

SALES BROCHURE

Facilitating Business between the Private and Public Sectors



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We Listen. We Propose. We Deliver.

Our team consists of Public Sector Lead Generation Sales Consultants, Marketing Specialists, Copywriters and a Tele-Communication team. We are all highly experienced in private to public sector collaboration, helping our clients achieve their business goals.

We Listen

We take the time to listen to your business and your sales & marketing objectives. To achieve this, it is important to us to meet with you to get to know you and your organisation.

We Propose

We propose a bespoke course of action to produce self-qualified sales prospects. In line with current government policy, agenda and initiatives, we promote your business solution to the public sector.

We Deliver

With our collaborative approach, we achieve your business goals, delivering ROI and sales ready leads.



Driving ROI



Investment

With guaranteed excellent open rates, we provide a high ROI and KPIs from your investment with us.



Support

We support your sales operations by identifying and targeting key individuals who will fully engage with your business. We keep you ahead of the competition by turning your prospects into sales-ready leads.



News Content

We provide timely and relevant news content to over 300,000 senior decision-makers across the public sector.



Promote

We promote your business brand to target those hard to reach contacts.



Identify

With the use of unique heat-map overlays, we can identify where your business messaging is resonating, allowing us to better focus and target our efforts.



Cost

The minimum investment required to benefit from our services starts at as little as £1,000 per month, whereby you can instantly engage with key decision makers within the public sector.

“We establish connections with our clients that set the foundation for trust, loyalty and ultimately, long-lasting business relationships”



Want ROI?

Call Us Now: 0161 641 8122

Let Us Make Your Sales Soar



Webinars

Webinars are an interactive way of conveying information to a geographically dispersed audience. We plan, promote and facilitate your webinar, giving you the opportunity to engage in meaningful dialogue with the public sector.



E-newsletters

Our Copywriters create and deliver E-newsletters as a very effective mode of marketing, allowing you to reach a tailored audience who will specifically engage with your organisation's products/solutions.



Telecommunication & Appointment Setting

Our specialist public sector tele-marketing team create prospects and opportunities for your business. They work on your behalf to generate interest in your products/solutions, making valuable business appointments for you.



Whitepapers & Point of View Papers

Our Editorial Team contribute exclusive insights into the public sector, writing engaging whitepapers and Point of View Papers, we communicate your business solutions to the public sector in an effective and value-rich way.



Case Studies

We write bespoke case studies to illuminate your business solutions.



Consultancy & Research

We improve our clients' understanding of their target audience, offering new perspectives and to meet business objectives.



Surveys

Customer surveys identify trends and potential sales prospects. Through the creation of surveys, our team open pathways for engagement between your business and the public sector.



Award Dinners

We recognise innovation and brilliance at Pendulum Media, therefore our award ceremonies were developed to reward these successes. These awards are a fantastic way to raise awareness, as well as celebrate the outstanding achievements and organisations.



Event Management/Audience Generation

We organise and run a wide range of events, forums and regional meetings, providing you with the opportunity to present your business and network with interested public sector personnel.



Website Content Creation

From initial concept, through to planning and content creation, we get your message across to your audience in engaging and informative ways.

