



Grab a cuppa, sit back and explore what
The National Marketing Association
can do for you...



Printer

A WELCOME FROM OUR FOUNDER AND CEO

Hi and welcome to **The National Marketing Association!**

Having been in the marketing industry for over 12 years now I know how imperative it is to stand out from the crowd when trying to promote your business.

I also know that the quality can fluctuate massively from one company to another, especially with the quality of design, print and website creation.

It was with this in mind and having exited my own design and print business, I saw that there was no organisation setting a certain standard for quality within this space, that was when The National Marketing Association was born.

My team and I here are on a hell bent mission to find, promote and work with only the very best graphic designers, printers, web designers and marketing professionals that the UK has to offer, so local businesses to you know that exactly who to trust and work with.

As one person described us, "it's like the Gas Safe plumbers have but for the marketing industry" - and we are inclined to agree!

Take a look at the following pages to see if we might be a good fit and if we are then you can start your application as we have a thorough application and vetting process, ensuring we only working with the very best.

Look forward to working with you and helping to promote you in your local community.



Steve Pressley
Founder and CEO

Why we exist

The National Marketing Association exists to set a platinum standard with the quality of marketing materials so business owners can purchase with confidence.

Up until now, there has been no national association for marketers and this has led to many businesses being set up without the necessary know-how and expertise to make a real difference and we are going to stop this from happening.

Design must “work” to either get or keep customers and clients for the people paying for it...

...Print must ooze quality with stunning high definition colours and finished perfectly...

...and websites must not only look visually appealing but have a real purpose by generating leads or sales depending on the nature of the business.

Members **can't just “pay and join”** The National Marketing Association, it is strictly by application and a thorough, in-house, vetting process to ensure the quality of work members produce is in line with our quality standards and beliefs.

We actually turn down many applications each week as we believe the quality of that applicant's work doesn't align with our standards!

The team here all have extensive marketing experience and expertise and go through applicants own marketing materials (after all you have to practice what you preach!), see a minimum of 5 different pieces of client work along with talking to their clients too, to ensure we take the right people on.

The National Marketing Association have 4 key areas that we take membership for:

- **Graphic Design**
- **Printing**
- **Websites**
- **Supplementary marketing services (which include but not limited to marketing, tracking phone numbers, Google AdWords, Facebook marketing and social media management).**

To ensure our members stand out from their local competition we only take 2 company's from each town, per category which not only allows people choice but they also know you are dealing with the very best!

How you benefit as a Printer...

Being a member of The National Marketing Association for your area as a Printer helps you to stand out when quoting on work, no longer will you be up against lots of your local (or national rivals), competing on price (as that's the favorite for clients isn't it, by saying they can get it £3 cheaper elsewhere...!!), and competing on pretty much anything else, as we will only take you and one other printer as members in your town!

Potential new clients of yours will see that you are the cream of the crop in the local area, and given that 93% of people prefer to buy local, this can only be a good thing!

Once you become a member you will be given full access to our suite of marketing materials to help you get more business. Just some of them are listed below and how you can use them:

Member logo to use online across your website and social media platforms along with your marketing materials such as leaflets, banners, letterheads etc.

Postcards to put in with your quotes or sample packs to encourage people to visit your profile and see the client testimonials you have and further position yourself as the expert.

PR opportunities by announcing you are a member of the National Marketing Association.

Testimonial from us, if you so wish we will provide you with a personal testimonial from our CEO here, the power of that on your website, marketing materials and suchlike will be hugely powerful.



There are many potential collaborative opportunities as well, for example, as a printer who may not offer graphic design services, there could be a designer who doesn't offer print! We can make these introductions for you so you can explore referring business to each other. Nothing is forced, but if you feel it is worth having a conversation then we'll make the connection.

As part of your welcome pack that you get, you will also receive your framed certificate of membership to proudly display in your office; another great conversation starter when people walk in by seeing they are dealing with a company at the very top of their game when it comes to print and marketing.



You will also get free entry for up to 3 awards categories at the National Marketing Awards event - again giving you the chance for huge exposure. Join us at our biggest night of the year to collect your winners award up on stage, along with meeting and networking with fellow marketing professionals. Being a finalist will boost your profile in itself but winning will give you even more. Utilise social media, press releases and much more to let your existing clients (and potential new ones too) know that you are up for these awards and it's another tick in the box for them to come to you!





Q. What makes you different from other organisations?

A. There is no other National Marketing Association in the UK and wouldn't be able to be either, we are the first and only. We are absolutely hell bent on ensuring UK business owners can access and work with only the very best marketers so we will actively promote you and your business to local businesses wanting what you offer. Matching you with your ideal customers 24/7 to help you reach your targets. The National Marketing Association doesn't just take your money and you don't hear from them for another 12 months until renewal time either, we'll be actively promoting you on social media, seeing how we can help you get more business and being proactive in helping you grow your business.

