

# VOCAL™

We're a loud bunch!



# VOCAL<sup>™</sup> about



**Allow us to introduce ourselves,** we are Vocal, a small creative content agency with big ideas. Being a part of the award-winning Hudson Outsourcing Team, gives us plenty to shout about.

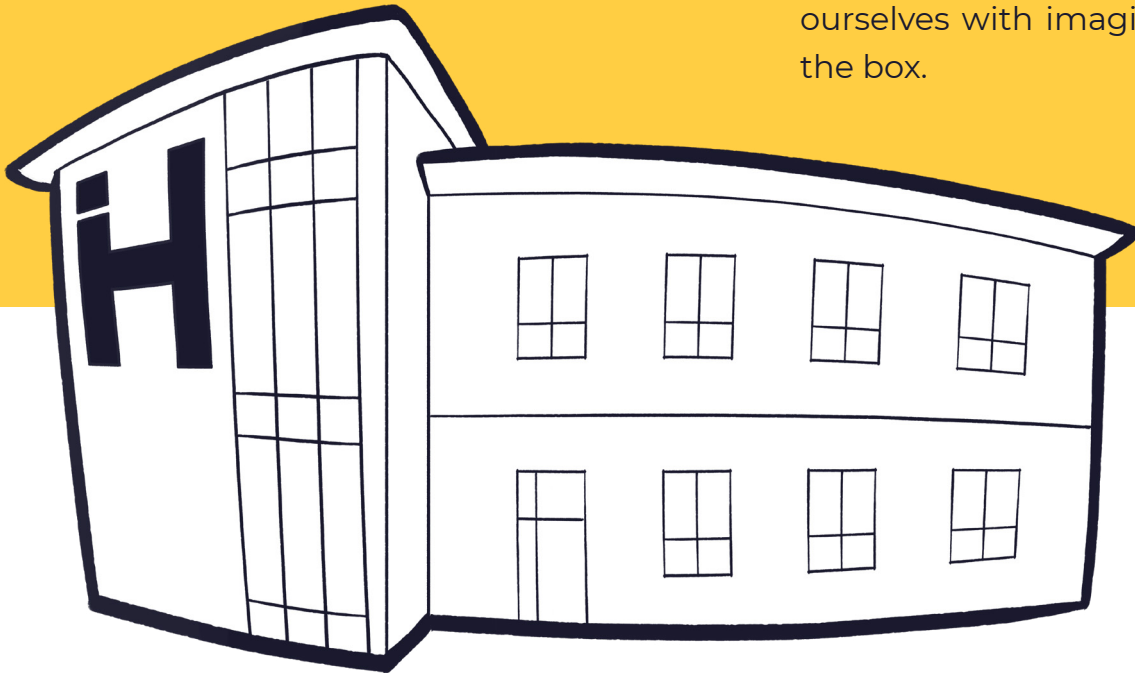
So, we're not afraid to stand up and be heard and we make sure our clients aren't either. From small, micro businesses to large organizations, we are vocal about the things that make your business unique.

# Our story

Vocal was created by our Founder, Jill Hudson. Over the past two decades, Jill has worked with hundreds of agencies in the creative sector, helping, guiding and growing each business she supported. She has personally managed contracts ranging from \$6,000 to the hundreds of millions. Her diverse experience allows Vocal to support businesses of all sizes.

Vocal is an extension of the fabulous Hudson Outsourcing, a bunch of enthusiastic, friendly and skilled creatives, marketing gurus and copywriters. Based in the North of England, but with a global client base spanning 30 countries. Our roots stem from hard-working folk who aren't afraid to be heard.

Our creative content agency may be small but it's by no means shy. We surround ourselves with imaginative individuals who relinquish the idea of staying inside the box.



# Meet us!

Vocal HQ is where the real magic happens.



**Jill Hudson**  
Global CEO



**John Hudson**  
Global COO



**Kathryn Johansen**  
Head of Creative



**Jamie Peacock**  
Head of Global Sales



**Keon Broadnax**  
Client Engagement Manager



**Joshua Smith**  
Client Engagement Manager



**Angus Routledge**  
Client Engagement Manager



**Ryan Blackett**  
Client Engagement Manager



**Ajay Nimmala**  
Graphic Designer



**Jake Rayner**  
Graphic Designer



**Amy Good**  
Marketing Executive



**Prashant Swami**  
Middleweight PHP Developer

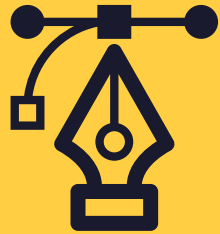
+a bank of the most awesomely creative geniuses the UK has to offer, and a team of offshore technical masters.



# What we offer



We are **VOCAL**”  
about



Design



Websites



Digital Marketing



Copywriting



Branding



Illustration



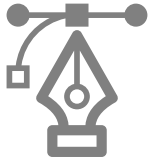
# Copywriting

Our copywriting services help you say it with confidence, clarity and courage. It goes without saying that the quality of your written content can make or break the reputation of your brand.