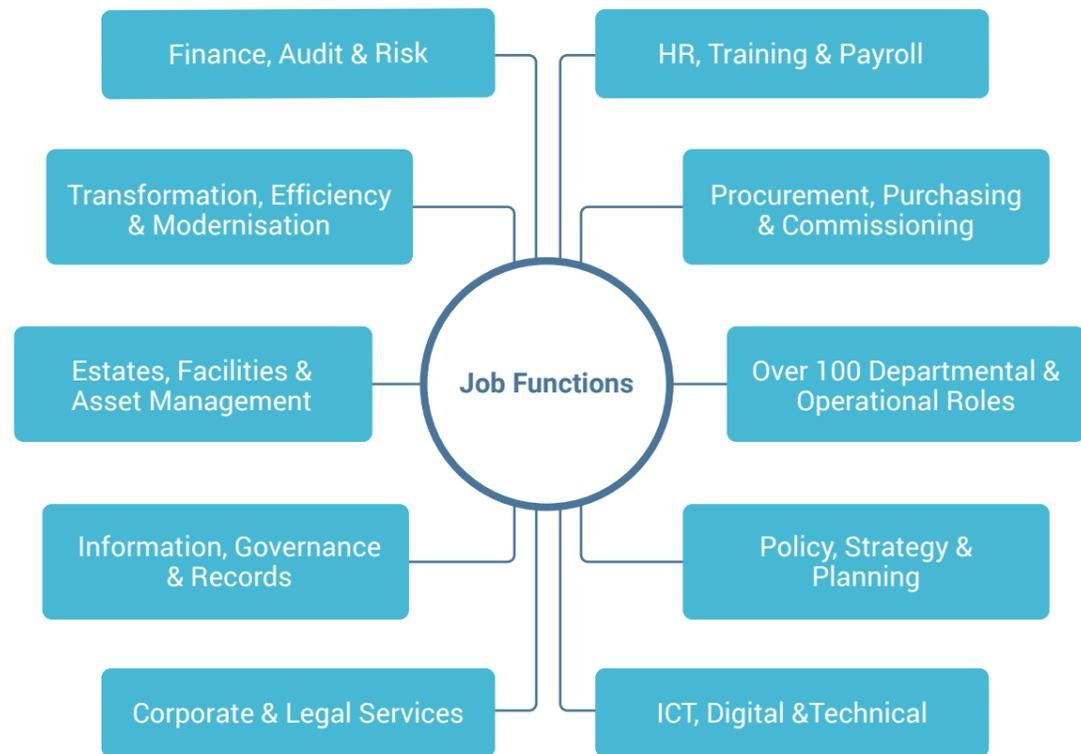
Which is best for your business?
Call us today for more details: 0161 641 8122

Our 300,000+ Readership Breakdown

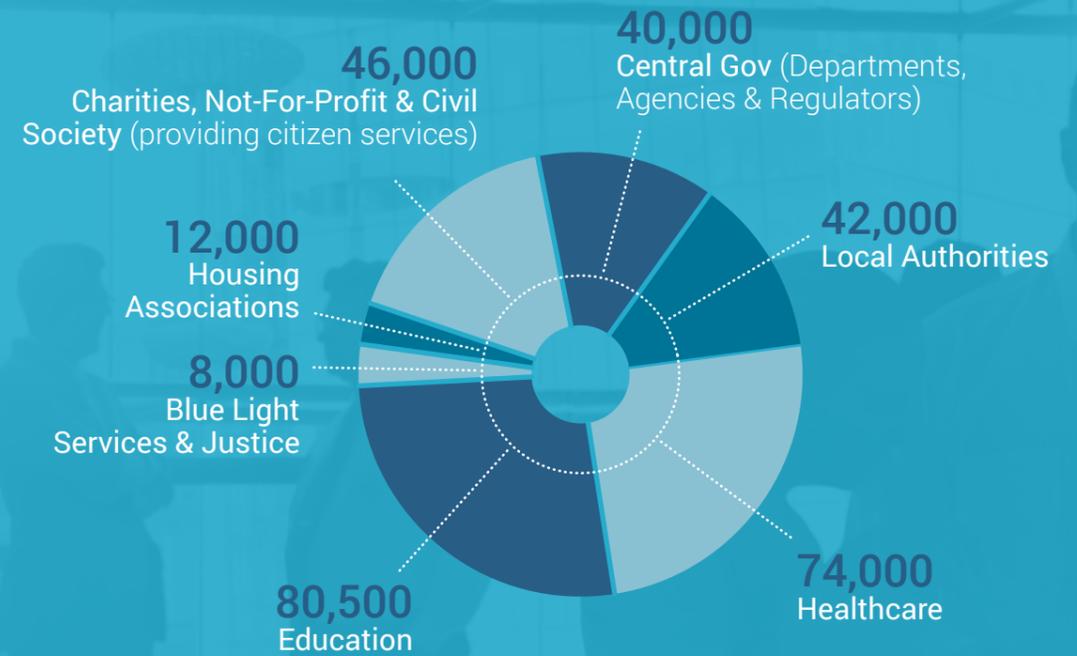
Seniority Levels



Over 140 unique job categories including:



Contacts by Sector



We engage with a frequently increasing number of public sector senior staff. Despite the public sector shrinking, our readership continues to grow.

