

The background is a gradient from light pink at the top to light orange at the bottom. It is decorated with various abstract geometric shapes: a large pink hexagon in the top left, a pink inverted triangle in the top center, a yellow zigzag line in the top right, a yellow circle in the middle right, a pink zigzag line in the bottom left, a large pink circle in the bottom left, a small pink hexagon in the bottom center, and a large yellow triangle in the bottom right.

BUY-FROM

CREATIVE AGENCY

AGENCY CREDENTIALS

ABOUT

WE LIVE BY OUR VALUES



MAKE A CHANGE

We partner with companies of all shapes and sizes. We have a particular love of working with ambitious brands, individuals, and marketing teams striving to create change for good in the world. We care about your story and have the skills to articulate your purpose and help you make an impact.

We have five core areas of expertise: Marketing & Brand Strategy, PR & Communications, Design, Social Media and Training, Mentoring & Coaching.

IN A NUTSHELL...

WE DO GOOD STUFF FOR GOOD PEOPLE.

We are based in beautiful Shropshire, but work with clients throughout the UK. We are both proudly local and ambitiously global.

Our clients range in size, from the small but ambitious to the large, countywide employers that span the private, not-for-profit, and public sectors. Our team is led by marketing and communications professionals with over 90 years experience between them!

Visit our website to see some of the ways we've been making a difference to our clients' businesses.

buy-from.com

WE GIVE A LITTLE BACK...

Every year we support two charities - one through fundraising, and one through agency time donated each month. This is an important part of our ethos, and the whole team get involved. In 2023, we raised over £6K for The Brain Tumour Charity, and in 2024 for are embarking on 3 months of fundraising for the charity. Last year we supported Shropshire Rural Support with free agency time, and in 2024 we are supporting Shropshire Youth Association in the same way.

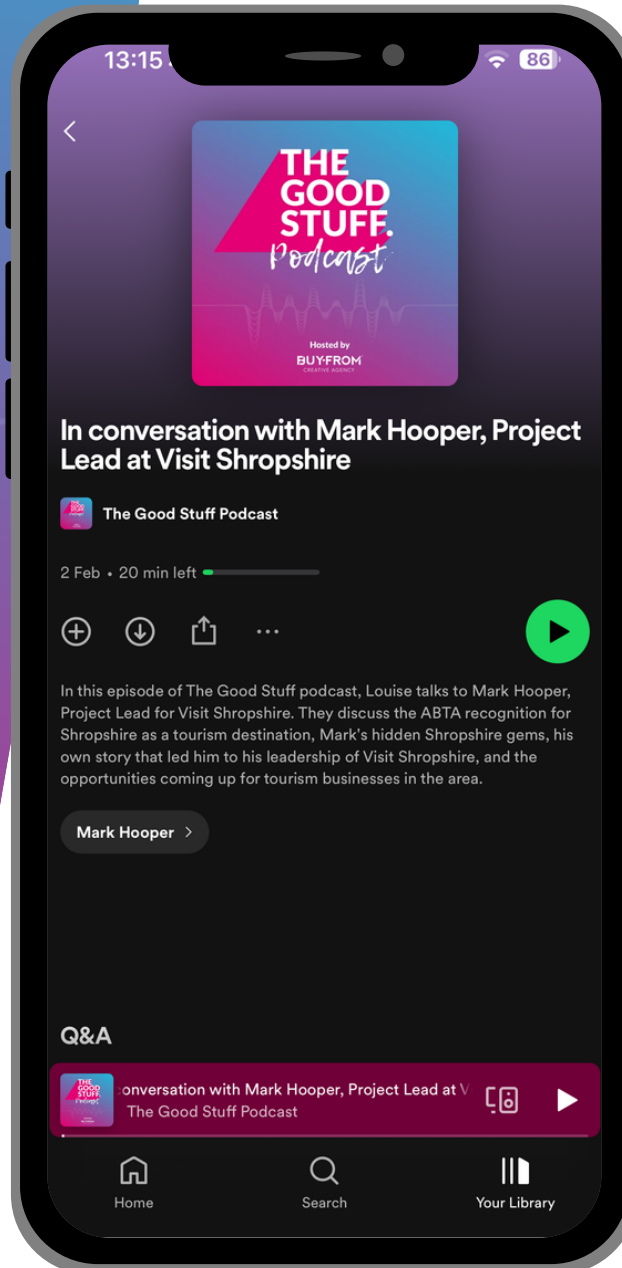
THE GOOD STUFF. Podcast

WE HAVE RELAUNCHED THE GOOD STUFF PODCAST

Join the Buy-From team
for creativity, innovation
and inspiration.

Each episode we talk to good
people, doing good stuff.

AGENCY CREDENTIALS



Listen on Spotify,
Apple or YouTube



Follow our podcast social
account to stay up to date
with our latest episodes.

