



Wise Marketing



# OUT-SOURCE

SALES AND MARKETING

WHAT WE CAN DO FOR YOU

# OUT-SOURCE

SALES AND MARKETING

## OUR PASSION FOR SALES AND MARKETING

### FEEL OUR PASSION

Our passion for sales and marketing shows in every project we create.

Offering a personal bespoke specialist service, based on one simple premise: we take our work seriously.

We know you're handing over your brand identity to us and we intend to make you look good.

We create high impact campaigns that get people talking. Our design team will help execute that design that gets seen by your customers.

Our email campaigns revolve around compelling content and beautiful design. We deliver results, analyse and exceed targets.



Creating  
high impact  
campaigns





We deliver results,  
analyse and  
exceed targets

# EMAIL

## SENDING

## FINANCE SECTOR FOR INTRODUCED BUSINESS

### EMAILS

We are an outsource Marketing company with the added advantage of having a high quality business databases with proven success.

We also manage clients databases securely, this will enable you to send a more customised campaign.

We can create the design from concept through to completion.

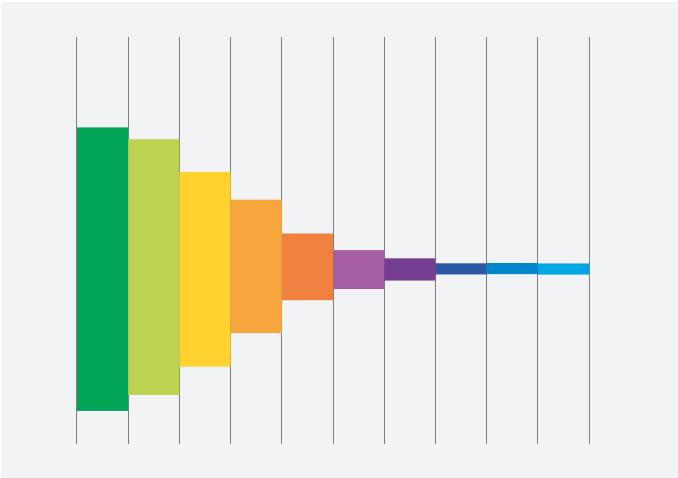
Small and Medium Enterprises (SMEs) from sole traders, to trade and professionals, that can be emailed geographically.

We have a team of in-house designers who can create the email design from your brief. Alternatively if you have an existing design just send us the email and we can send it for you via our own email sending system.



## FINANCE SECTOR

From Accountants to FCA registered Intermediaries **200,000** email addresses.



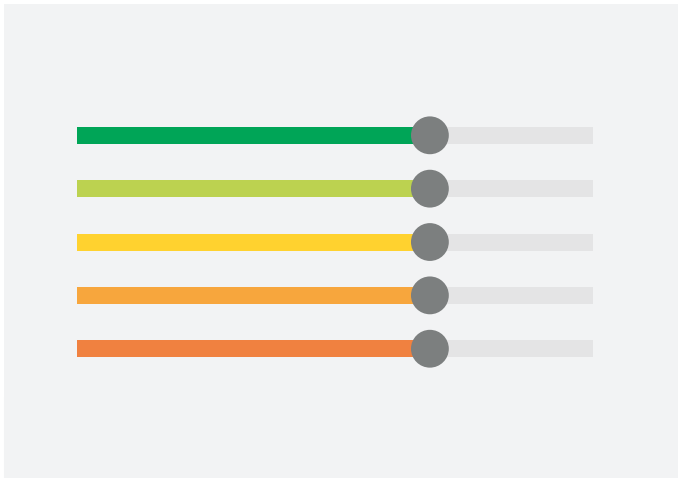
- 27% accountants
- 24% Property Investors
- 17% lawyers
- 14% FSA in 6 groups
- 8% Estate Agents
- 4% Architects
- 2% Commercial Brokers
- 1% Pawn Brokers
- 1% General Insurance
- 1% Insolvency Practitioner

Finance Sector approximately 200,000 email addresses.

## SMALL AND MEDIUM ENTERPRISES (SMEs)

From one man bands, trade and professionals, that can be emailed geographically. - more details on request.

We design email adverts (or use yours, after we work our magic) we send out at an agreed time using our Servers 1.5 million email addresses.