Want to market to a public sector audience?

Call us now to find out how: 0161 641 8122

Testimonials



“Pendulum Media are the only organisation who have understood our business goals, transforming our business in the UK market. Our solutions are now being engaged with on a large scale and with the help of Pendulum Media, we have featured on ITN and in top government publications.”



“Since working with Pendulum Media, we have greatly benefited from a steady stream of clients. We have found Pendulum Media to be loyal, transparent and their service is of very high quality.”



“Pendulum Media tailored their services to suit our business needs. We have been able to achieve greater traction within the public sector, helping to deliver our main business goals.”

Our Clients



The Team



Mark Blanchard / Public Sector Director

Astutely aware of client expectations, Pendulum Media now offers a bespoke service tailored to the needs of each individual client, rather than the one-size-fits-all that is all too common in the marketplace.

The driving vision for Pendulum Media is to be a thought-leader, introducing the expertise & innovation from the private sector to public sector, matching governmental goals of modernisation and transformation.

Digital operation is at the heart of the business, and this enables the creation of ground-breaking public sector surveys, whitepapers, expert forums and consultancy.

Pendulum Media thrives on change and will tailor its business portfolio in response to changes in both the public and private sectors. Pendulum Media is fast becoming a leading-edge consultancy, bringing value to the public and private sector alike.

"Before you embark on your next marketing, lead generation or demand creation programme in public sector, talk to one of our experts to see where we can add value. If we don't believe we can generate a strong return on your planned investment, we will often recommend an alternative route for your marketing spend."



Vicky Anderton / Finance & Operations Director

Controlling the day to day operations, Vicky ensures that business is always running smoothly. Vicky's role is multi-faceted; from handling business finances to sorting HR issues and planning events, she effectively manages our busy work environment, making sure processes and business logistics are efficient and working hard to ensure that the Pendulum Media team are happy and performing at the highest level.



Simon Stafford / Public Sector Demand Consultant

Our longest running Sales Guru, Simon, has been in sales for 20 years, managing key accounts. Simon provides marketing consultancy and lead generation services to organisations wishing to connect with UK Government and Public Sector.



Jamie McGee / Public Sector Demand Consultant

Our Irish born Public Sector Demand Consultant Jamie, has spent many years working within the tech industry, selling to the public sector. Jamie is now using his insight on Public sector sales to help advise clients on new and innovative ways to increase engagement between the Private and Public Sector.



Rapheal Jims / Junior Business Development Executive

Marketing Graduate who deals with generating sales for the business and potential business prospects.



Roger Tolman / Survey Manager

Roger has his finger on the pulse of everything Public Sector, developing ground-breaking surveys for our subscribers to participate in. Writer of survey analysis reports, Roger helps to bring insight to both the public and private sectors.



Natasha Howells / Head of Editorial / Campaign Manager

Natasha is a marketing and comms specialist. She has been published in the Journal of Urban Regeneration and Renewal and has worked on award-winning marketing collateral. Natasha produces public-sector focused content including white papers and thought leadership pieces.



Lyndsey Kitson / Telemarketer

Lyndsey is the queen of communications. She works on behalf of our clients to provide them with key business contacts.



Jess Holdship / Junior Marketing Executive

Our recent Marketing Graduate deals with all things digital, connecting Pendulum Media with readers and clients. Tweeting, sharing and posting everything Pendulum Media related.



Ray Chan / Graphic Designer

From a young age, Ray, has been interested in anything art-related, starting off with drawing and model building. He graduated with a first class degree in Graphic Arts & Design. With his keen eye for detail, Ray is the creative team's outstanding Designer and Art Worker.

Contact Us

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