 @thegoodstuff.podcast



SCAN TO
LISTEN NOW

WHAT WE DO

INDUSTRIES WE LOVE:

Charity/Not-For-Profit
Consumer Goods
Events
Hospitality
Retail
Tourism

IT'S ALL ABOUT THE GOOD STUFF

MARKETING & BRAND STRATEGY:

- Your Brand Proposition
- Brand Story
- Market Research
- Your Customer/ Customer Journey
- Competitor Analysis
- Strategic Planning and Implementation

DESIGN:

- Brand Strategy
- Brand Guidelines
- Logo and Brand Development
- Web Design
- Product & Packaging Design
- Marketing Collateral: Print and Digital
- POS
- Exhibition Stands

TRAINING MENTORING & COACHING:

'How to' portfolio to help individuals and groups understand how to initiate a range of activities, in short, the marketing essentials in today's business environment including:

- Branding, Brand Story, Brand Positioning
- Social Media
- Communication, PR, and Blogging
- Customer Journey and Customer Experience
- Marketing Strategy

PR & COMMUNICATIONS:

- PR
- Copywriting
- E-marketing
- Campaign management
- Direct Marketing
- Advertising
- Media Planning
- Media Buying
- Events Organisation
- Newsletters
- Consumer Trends

SOCIAL MEDIA:

- Strategy
- Expert Advice and Training
- Social Media Audits
- Campaign Planning
- Content Creation, including Photography and Video
- Scheduling
- Moderation

HOW WE WORK

STAGE 1



DISCOVERY

We start off by getting to know you, your brand, your purpose, and your ambitions, allowing us to shape a strategy tailored to your future vision. No matter what size of business you are, the discovery stage is at the heart of our collective success and the builds the foundation of a lasting relationship that achieves results.

STAGE 2



STRATEGY

At this stage we fully identify the opportunities, create your strategy, establish our KPIs and then hit the ground running. This stage is all about relationship building and knowledge sharing, as well. We get excited about all the opportunities ahead of us!

STAGE 3



DELIVERING CREATIVITY, IMPACT & JOY

We are a full service agency that will deliver personal, dynamic, results-driven work for your business. We pride ourselves on our collaborative, proactive, and creative approach, which you will really see come to fruition in this stage of the process.

STAGE 4



RESULTS THAT WORK FOR YOU

Our success in working with you will be reflected in brand growth, new business opportunities, and growth in sales, achieved via our approach across all communication channels, from social media, awards, advertising, email marketing, photography and video. We can't wait to collaborate with you and support your vision for the future of the business.



CASE STUDIES

LOCK 29

Target Industry: Hospitality, Local Government, Community, F&B B2C and B2B

Lock29 is a sustainable community destination in the heart of Banbury. The venue features diverse and exciting food and drink artisans, a casual pop-up cinema, space for events which is open to the whole community, and an edgy independent retail offer that binds it all together. Buy-From is responsible for the marketing, brand management, and PR for this innovative destination. Our work includes social media, graphic design, communications, consumer PR, website, and strategy.

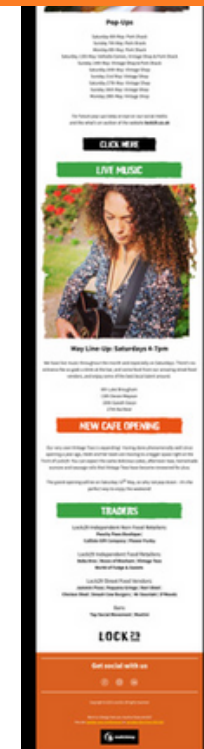
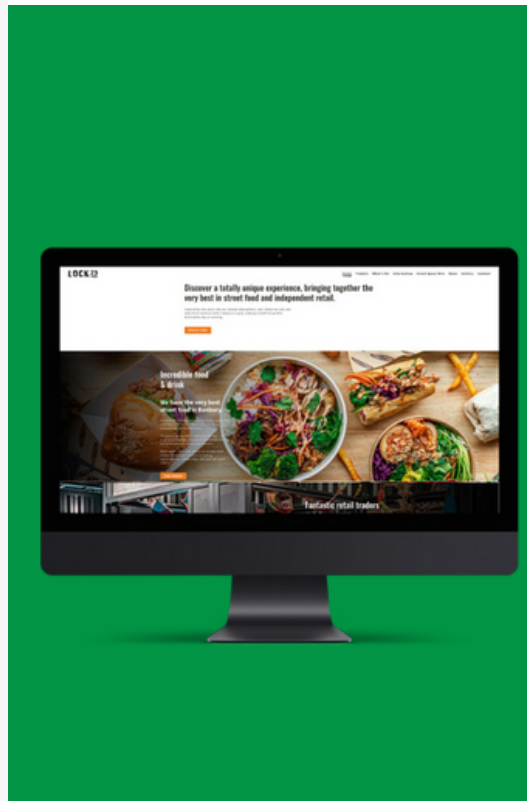
"Buy-From have been integral in the creation of the Lock29 identity and in supporting the launch and ongoing growth of the project. From concept to delivery, the team have been integral to the success of the destination and its position as a retail and hospitality anchor for Banbury."