- Can be divided into postcode areas. Each database has approximately 100,000 in each




# CREATING RESPONSIVE DESIGN

## EMAILS DESIGNED TO BE SEEN

Sending an email that gets a click to 'open' rather than a click to 'trash' takes a little more thought today than it did when the @ symbol first denoted sending messages between computers in 1972.

However, innovation, eye-catching design and a targeted approach, has seen email campaigns overtake direct mailings in terms of volume and cost effectiveness.



We are Completely  
in love with  
Mortgage Advisers

Let us be your specialist **Valentine** and we will make a **heartfelt** promise to deliver a first class service and the best solutions for your non-high street clients.

Engage us with those **adorable** cases and we will **marry** up your clients with the most suitable lenders.

The most amazing criteria **EVER** for Buy to Let - Residential - Bridging - Commercial - Secured Loans.

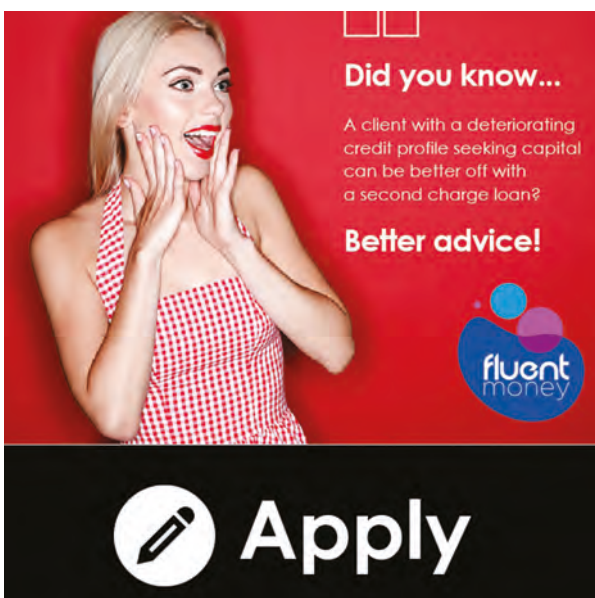


TWENTY7 TEC

01202 553457 enquiries@twenty7tec.com www.twenty7tec.com

BE RESPONSIBLE  
VOTE

Please vote for us  
**Innovator of the Year**  
2017 Mortgage Introducer Awards




Did you know...

A client with a deteriorating credit profile seeking capital can be better off with a second charge loan?

**Better advice!**

fluent money

 **Apply**



GLOBAL BRIDGING PLC

0800 0932 365  
enquiries@globalbridging.co.uk  
www.globalbridging.co.uk

**Tailor Made Decisions**

Dip within 1 hour

We will offer a decision in principle within 1 hour of initial enquiry \*

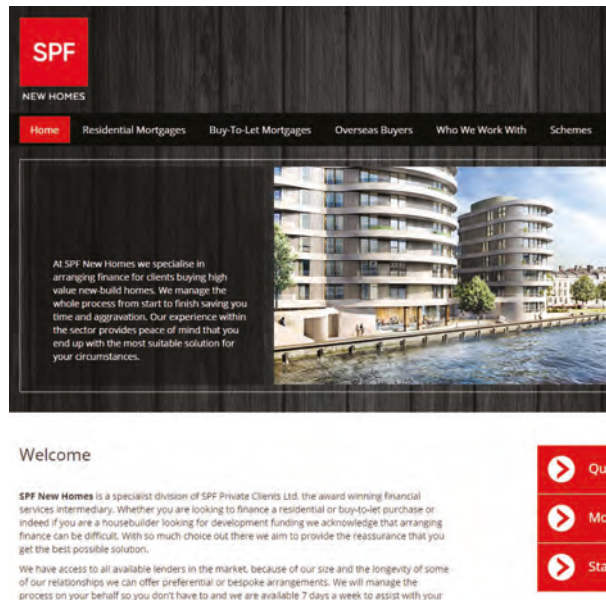
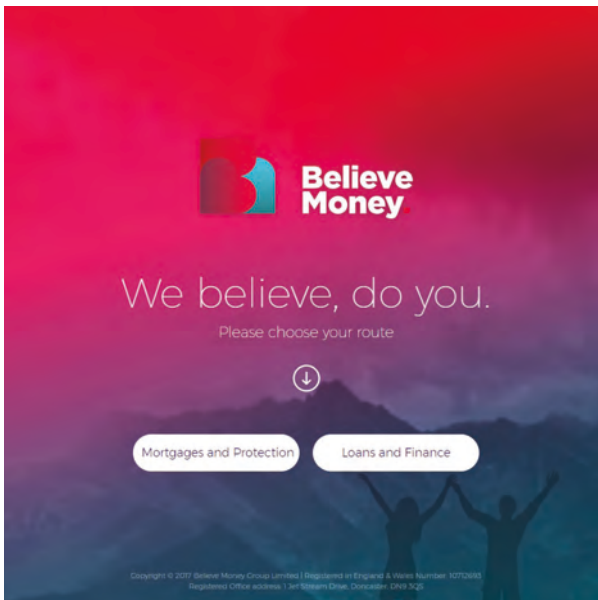
QUICK ENQUIRY CALL BACK

