigns.

Top reasons to use our email marketing service

1. fully managed service,
2. dedicated account manager,
3. content design,
4. send to purchased data lists ,
5. management of direct responses & unsubscribes,
6. send to prospects in B2B, education and public sector,
7. keep existing customers updated with latest news, offers and more,
8. we charge per campaign regardless of the number of recipients,
9. A/B testing available, and
10. full reporting after each campaign.

Use as part of a multi channel marketing approach

Cost effective way to regularly reach a large audience

Save time and cost from managing emails inhouse

Data Cleansing Service

Data cleansing adds value to your customer, prospect, and bought-in marketing databases.

With our data enhancement service, we can refresh and renew the databases your sales and marketing teams rely on.

It's not just about making sure that they have fresh email addresses and contact data to work with. We can also add substantial insight with extra marketing information for the entries on your list.

Types of data we can cleanse, append and validate

We can work with:

- existing customer databases – lists of companies and organisations which have bought from you in the past,
- self-generated prospect databases – lists of companies and organisations which have left their contact details with you for follow-up but which have not bought from you in the past, and
- bought-in databases – marketing databases you have purchased from a 3rd party.

Standard data cleansing

By matching your data records against our B2B, education & public sector databases we can:

- identify data errors,
- replace fields duplicated, inaccurate, and missing,
- update contact and organisational information with the latest, up-to-date information,
- flag dead records for removal
- format data files for upload into customers CRM system

Enhanced data cleansing

Enhanced data cleansing is carried out by our own internal telemarketing team. In addition to or instead of the standard data cleansing we can:

- identify specific contacts within an organisation,
- ask specific commercial questions such as- how long their company is in contract for, who their current supplier is, and
- more – quickly verifying whether or not there is a need for your services.

An added benefit for clients who select this service is lead generation. During the course of telephone cleansing we invariably come across sales opportunities for clients, which are sent for immediate follow up.

Types of companies we have carried out enhanced telephone data cleansing for have included:

Vending machines

Minibus sales

Carehome referrer

Recruitment

Managed print

Medical software

Uniform supplier

Marketing software

Playground Manufacturer

Transport software

Telecoms

Estate management

Client Case Study

Playground Equipment Supplier

Overview

We were approached by a national playground equipment manufacturer who supplied and installed outdoor play equipment and fitness equipment.

Parish councils were an important sector to them but, in the last 12 months, response rates were not as high. After some internal calling activity, it was determined that a large number of the Parish Councils were not responsible for playgrounds and it would be highly beneficial to identify those that were.

In addition they wanted to opt-in parish councils to email marketing campaigns which could be carried out quicker and less costly than direct mail.

Once a list of parish councils responsible for playgrounds had been identified the client had planned at a later date to carry out a lead generation campaign.

Our Approach

We recommended a single public sector telemarketing campaign which incorporated lead generation.

Our approach would provide our client with sales opportunities and a refined database containing vital information for future marketing activity.

It would also increase their email subscriber base and provide a significant cost saving from having a separate lead generation campaign.

Conclusion

Our approach secured a significant number of leads and identified future opportunities.

The client told us this had been the most successful marketing campaign they had ever carried out and have since commissioned more campaigns in different sectors.

+2,000

Email Subscribers

1,300

Parish Councils with
Playgrounds

287

Sales Leads

Client Case Study

Portable Appliance Testing Company

Overview

A national portable appliance testing (PAT) company contacted our team for help marketing to Academies and Multi Academy Trusts (MATs) across England.

The client had carried out work in schools before but was looking to significantly increase their customer base, necessitating a marketing agency with experience targeting the education sector and the capacity to fully manage lead generation.

Our Approach

As PAT testing is something that is carried out annually, we recommended using both email and telemarketing.

We provided our client with an accurate data list of MATs and associated academy schools, for use in these campaigns

After an initial email campaign to prospects introducing our client, the 30 hours of telemarketing would allow us to:

- identify who would be responsible for arranging testing,
- when it was next due, and
- create a pipeline of prospects

in addition to generating leads where immediate testing was required.

Conclusion

Our client was very pleased with the results of this campaign, as well as how it was managed.

Within a matter of weeks the first school had 6,000 appliances tested by our client.

Following this success we then went on to carry out further email and telemarketing campaigns into schools, Universities, Colleges, Care Homes, NHS and Offices.

10

Direct Email Leads

85

Due Dates Identified

15

Sales Leads

Client Testimonials

Google
Reviews ★★★★★



"A great company that deliver great results.

We have been using More Than Words for quite a few years now and we cannot fault the service they give along with great results from their email campaigns."



"Highly recommend as a trusted source of Data!

This has really helped us to streamline our outbound sales efforts saving us a huge amount of time."



"I am very pleased with Clare and More Than Words, they've done an excellent job!

They canvassed the private and public healthcare sector in the UK and it provided us with several leads and useful insights."



"Great telemarketing agency that delivers high quality leads and market insights.

100% would recommend working with the team, they are all seasoned telemarketing professional with an exceptional work ethic."



Find Out More



We're always happy to discuss anything More Than Words Marketing related.

If you're here, it's more than likely because you're exploring the possibility of us working together.

Let us know more about you, your company, your products and services, and the companies, schools, or public sector organisations you sell to.

Get In Touch

We are open Monday- Friday during office hours

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