



FACT SHEET

www.better-things.co.uk

Better Things helps organisations to communicate better, and perform better.

As a marketing communications agency, Better Things is focussed on helping its clients perform better by increasing engagement with their customers. We do this by creating compelling engagement strategies and beautiful creative solutions that are interesting, captivating and fun – and that people notice, interact with, talk about and share.

We're media neutral because we know that your audience doesn't engage with your organisation in a single media or on a single

platform, but will seamlessly jump between media and platform to find informative and entertaining content. We also know that often, solving your communication challenge will be best served by using a mix of old and new media and multiple platforms to gradually increase engagement. You need to present a coherent and cohesive message through those media, whilst being aware of the different way audiences behave and content is consumed - and being media neutral means we can help you do just that.

Select clients

Website design and build

Trader Media Group
The Open University
Nottingham City Council
Highgate Newtown Community Centre
FARE
Young Leaders Academy

Direct Mail and Email

Art Fund
Trader Media Group
Reed Business Information
English National Ballet
NSPCC

Exhibition materials

UKTI
Reed Business Information

Brand development and identities

Trader Media Group
Highgate Newtown Community Centre
Young Leaders Academy

Social Media

Bliss
Beyond Analysis

Content strategy

Beyond Analysis

Capabilities

Better Things can take you from identifying your communications challenge through strategic planning, creative and technical implementation, and measurement and evaluation of a campaign or tactical piece of work. We're focussed on one thing: achieving your business objectives to help you perform better.

Strategy and planning

Proposition development
Messaging
Content strategy
Social engagement strategy
Touchpoint/roadmapping
Lead nurturing strategy

Brand development

Workshop sessions
Audience profiling
Positioning
Brand story
Brand platform
Competitor landscape
Tone of voice

Creative execution

Websites
Social media
Email
Online advertising
Brand identity and guidelines
Direct Mail
Editorial
SEO content
Video

Measurement and evaluation

KPI setting
Website analytics
Email reporting
User testing
A-B testing
Response tracking

Offices

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Why we're different

Our people come from a range of disciplines – from pure digital, through contract publishing, DM, sales promotions and content marketing. This means that when we have a great idea, we don't have to water it down – or worse, lose it altogether – just because we don't know how to implement it. So you get the best possible solution to your communications challenge, and your organisation performs better.