# EMAIL

DESIGN









# WEBSITE

DESIGN  
& DEVELOPMENT

## OUR SUCCESS IS DOWN TO OUR SKILLS IN **WEBSITE DESIGN**

### **CREATIVE ENGAGEMENT**

We design and build websites that you'll be proud to show your customers. We know from our extensive website design experience that sometimes the 'look' is everything for the client and sometimes robust, trustworthy web processes are the key, sometimes it's both.

Whatever your business requires - from the very latest web-based presentation techniques to smooth encrypted data transfer - we'll build what you need so that you can relax and let your website work for you.

023 9307 6157

[hello@hoooot.co.uk](mailto:hello@hoooot.co.uk)

[wise.marketing](http://wise.marketing)

 [WiseHoooot](#)

# DIGITAL

## ANIMATION



## BRING YOUR IDEAS TO LIFE

### THE VISUAL

We create striking and engaging animated visuals giving your company the impact with professional animation, content specific to your companies marketing needs.

### WHY ANIMATION WORKS?

We bring your ideas alive, whether its your company logo, or product specific message, literally anything is possible with animation.

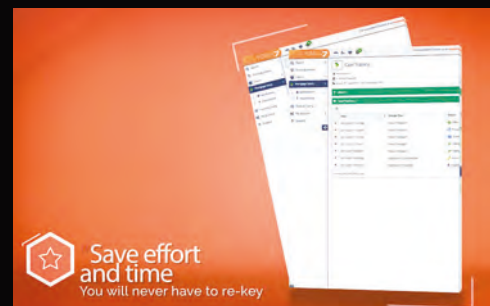
Our services include 3D Animation walk-through creation, digital illustration.

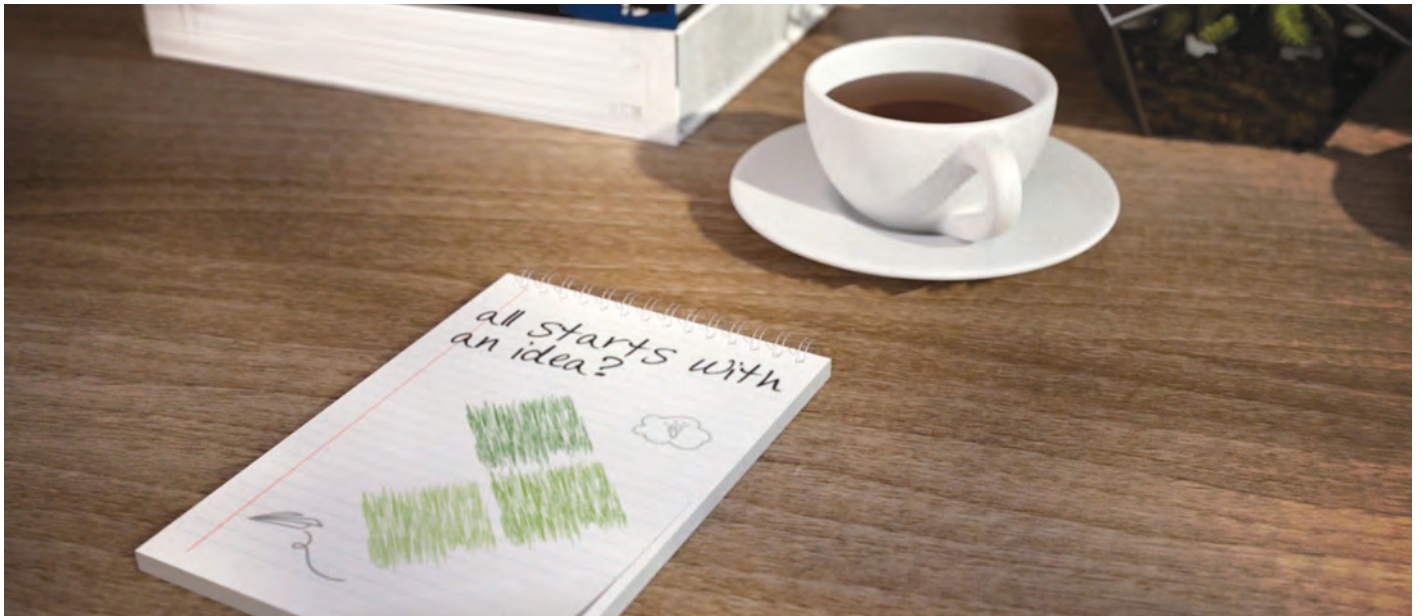
If you need help creating custom animation content to promote your products or services.