Buy-From's management of our all aspects of our brand and communications mean that they work closely with our management team, that of Castle Quay, the traders, Cherwell District Council, and our consumers. It is a vital role for us, and they are brilliant partners to work with. I would recommend Buy-From to anyone, and am grateful to their strategic partnership over the past 5 years."

Chris Catford, Senior Operations Manager

BREAKDOWN OF RESPONSIBILITIES:

- Trade and Consumer PR
- Brand Strategy and Communications
- Copywriting
- Social Media
- LinkedIn
- Email Marketing
- Website





Target Industry: Giftware, Homeware, Government

The Giftware Association is the UK's largest trade association for the home and giftware industry. As well as leading the strategic vision in support of the CEO, Sarah Ward, Buy-From has also been working with the GA for the past 5 years on PR and communications. Good work that has directly led to Louise being voted Chair of the National Committee for the Giftware Association.

"Louise and the Buy-From team have proven to be indispensable to the GA. Nothing is ever too much trouble and having Louise's expertise on hand to support our drives forward as an organisation has made a huge difference to us. With Buy-From, we are able to have the strategic marketing and communication support delivered by Louise, as well as the outstanding graphic design and social media work delivered by the Buy-From team. I can't recommend Buy-From highly enough."

Sarah Ward, CEO

BREAKDOWN OF RESPONSIBILITIES:

- Brand Strategy and Communications
- Copywriting
- Trade PR
- Social Media
- LinkedIn - Thought Leadership
- Email Marketing
- Trade Show Support
- Graphic Design





Target Industry: Independent Retail, Giftware

Henry & Co. is a British home fragrance brand born out of a lifetime spent in gift and fragrance retail, and a burning passion to deliver the best possible scents for their customers' homes – scents created with a total commitment to quality.

We started working with Henry & Co at the start of 2023, hired to do an overhaul of the brand, create a brand and marketing strategy, undertake a rebrand, and create internal and external communications strategy.

"Louise and the Buy-From team have been integral to the growth, and brand development, of Henry & Co. this year. We have struggled to find an agency to work with who really understands our ethos, story and vision, and wants to work hard for us to be both part of the team, and enable our growth. From strategy, to design, the Buy-From team are experts in their field, and a joy to work with."

Mark Rees, Managing Director

BREAKDOWN OF RESPONSIBILITIES:

- Brand Communications & Strategy
- Design (digital, print and packaging)
- Communications
- Consultancy
- Email Marketing



LUDLOW FOOD FESTIVAL

Target Industry: Independent Retail, Food & Drink

We started working with Ludlow Food Festival in 2016, tasked with overhauling their PR, social media and digital marketing.

Our specific remit was to engage with their new target demographic and engage with food and drink enthusiasts from all over the UK to come and visit what is still one of the most respected food festivals in the country.

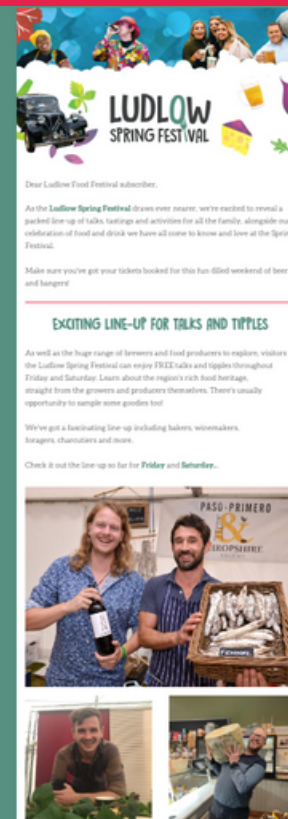
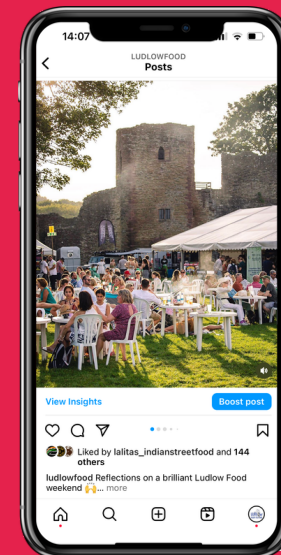
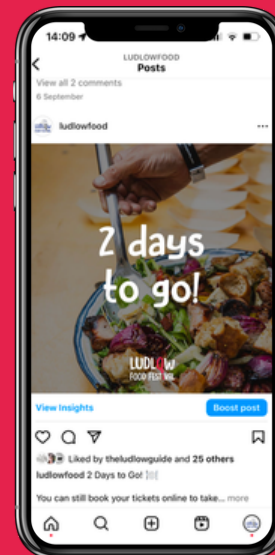
We regularly reach over 300,000 people during the month of the Festival through our social media channels and support exhibitors with content that will help them maximise their time at the Festivals.

