

THE LITTLE  
*Book*  
OF MARKETING  
**HACKS**

mooch

*Calling all marketing people...  
we're here to make your life just  
a little bit easier.*

It's often said *'many hands make light work'*.

As a creative agency committed to collaboration and teamwork, we're also big believers in the philosophy that *'many minds make light work'*.

Every piece of work we produce always has the full input of everyone in the team. It's this belief in our creative product that ensures our work consistently delivers results. Having conviction in what we do ensures our work is always to the point and delivers the kind of cut through we know our clients use us for.

*Think*  
**BIG!**

“

*When trying to come  
up with a great idea,  
let your subconscious  
go to work.*

”

MARKETING HACK #1

BY MARK GREENWAY, MANAGING DIRECTOR

“

*Spend more time on the brief than you do on the actual work.*

”

MARKETING HACK #2  
BY DANIEL BERRY, CREATIVE DIRECTOR

“

*The essential part of creativity is not being afraid to fail.*

”

MARKETING HACK #3  
BY MARK FLETCHER, HEAD OF CREATIVE

“

*Content is fire... Social  
media is the fuel.*

”

MARKETING HACK #4

BY LUCY TEARE, ACCOUNT EXECUTIVE

“

*Trust your instinct and  
have conviction on your  
design.*

”

MARKETING HACK #5

BY BOB BRYANT, SENIOR DESIGNER

“

*Strong social media is  
determined by strong  
content.*

”

MARKETING HACK #6  
BY CHARLOTTE RODEN, SOCIAL MEDIA EXECUTIVE

“

*The details are not the  
details. They make the  
design.*

”

MARKETING HACK #7  
BY PAUL RICHARDS, DESIGNER

“

*First, solve the problem.  
Then, write the code.*

”

MARKETING HACK #8  
BY PHIL JONES, DEVELOPER

“

*Visualise and sketch an  
idea out before bringing  
it to life.*

”

MARKETING HACK #9  
BY ADAM JONES, DESIGNER

“

*You have 10 seconds  
to make your message  
count.*

”

MARKETING HACK #10

BY JAKE TIPPER, HEAD OF SOCIAL MEDIA

“

*A second pair of eyes is  
invaluable when  
checking through work*

”

MARKETING HACK #11

BY BOB BRYANT, SENIOR DESIGNER

“

*Nobody reads ads.  
People read what  
interests them, and  
sometimes it's an ad.*

”

MARKETING HACK #12

BY LUCY TEARE, ACCOUNT EXECUTIVE

“

*Mediocre content will  
hurt your brand more  
than doing nothing.*

”

MARKETING HACK #13

BY MARK GREENWAY, MANAGING DIRECTOR



“

*Don't use social media  
to impress people, use it  
to impact people.*

”

MARKETING HACK #14

BY JAKE TIPPER, HEAD OF SOCIAL MEDIA

“

*Image is everything.  
Take the time to make  
sure your images are  
cropped and edited well.*

”

MARKETING HACK #15

BY MARK FLETCHER, HEAD OF CREATIVE

“

*Great execution of your content ultimately sets you apart from the rest.*

”

MARKETING HACK #16

BY MARK GREENWAY, MANAGING DIRECTOR

“

*Working with a multitude of talented people allows for limitless capabilities.*

”

MARKETING HACK #17

BY PAUL RICHARDS, DESIGNER

THE LITTLE  
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HACKS

*If you've enjoyed our little book  
and are hungry for a dollop of more  
wisdom, then fear not –  
there's more where this came from.*

We're already working on the next edition of our Little Book of Marketing Hacks series, but if you're **just too** impatient to wait until we're done, why not drop us a line or chat with us online? We're a friendly bunch always willing to help.

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