### PROJECT EXAMPLES

TWENTY  TEC

**Twenty 7 Tec** - We created the walkthrough video for their revised product MortgageSource.







# PRINTING

## DESIGN

## FORWARD THINKING IN PRINT

### QUALITY COMES FIRST

Marketing and communications via print is still strong.

Actually, targeted and strategic print projects are still very much high on the design agenda for many clients.

Our print design services are designed to complement our digital offering to give our clients a single, cohesive, creative supplier for their campaigns.

With expertise in bespoke business stationery, corporate brochures and sales and marketing literature, technical documentation and white papers, exhibitions and large format graphics, trade and press advertising, we have pride in our depth of experience and the high quality we consistently produce.



Eye catching  
design



## LARGE FORMAT PRINTING

Exhibition and large format print can be an immersive experience. With large numbers of people seeing your message, our eye catching large format print design, will ensure you do not get lost in the crowd.

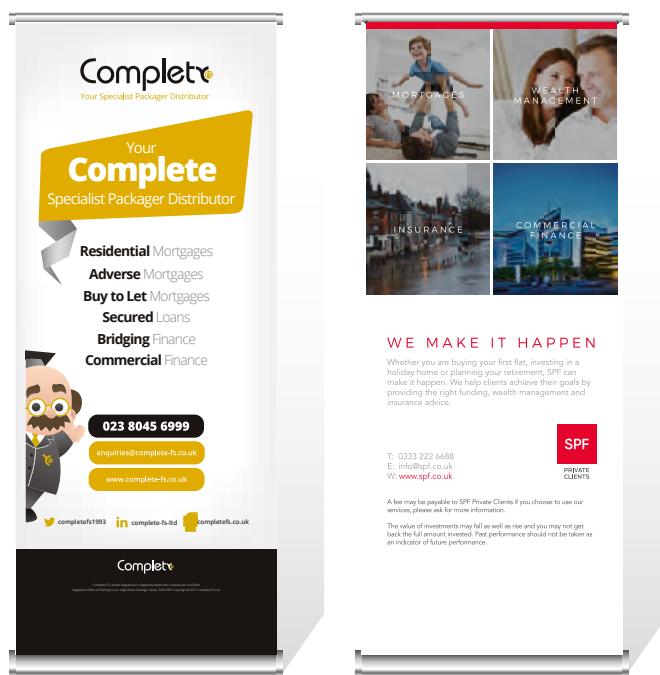
Point of Sale are an essential part of any promotion or event. Here at Wise Marketing we are able to offer tailored printing solutions to meet any requirement from exhibition stands, Roll up banner to posters.

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[wise.marketing](http://wise.marketing)

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# WHAT WE DO

ABOUT US



## WHAT WE DO

B2B email marketing  
Email design  
Website design  
Smart phone app creation  
Newsletters, in PDF, HTML, or Flip  
Marketing campaigns  
Paper based marketing  
Logo Design  
Stationary design  
Leaflet/Flyer design  
Brochure design  
Poster design  
Exhibition display design and printing  
Video animation

## ABOUT US

Wise Marketing (formerly Happy-Tree) was founded 8 years ago by Kelvin Cooper and Tim Durman. Kelvin has over 25 years experience in the Intermediary market and Tim has over 20 years in the Finance Publishing field.