"The Buy-From Team always displays top notch professionalism, this was especially noticeable throughout the planning stages and onsite at the Festivals. Jessica created a thorough PR, communications, and social media plan which made the Festival Event Team feel at ease, the coverage of the event was fantastic and there was a level of trust which meant we didn't have to worry about social media aspect of the festival over the weekend, it was all in hand! We knew all our requests and requirements would be implemented to the highest standard (even the last-minute ones!) and no ask was too big for the Buy-From Team."

Jess Parker, Event Co-Ordinator

BREAKDOWN OF RESPONSIBILITIES:

- PR & Communications
- Social Media
- Email Marketing
- Blogging
- Stakeholder Liaison





Target Industry:
Consumer Goods, Giftware, Retail

Buy-From started working with Best Kept Secrets in 2023 and as a result of our PR and communications work, the brand has seen their retail sales double in the past twelve months. We look after the brand's PR and communications strategy, including trade PR and social media.

"Partnering with Louise, Tegan, and the Buy-From team has been a game-changer for Best Kept Secrets. Their creative and flexible approach to marketing and PR has significantly boosted our sales, making them a vital part of our team. They combine their talent for crafting compelling messages with a friendly and approachable demeanor, ensuring every interaction is not only productive but enjoyable."

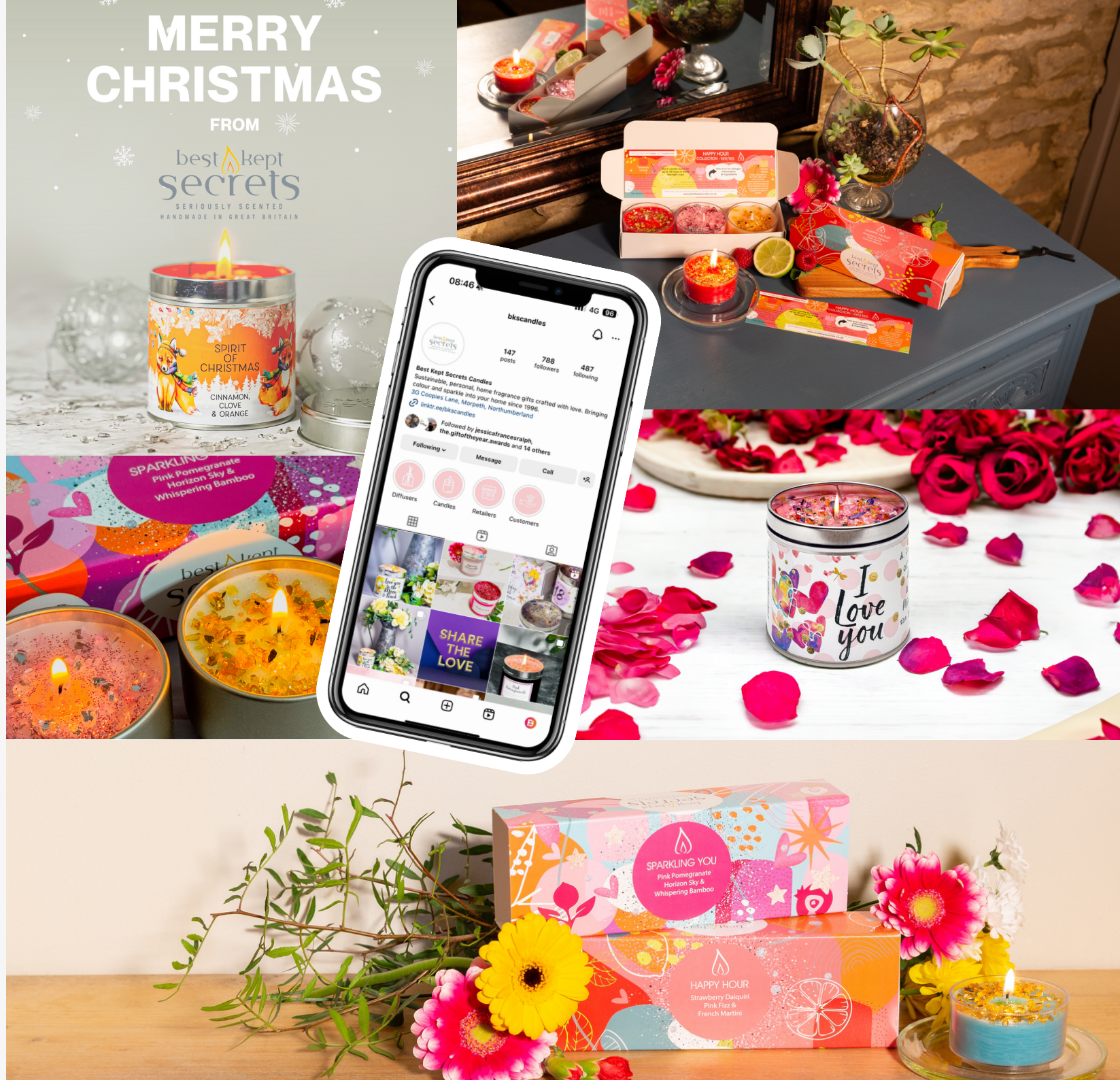
Their quick response times and deep industry knowledge have been instrumental in our success, always presenting solutions that are both innovative and effective. What truly sets them apart, though, is their genuine niceness—a refreshing trait that makes every collaboration feel like working with trusted friends who are deeply committed to our success."

