



## A WORD-right Case Study

# Kick-starting Communications for IT Specialists



MPBA specialises in providing IT and software consultancy services to users of ERP systems. The company particularly works with SAP, Mac-Pac, GEAC System 21, and Optimus systems in the manufacturing, distribution, retail, and logistics industries.

### The Early Days

Joy McCarthy contacted Trevor Jackson, MD of MPBA Ltd, in 2006. Shortly afterwards, MPBA decided to use WORD-right's services to produce a direct mail letter aimed at a small number of niche users.

### MPBA's Marketing Moves up a Gear

The working relationship between MPBA and WORD-right continued and, in the Autumn of 2007, Trevor Jackson met the WORD-right team for the first time. Until then, all the communications had been by phone and email.

Trevor wanted to increase MPBA's marketing activity and came to WORD-right for advice. As an IT consultancy, much of MPBA's marketing would hinge on its website. However, the old MPBA site was difficult to update and manage. WORD-right recommended upgrading the website as the foundation for future marketing activity. MPBA decided to invest in a new website,

addressing the design and implementing a more intuitive navigation system. The main website copy was felt to accurately reflect MPBA's services, so remained unchanged.

### MPBA News is Launched

As a means of increasing communications between MPBA and its client base, WORD-right recommended an electronic newsletter campaign. MPBA elected to use the Constant Contact email marketing software and, in December 2007, the first edition of 'MPBA News' was launched.

### Making MPBA News Manageable

Because the MPBA Directors work hands-on in their consultancy, producing a regular newsletter would take more time than they could afford. The problem was quickly resolved, with WORD-right not only writing the copy, but loading it into the Constant Contact system. In consultation with MPBA, Joy McCarthy created the online template. The company logo and corporate colours were used to preserve the MPBA branding.

Trevor Jackson sends the outlines for the month's newsletter articles to WORD-right, and the copy is

written from this brief. Because David McCarthy has a strong background in IT and specialises in technical writing, he has the necessary knowledge and understanding to produce the MPBA newsletter copy.

WORD-right has access to MPBA's Constant Contact account and loads the completed copy and images to the online template. Draft copies are sent to MPBA's directors for approval before the completed newsletter is distributed.

Although newsletters are inevitably a long-term marketing initiative, the MPBA News is already proving popular with the company's clients and has resulted in increased sales.

*"Word-right is an invaluable resource to us. Not only do they provide the copywriting skills that we lack, but they also keep our marketing on track by ensuring that things actually get done. Without them our marketing initiative would not exist. They provide one less thing for the business to worry about."*

Trevor Jackson, MD of MPBA

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