At Vocal, our Copywriters have been creating compelling content for two decades. It's not enough to only give the reader information. Great copywriting is about enticing and exciting potential clients. It's very simple! Successful copy converts readers into leads. Our team of gallant Writers are ready for your project - pens in hand, fingers on keys, all systems go.



# Design



As much as it pains us to admit, looks matter. So, if you're thinking about elevating your brand's appearance, you've come to the right place.

Our highly creative team know how important design is. Together, we want to help your brand look as good as you are. Our eye-catching designs and smooth user experience are what we're known for. It's something that separates us from the rest. We're out of the box thinkers who aren't afraid to be seen and heard.



Each of our design services have their own part to play in growing and developing your business. We understand the importance of each, and we can work together to design something that's worth talking about.

Our multi-industry knowledge gives us the edge over our competitors. It's why we're the right people for the job.



# Digital Marketing

Expect the precision and detail of a digital marketing agency with the broader considerations of full service, creative thinkers.

We are proud of our out-of-the-box thinking and our fearlessness to push the boundaries.

In today's tech-savvy world, your customers are spending more and more time online. To get your message in front of your target audience, you have to go further than ever before.

Digital marketing is about being seen in the places where your customers hang out. It's about making yourself as visible as possible and being louder than your competitors – enter Vocal!

How can we make you more visible online?

- ✓ Search Engine Optimisation (SEO)
- ✓ Email Communications
- ✓ Google AdWords Management
- ✓ Social Management
- ✓ Pay Per Click (PPC)
- ✓ Paid Advertising Strategies

We use these strategies to help you stand out and compete online. The internet can be a crowded place so it's important to embrace all forms of digital marketing.

# Branding

**We live, breathe, eat and sleep good brands,** and we never underestimate the power of a good brand with consistent messaging. We understand the great trust and responsibility that comes with handing it over to us.



A well-branded business leaves a lasting impression on a customer. It also helps your audience to know what to expect from your company. Great branding can change how people perceive your brand, help increase brand awareness and ultimately drive new business. It can create a deeper connection with your audience and bring greater value to your business. It's what instantly sets you apart from your competitors.

As the saying goes, "with great power, comes great responsibility". We get that, and you can trust us to get the job done.



## Website Services

We provide web services that help you stand out.

We know that websites have never been more important for your business. A website sets the first impression of your brand. When prospective clients visit your website, you only have 2-3 seconds to grab their attention or most will leave. These seconds count, so having a website that draws in visitors and instantly engages them is key. Whether you're just starting out, or you've been in the game a while – we can help you stand out online.

We create our websites to not only look good but to complement the user experience. This makes your brand work a lot better online. We're experts in creative web services and understand how to convey the best message about your business – ensuring people take action when they visit. We then work with your other digital channels to create a rounded experience that keeps your audiences coming back for more.



# Illustration

Our illustration services are designed to engage your audience with vibrant, distinctive and memorable visuals.

We believe that great illustration opens minds and sparks imagination. Thoughtful and innovative illustrations can help you to establish a trademark in your industry. It's just as important as branding! Illustration helps your audience to instantly recognize your unique style.

As consumers, we have an ever-declining attention span. Nowadays, you only have 2-3 seconds to engage your audience, otherwise, they bounce! We're all guilty of this but with first-hand knowledge, we can create captivating and irresistible imagery.

But illustration isn't just about grabbing attention, it also requires charming and delighting your customers. That's why it was so important for us to offer dynamic illustration services.



# Our clients



North Tyneside Council



LAMBDA FILMS



LEEDS  
BECKETT  
UNIVERSITY

United Kingdom



University of  
Sunderland



HUDSON™



Alpha.  
powered by Hudson

This is a small percentage of the clients we've worked with, and although we're vocal, we understand that confidentiality is key when embarking on a new relationship. Therefore, if you'd like us to sign an NDA as many of our clients do, we're happy to do so.



# Get started with Vocal



## Step 1: Introductions

We'd love to hear your goals and ambitions. This helps us to get the cogs turning to generate exciting ideas.

## Step 2: Research

Now, it's time for us to do our research and create a proposal of ideas. This includes recommendations drawn from our experience.

## Step 3: Predictions

The content might look pretty but what will it do for your business? We know this is ultimately your main focus and we understand! Based on our knowledge and experience, we will predict the likely outcomes of the project and ROI.

## Step 4: Quote

Finally, we will provide a quote for our services and then the fun begins.

# Contact us

**Be Vocal** and reach out!

Tel: 689-6006-210

Web: [www.vocalabout.com](http://www.vocalabout.com)

Email: [holla@vocalabout.com](mailto:holla@vocalabout.com)

**VOCAL™**  
FROM HUDSON OUTSOURCING