In short, our experience with Buy-From has been nothing but exceptional. They've not only contributed to our growth but have also enhanced our company culture. We're excited for what the future holds with this fantastic team by our side."

Vanessa Curry, Managing Director

BREAKDOWN OF RESPONSIBILITIES:

- Brand and communications strategy
- Trade PR
- Social Media





Target Industry: Consumer Goods, Giftware, Retail

Charlotte was looking to maximise her presence at trade shows in 2022 and came to us to create a trade show brochure, sales collateral and transform her exhibition stand. We worked closely with Charlotte to ensure we elevated her brand, showcased her incredible product range, and reflected the personality, skills, expertise and ethos of the company.

We provided mentoring in the lead up to, during and post the trade shows to ensure that Charlotte felt championed and supported. Since then we have also rebranded The Silicone Straw Company, creating a new surface pattern for her, as well as new packaging.

"I have loved working with Buy-From. From the very first time I met the team, and on every single Zoom call, they have literally held my hand and made me feel like we could achieve anything. They have created exactly what I wanted and I am blown away by their creativity and working fun culture! I can't wait to work more with them."

Charlotte Walsh Founder

BREAKDOWN OF RESPONSIBILITIES:

- Print & digital design
- Packaging





Our initial brief was to work on a rebrand for the charity. We reviewed their existing brand which had remained unchanged since their creation in 1991.

The trustees were keen to keep the concept of care for the community from the existing logo, so we developed several simplified concepts for them; developing a range of assets for print and social promotion which they could use to spread their positive message across Shropshire. The branding process was a really meaningful one – it was key to create an identity that reflected the work, ethos and location of the charity. To date, we have successfully designed and launched their new website as well as delivered design collateral to support them with events and promotion.

