



And the lucky winner is...Close Protection Angels

from Margaret Cain

I was delighted when my donation to the International Women's Day event – a raffle prize of marketing communications consultancy – was won by Gina Allsop, MD of Close Protection Angels Ltd. It was the first time that I'd offered such a prize or promotion. It proved really interesting to explore a completely new sector and, by the end, I felt as if I was the lucky winner!

Gina has had a fascinating career. She set up the Windsor-based security company 2009 to meet increasing demand in an uncertain world for reliable, flexible security services. Her background includes a successful career in the British Special Forces working within, as Gina terms it, 'the female equivalent of the SAS' and managing security at Westfield London, Europe's largest shopping centre.

Since opening for business, CPA's client base has expanded to include major events such as Glastonbury Festival, businesses such as Cammell Laird, and law enforcement agencies such as Merseyside Police. At any time, members of her team might be patrolling a public event or safeguarding celebrities and other high-profile individuals. Incidentally, 'close protection' is the security industry's formal term for bodyguards.

CPA also provides organisations and individuals with expert consultancy to counter threats such as terrorist attack, organised crime and industrial espionage. Exciting stuff!

I worked with Gina to equip her with professional copywriting for sales letters that would help her to reach out to major prospects in event and retail management. Along the way, we discussed the many issues involved in running a successful marketing communications campaign, among them:

- ❖ Creating the right first impression – keeping all messaging clear, accurate and simple
- ❖ Understanding where the customer is coming from and homing right in on their 'pain points' and motivations
- ❖ Establishing a dialogue by offering a 'fulfilment piece' of a white paper or top tips
- ❖ The opportunities presented by the new networking media, such as LinkedIn and blogging

Gina kindly commented that: "This was definitely the best prize I could have picked!" We're now looking forward to working together on the CPA website.

Margaret Cain of M squared Corporate Communications helps businesses and not-for-profit organisations to get their message in print, over the web and in the media.

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