

## What we do #3 – Raising your profile, getting you noticed

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Communications is an increasingly vital part of modern business, making sure potential customers know who you are and what you offer and establishing a reputation that makes them want to do business with you.

Sunderland Software City's Communications Services can help get your company noticed, producing press releases and other communications materials, placing stories about your company in the regional, national and specialist press and preparing you for broadcast interviews – as well as arranging corporate photos and filming short online videos spreading the word about your business virally.

The initiative can also work with you to develop you a bespoke Communications Strategy, outlining in detail the right messages for you to be putting across about your company and suggestions for how you can communicate them using everything from the latest social media to old-fashioned direct marketing.



One company to have made use of Sunderland Software City's communications services is financial software developer [Unified Software](#), who approached the initiative to ask if they could help spread the word locally about new online payment platform BankPay-IP.

Sunderland Software City was able to arrange an interview with Managing Director George Baron (pictured left) on BBC Radio Newcastle and secure articles about the product in The Journal, the Sunderland Echo, the Northern Echo, New Media Monthly and the bDaily, as well as arranging for new publicity photos to be taken for the company and filming an online video explaining the new product.

Another firm to take advantage of the communications support offered by Sunderland Software City is Newcastle-based [Wolf Consultancy](#), who asked the initiative to draw up their first ever communications strategy.

"Despite being one of the North East 's most established software firms, public relations was something we had very little experience of, so it was extraordinarily helpful to have a resource like this available" said Sales Manager Paul McLoughlin.

"The strategy Sunderland Software City produced for us was full of suggestions we could implement straight away for no or very little cost, and really helped inform out thinking"

**For more information about how Sunderland Software City can spread the word about your business, drop us a line on [info@sunderlandsoftwarecity.com](mailto:info@sunderlandsoftwarecity.com) or call 0191 305 5176.**