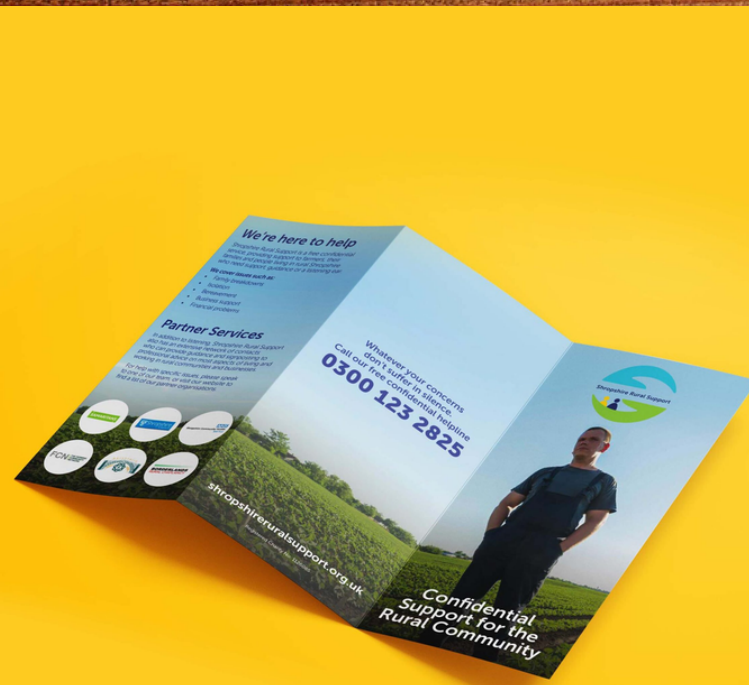
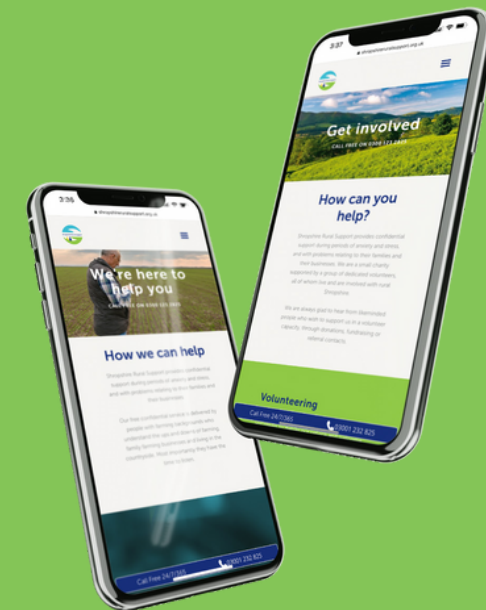
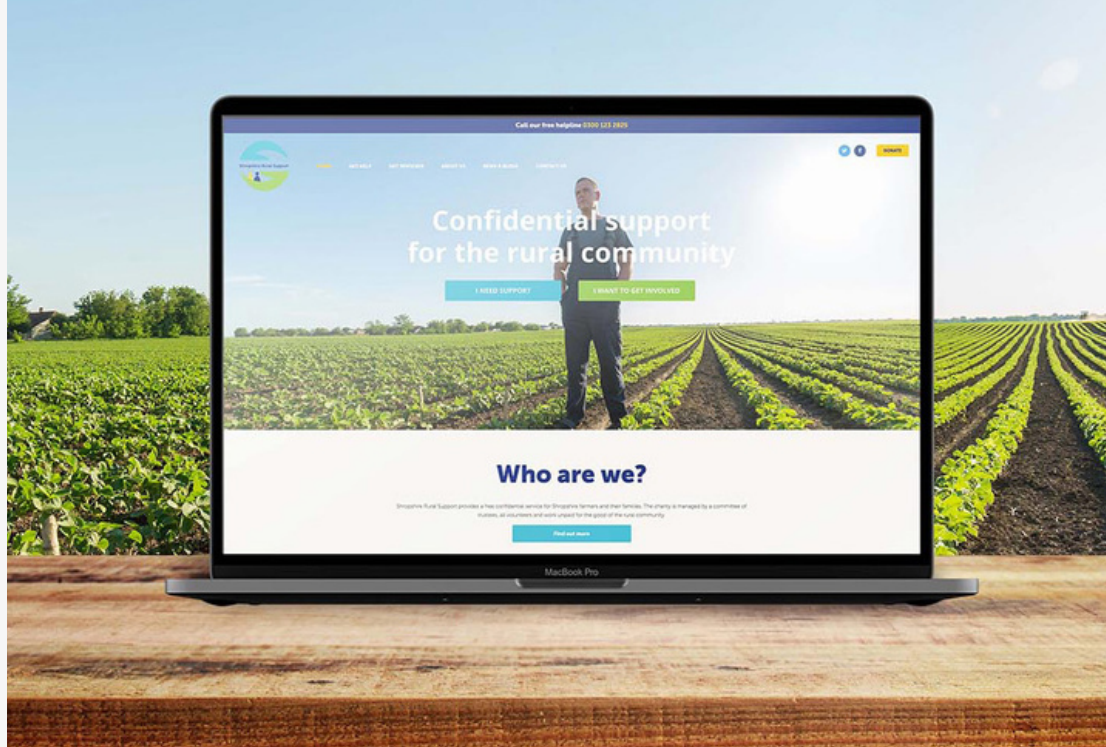
"The Buy-From team were initially hired to create a new brand for Shropshire Rural Support and we are thrilled with the work that they have done. Since then, we have become Buy-From's chosen charity for 2022, which has enabled us to get a brand new website as well."

We are grateful for the hard work, dedication and creativity of Grace, Jamie and the team and look forward to working with them into the future."

Andrew Bebb, Trustee

BREAKDOWN OF RESPONSIBILITIES:

- Branding and Brand Strategy strategy
- Social Media Support
- Website Design
- Print & digital design



