



**Not your generic
marketing agency**

About Defence Media

Defence Media Ltd. was founded in 2019 as a digital marketing, communications and PR agency, focusing exclusively on the defence, aerospace, space and security sectors. We specialise in supporting businesses in complex business environments often characterised by advanced technologies, large investments, long procurement cycles, and multiple stakeholders that affect purchase decisions.



The team



Grant Turnbull ACIM

Grant is a Founding Director of Defence Media and a senior marketing and communications consultant with nearly two decades of experience in the defence and aerospace sector. He is an Associate of the Chartered Institute of Marketing and has gained several qualifications in strategic marketing and the utilisation of advanced digital marketing and advertising tools.

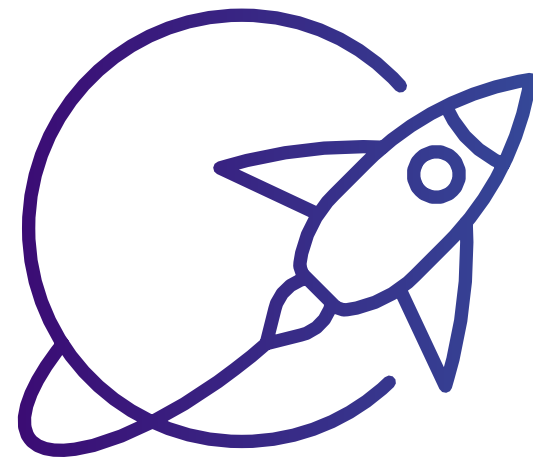


Beth Stevenson MCIPR

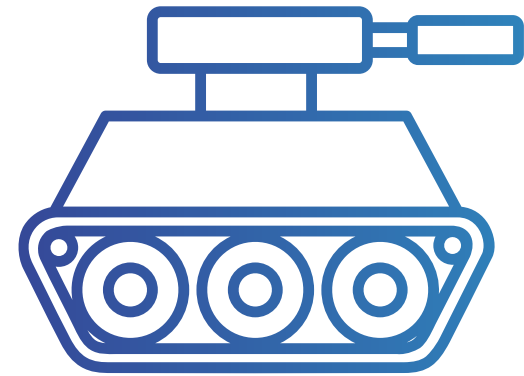
Beth is a Founding Director at Defence Media and a senior-level digital PR and Communications consultant. She is a long-standing member of the Chartered Institute of Public Relations and has achieved several qualifications with them. Starting out her career as an aerospace and defence trade journalist, her passion for the written word and the impact that it can have on a reader is still as important within her marketing career as it was back then.



Sectors overview



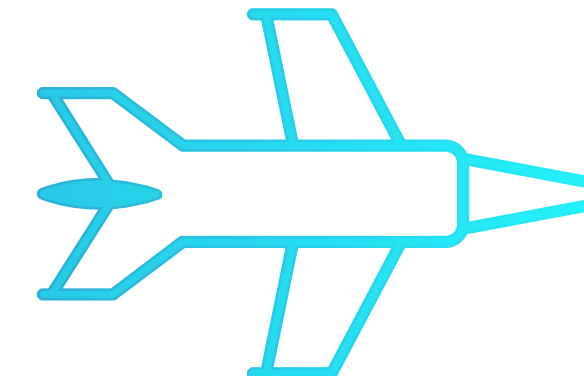
Space



Defence



Security



Aerospace

Our services

PR and media relations

Proven PR strategies that build your reputation and brand awareness through earned media.

Digital marketing

Expert-driven tactical implementation of digital marketing tactics from content to ads.

Strategic consultancy

Formulating strategic plans that align with your business goals. Defence Media is an expert in marketing, communications, brand and messaging strategy.



“

Defence Media is a terrific partner, providing deep expertise and experience in all aspects of digital marketing.

”

Aneesh Kothari
President, Systel Inc.



PR and media relations

Defence Media is an experienced agency in strategic-level PR and communications, working closely with clients to deliver campaigns that align with business growth plans and corporate objectives. Furthermore, we can work with your team to shape campaigns, identify key messages, highlight the best tactics to be used, create multi-platform content, and measure performance. All of this is underpinned with comprehensive data collection for highly accurate performance measurement.

