

To whom it may concern,

We engaged Informanagement in February 2014. Our marketing on our website, email, printed material and social media had been disjointed. We were having to spend a lot of time trying to cover all of these. We knew when meeting with Laurence he understood the gap between the marketing needs of the smaller practice and the lack of internal resources in that area. As a result of engaging Informanagement, we have been able to ensure regular newsletters are sent to clients, and if required, without any input from ourselves apart from including the client on the mailing list. In addition, articles are distributed on Twitter and LinkedIn.

Bringing our website under the same umbrella has made the whole process work as one. Furthermore, updates required to our website are carried out quickly and efficiently with a simple phone call to Heenal, our contact in the Informanagement team.

Sending a newsletter email enabling us to notify a particular group of clients about new tax compliance requirements or planning opportunities has been made easy through the use of their InforMailer bulk email platform.

Recently we have added their InforWijzer service, providing detailed factsheets on various topics which are downloadable from our website, data capturing visitors details in the process which aids our new business efforts.

For any sole practitioner or small practice, Informanagement is a cost-effective outsourced marketing department you cannot do without.

With kind regards,

Mark Cooper FCA
Director

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