Original logo



New logo



LUDLOW

ESTD DISTILLERY 2018

— THE HOME OF —

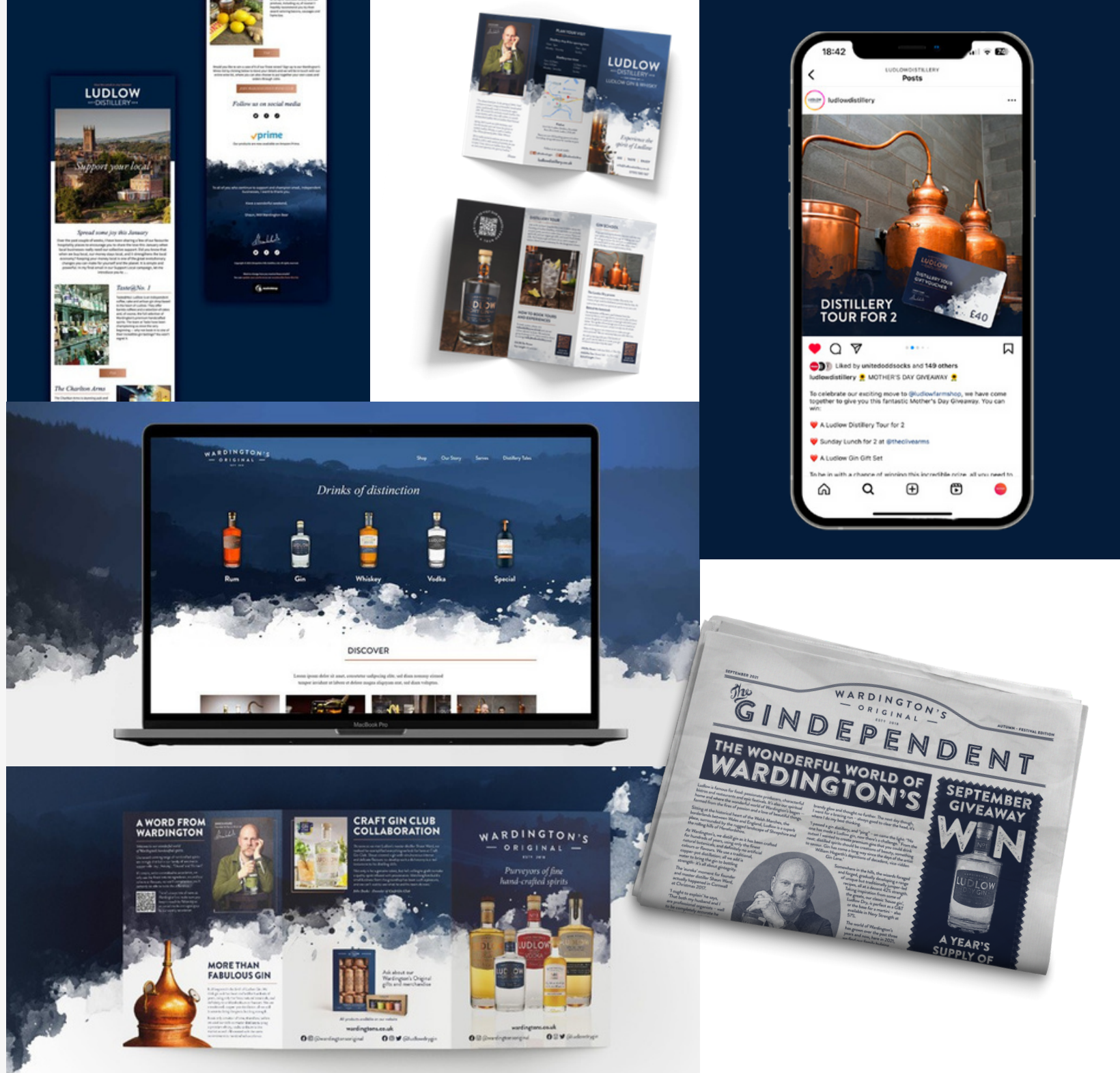
LUDLOW GIN & WHISKY

Target Industry: F&B, Tourism, Hospitality
Customer: B2B and B2C

Buy-From has a full brand strategy, marketing and PR remit for Ludlow Distillery, which has included rebrand and strategy, new website, print media, PR, distillery launch with destination marketing plan, and the launch of Ludlow Whisky.

"Louise and the Buy-From team are working with us on our strategic growth as we shift from being a sales-led marketing brand, to a marketing-led sales brand. Our growth over the past 6 years has been incredible, and the team have been a vital part of our journey to date. The new distillery is a huge step for us, and Buy-From are driving footfall and engagement to fully establish us as the largest regional distillery. I am incredibly grateful for all that they have done, and do for us."

Shaun Ward, Founder & Master Distiller



BREAKDOWN OF RESPONSIBILITIES:

- Brand Strategy and Communications
- Trade PR for product launches
- Consumer PR for product launches and distillery activities
- Copywriting
- Social Media
- Email Marketing
- Graphic Design
- Website



Target Industry:
Public Sector, SME Business Support

Buy-From has been a preferred consultative supplier for the Marches Growth Hub for over 7 years now. The Marches Growth Hub Shropshire offers face-to-face advice on business grants, loans and support available for Shropshire businesses regardless of size or sector, from pre-start to established businesses. We deliver masterclasses and workshops throughout the year, as well as providing 1-2-1 business support, mentoring, and coaching to SMEs in the county. To date, we have supported over 250 businesses.



We built Steve a **new website** to feature all of the fantastic services he provides in his cheffing world.

After creating **the branding**, the next stage was to create a **new website**.

Steve wanted a **clean, modern and vibrant brand** to be used across all marketing materials.

This is where we landed...



