

Hello Ian

It's Matt from Well & Truly here.

I'm aware that as part of your remit you'll be expected to deliver a competitive edge for Acin and increase sales through the implementation of a successful marketing communications plan.

With digital marketing paving the way for modern-day advertising, you'll need a digital toolbox, tech solutions, and strategies that are fit for purpose in the post-pandemic landscape to deliver on marketing and brand objectives.

The problem is, it's a minefield out there as you'll be aware.

How do you know which tools/ tech/ data and strategies work best to understand what customers want in real-time and ensure you're effectively delivering the right experiences for them?

We understand your frustrations and have helped hundreds of brands over the past 20 years to pave the best route through that digital minefield.

We use a unique results mechanism to achieve success for our clients.

Plan

Digital Strategy. Expert strategic advice, driven by unparalleled customer/ market research and data

Create

Digital Delivery. Brilliant design and technology solutions

Engage

Digital Marketing. Highly effective and measurable digital campaigns

If you'd be interested to learn how Well & Truly can help you gain a competitive edge, grow revenue, and ensure that your brand is fit for purpose in 2021 and beyond, I'd be delighted to set up a call with my MD's in January for you.

As for the cupcakes...

Please let me know which reply below best suits you:

A. Matt, I like to chat with your MD's in January to hear about what you can offer us going forward in terms of data, digital marketing/ strategy and tech expertise. Please send us a batch of cupcakes to enjoy in the meantime...we need a sugar boost! Let's go ahead and confirm that diary date.

B. Matt, I'm sure you're a nice enough guy (when you're asleep) but you're wasting your time... we're confident that we have this all covered via our incumbents. Please don't contact me again.

C. Matt, my priorities lay elsewhere right now, (aka Matt, you're quite annoying aren't you) I'm incredibly busy. However, it might be productive to catch up in 3 months so drop me a line then.

Thank you

Matt