Q. Can I expand my membership if I work further afield from just my town?

A. Yes, absolutely, we have Regional and National packages available to cater for any size business covering any amount of the local area or the country as a whole.

Q. How long does membership run for?

A. Membership is for 12 months from the point of your application being approved and your page live on the website.

Q. Is there a joining fee?

A. Yes, there is a one off joining fee of £97.

Q. How long do I have to wait for my application to be approved and my profile be active?

A. Typically you will be approved and your bespoke web page created within 7 working days but it is often much quicker.

Q. When do I pay and do I get my money back if my application isn't successful?

A. Payment is made when you apply and if for any reason your application isn't successful then you will be refunded in full, within 24 hours.

Q. I'm part of a franchise, can I still join?

A. Yes, absolutely, we have franchisees with us already. You will still need to go through the full application process but often it will go through much quicker as we have existing relationships with many franchises already.

Q. Can I use your logo on everything?

A. Yes you can, you will be supplied with your own "Member version" of the logo and you can display this throughout your marketing such as your website, brochures, email footers, social media etc.

Q. When and where do the National Marketing Awards take place?

A. The National Marketing Awards will be taking place in November 2019 with the exact date and venue to be confirmed and announced in early 2019.

Q. Can I edit my profile after I've joined?

A. Of course, just pop what you would like changed over to our team and we will have the changes made within 24hours.

Q. Can I promote my offers?

A. Of course, just send your offers over to us for the month ahead and we'll make sure they are loaded onto your profile.

Q. Do you offer any marketing help at all as we are great at the physical stuff but could do with a bit of help?

A. Yes, you will be sent a pack each month with the latest hints and tips of what's working right now and examples of how you can use them in your own business. You also have access to our team of marketers here at HQ so if you need some help then just let us know and we'll see how we can help you best.

Q. I'd love to join but I can't really afford it...

A. We have worked hard to make membership as affordable for as many people as possible but we do realise that it may just fall at the wrong time in the month what with VAT bills, Payroll and such like so we can offer a couple of different payment plans to make it easier for you, just ask one of the team and we'll be happy to help.

Membership Options

Local	Local+	Regional	National
£ 397per year	£ 697per year	£ 997per year	£ 2497per year
1 area of expertise (Graphic Design, Print, Websites or Marketing)	2 areas of expertise (Graphic Design, Print, Websites or Marketing)	Up to 3 areas of expertise (Graphic Design, Print, Websites or Marketing)	Up to 3 areas of expertise (Graphic Design, Print, Websites or Marketing)
Dedicated webpage showcasing your business	Dedicated webpage showcasing your business	Dedicated webpage showcasing your business	Dedicated webpage showcasing your business
You will be one of only 2 members in your town	You will be one of only 2 members in your town	You will be one of only 2 members in your town	You will be one of only 2 members in your town
The National Marketing Association Logo with your exclusive membership number	The National Marketing Association Logo with your exclusive membership number	Upgraded to a regional listing (only 3 members per region)	Upgraded to a National listing (only 1 member per area of expertise for the whole of the UK)
Framed Certificate of Membership for your offices	Framed Certificate of Membership for your offices	The National Marketing Association Logo with your exclusive membership number	The National Marketing Association Logo with your exclusive membership number
Complimentary entry to our National Marketing Association Awards in 2019 (date and location of event to be confirmed)	Complimentary entry to our National Marketing Association Awards in 2019 (date and location of event to be confirmed)	Framed Certificate of Membership for your offices	Framed Certificate of Membership for your offices
Branded marketing materials pack for your business to help you get more business (logo for website, postcards, graphics for email footers and much more)	Branded marketing materials pack for your business to help you get more business (logo for website, postcards, graphics for email footers and much more)	Complimentary entry to our National Marketing Association Awards in 2019 (date and location of event to be confirmed)	Complimentary entry to our National Marketing Association Awards in 2019 (date and location of event to be confirmed)
£97 joining fee	£97 joining fee	Branded marketing materials pack for your business to help you get more business (logo for website, postcards, graphics for email footers and much more)	Branded marketing materials pack for your business to help you get more business (logo for website, postcards, graphics for email footers and much more)
		£97 joining fee	Round Table event once a year to help you get more business
			No joining fee



Still got questions?

If you have any questions that haven't been covered in this brochure please get in touch:



Call us on:
0208 088 2827

Email us on:

hello@nationalmarketingassociation.co.uk





To steal a march on your local competitors go to:
www.nationalmarketingassociation.co.uk



tel. No.: 0208 088 2827

Address: 86-90 Paul Street, London, EC2A 4NE