Steve left us feeling happy with his new site, and feels **fully in control** of it going forward.

Go and check out his new site!
thehungryguy.co.uk

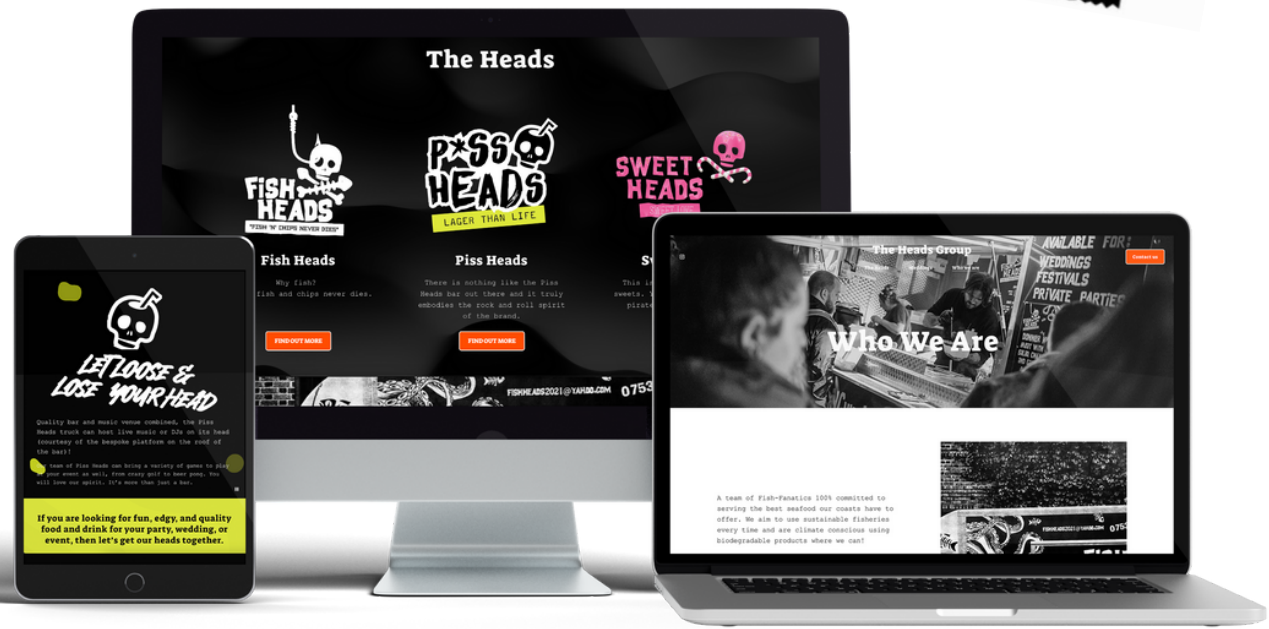




Where's Your Head At?

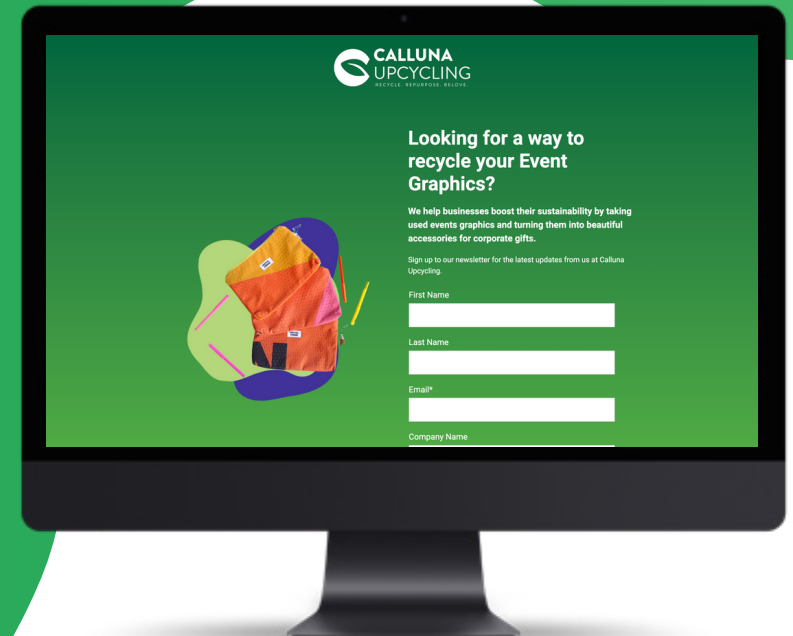
We like to think we do things differently.
Take a look at our band of merry brothers...

IF YOU'VE
LOST YOUR FAITH
IN FISHNCHIPS
THE END
WON'T BE LONG



CALLUNA UPCYCLING

RECYCLE. REPURPOSE. RELOVE.





THIS IS US



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