



Helping you find
your way in PR
& marketing

Pathfinder


thepartnersgroup
PR & marketing communications



Is your current marketing holding you back?

We know how it is. Marketing, PR, websites, blogs, social media...they're on your radar - but you don't have time for them, or you don't have the structure in place to choose the activities that will give you maximum return.

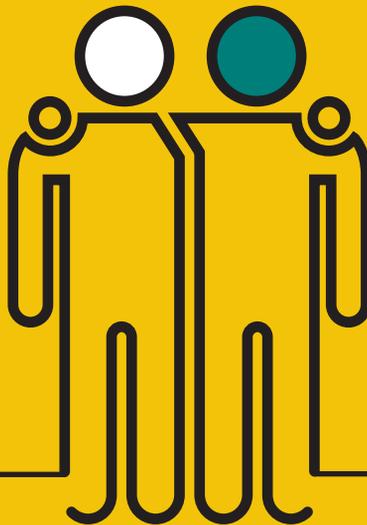




You're not alone

That's why we created the Partners Pathfinder.
It gives businesses just like yours:

- **Clarity** on exactly what you need marketing and PR to achieve
- **Marketing objectives** that are aligned to your business objectives
- A better **understanding** of the audiences that are important to you
- Effective ways of reaching those people with the **right messages**
- A strategic, focused and structured marketing communications **plan**
- The option to dip into **ongoing advice** and support from our experienced, knowledgeable and friendly team - at whatever level suits you - to help deliver the plan.

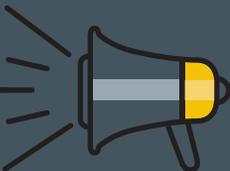




It's all about you

The Partners Pathfinder is bespoke to you.
It gives you:

- **Valuable, structured thinking time**
- **Experienced communications experts guiding you through every step**
- **Fresh ideas and objective thinking from a creative outsider**
- **A communications strategy and practical plan of action that's bespoke to your business**
- **All for £1,750+VAT.**





How others have benefitted

“The Pathfinder gave us time to step out of the day-to-day and has given us a different, structured and more intelligent approach to our communications. You’ve really got us thinking differently!” Pro-Development

“You understood our business and the ethics of it instantly, and helped us work out a strategy that quickly yielded results.”

Emmark UK Ltd

“The Pathfinder helped us take a strategic approach to marketing and PR. Over the last 12 months, it has given us the opportunity to delegate tasks we would not have had time to do ourselves, saving us considerable time and increasing our marketing effectiveness.”

Florit Brooke Legal Recruitment



Our other services include:

PR

Strategy & planning, media relations, campaigns, community engagement

Digital

Web development, apps, email marketing, blogs, SEO support

Social

Strategy & planning, campaign delivery, training & support

Content

Web copy, blogs, case studies, infographics, white papers, newsletters, reports, video

Crisis

Communications planning and management

Training

Communications workshops & media training

Creative

Design & print

International PR

Global publicity support across five continents through our IPRTeam network partners

Contact us

Call 01904 610077

Email karen@partners-group.co.uk

partners-group.co.uk

Twitter: [@partnersyork](https://twitter.com/partnersyork)

[linkedin.com/company/510370](https://www.linkedin.com/company/510370)

[Facebook.com/PartnersYork/](https://www.facebook.com/PartnersYork/)