Jason Long our Creative Director has over 20 years experience and leads our team of Graphic Designers.

We as a company believe that marketing must add value to your offering. We have a proven record of great value, enhancing major companies own marketing capabilities.





## OUR CLIENTS

Absolute Properties Worldwide  
Active Investments  
Assetz Capital  
AToM  
Barnden Financial  
Believe Money  
Bluestone Mortgages  
Bridging Solutions  
Castle Trust  
Close Brothers  
Complete FS  
Considered Care  
Crystal Advice  
Crystal Specialist Finance  
Ekeeper Group  
Embassy FS  
Fast Property Finance  
First 4 Bridging  
Fleet Mortgages

Foundation Home Loans  
Gary Sadler Physiotherapy  
Global Bridging  
Main Finance  
Ortus Secured Finance  
Perfect Funeral Plans  
PFC Mortgages  
Platinum Options  
Promise Solutions  
Regal Hospitality  
Regentsmead  
RHL  
SPF Short Term Finance  
Specialist Financial Services  
Sterling Mortgage Services  
Sussex University  
TFC Homeloans  
Twenty 7 Tec  
Whispers Care

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**WE HAVE CREATED WEBSITES FOR**

- Active Investments
- Barnden Financial
- Believe Money
- Bridge Finance Direct
- Complete FS
- Foundation Home Loans
- First 4 Bridging
- Gary Sadler Physiotherapist
- Global Bridging
- Perfect Funeral Plans
- Regentsmead
- Residential Home Loans
- SPF Short Term Finance
- Twenty 7 Tec
- Whispers Care

**WE HAVE CREATED EMAIL CAMPAIGNS FOR**

- Active Investments
- Bridge Finance Direct
- Brightstar Financial
- Complete FS
- Connect Mortgages
- Fleet Mortgages
- Foundation Home Loans
- First 4 Bridging
- Fluent Money
- Global Bridging
- Key Retirement
- Regentsmead
- Residential Home Loans
- Roma Finance
- SPF Short Term Finance
- Twenty 7 Tec



**DID YOU  
KNOW**

## **WHO WE HAVE CREATED BANNERS FOR**

360.dotnet

AToM

Brunell Mortgages

Close Brothers

Connect Mortgages

Complete FS

Crystal Specialist Finance

Fleet Mortgages

Foundation Home Loans

Goldsmith Williams

Ingard Financial

Queen Alexander Hospital

Regentsmead

SPF Short Term Finance

Solent Mortgage Services

Sussex University

Twenty7Tec

Whispers Care





*“Working with Tim and Kelvin has been a real pleasure. They are incredibly capable in design and are very responsive for any changes or tweaks we have. They show a real interest in your business and we would recommend them to anyone looking for digital marketing services.*

**Charles Duke, Founder**

Perfect Funeral Plans

*“We have been working with Wise Marketing for over a year and find their attention to detail is fantastic. They are incredibly capable in design, development and improving site speed - with a hard-working and professional approach in everything they do.*

**Daniel Tannenbaum, CEO**

Bridging Loan Hub

*“Wise Marketing have played a pivotal role in creating the branding for our annual expo this year, which has been themed around the movies. From initial brainstorming meetings, to creating Boris characters, movie themed posters, branding the website and registering page. They continue to have an important role to play for us., We at Complete are very impressed with their work knowledge, creativity and professionally friendly attitude.*

**Tony Salentino - Director**

Complete FS

# TESTI- MONIALS

WHAT THEY SAY

*“ We have using Wise Marketing for many years, and are pleasantly surprised how fast, friendly and professional they are, to the extent that we have just gone over to one of their Monthly options which offer even greater value!*

**Alex King, Executive Director**

SPF Private Clients

*“ Thank you and all the team for a super fast service at such short notice. This has helped me greatly, thank you again!*

**Ian Balfour, Sales & Marketing Director**

TFC Homeloans

*“ Thank you Wise Team, what you did for us was the best customer experience we have had.*

**Charlotte Rutter - Marketing Manager**

All Money Matters

*“ I'm glad they now stream out our email advert we can now handle the response.*

**Robert Hershaw, Managing Director**

Active Investments



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Wise Marketing, Top Floor, Printware Court, Cumberland Business Centre,  
Northumberland Road, Portsmouth, Hampshire, PO5 1DS

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