Retained

Continuous media engagement and an active cadence of news releases to ensure coverage and increased awareness.

Event PR

Supporting media and PR activities around a key strategic event such as an exhibition or conference.

Announcements

Gaining maximum exposure for a new product launch or key strategic announcement, ensuring maximum coverage and stakeholder engagement.



We provide

- Strategic planning
 - Key message development
 - Press office management
 - Press release and content development
 - Media outreach and research
 - Brand monitoring
 - Media training
 - Digital analytics
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Digital marketing

Defence Media offers a wide range of digital marketing services and packages that are specifically tailored to companies in B2B- and B2G-focused sectors; we are not a generic agency. We understand the complexities of running and growing a business in competitive and complex markets, and our services are designed to alleviate the pressures that marketing and senior management teams face.

Social media

We alleviate the pressure of managing and populating social media accounts, curating bespoke content for specialist audiences.

Social and PPC advertising

We provide support for media and PR activities around a key strategic event such as an exhibition or conference.

Editorial content

Defence Media has a team of expert B2B content writers that assist with your technical copywriting requirements.

Video and photography

We work closely with companies to develop high-quality video and photography to support strategic marketing campaigns.

SEO

We can optimise your content to ensure it appears at the top of search engine results and, importantly, above competitors.

Digital analytics

We review the performance of your digital channels and understand where you are achieving success and areas to improve.

“

Working with Defence Media has boosted the quality of our online content, and helped to improve key metrics.

”

Joachim Schranzhofer
Head of Communications, HENSOLDT



Strategic consultancy

Unlock the full potential of your marketing efforts with our expert consultancy services. At Defence Media, we specialise in delivering in-depth analyses of your marketing strategies, identifying areas of improvement and guiding you towards maximised ROI and enhanced brand visibility.

Marketing audit

Review and assess your current marketing strategy and performance and where improvements can be made.

Brand strategy

Develop a comprehensive brand strategy that will strengthen areas such as brand equity and vision, as well as brand recall and awareness.

Marketing strategy

Deliver a full marketing strategy that will deliver results over a twelve-month period.

Communications strategy

Review the performance of your digital channels and understand where you are achieving success and areas to improve.

Outsourced marketing director

“

We have been working with Defence Media for multiple years now, and highly value the outsourced marketing support that we receive.

”

Ben Walker
GRiD Defence Systems

Looking to step up your marketing functions and require a short-term marketing leader? Our experts can take on the role of a senior-level marketing professional for your organisation, advising on strategy, budgeting and recruitment.

Our mission

We embolden organisations that deliver innovative solutions for the protection and advancement of societies.

Why work with us?

Are you looking to achieve your full potential in defence, aerospace, space and security? Working with an agency with an industry-specific focus and unrivalled experience and digital knowledge will be key to your success.

Easing your burden

Defence Media will become a key member of your team, reducing the burden for your personnel.

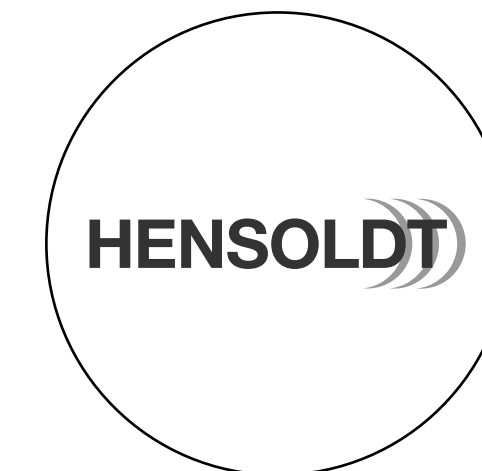
Data-led insights

Projects are underpinned by data collected from various digital sources and analysed by experts.

Sustainable activities

Monthly deliverables ensure a steady stream of activity and a cadence that keeps the focus on your brand.

Some of our wonderful clients



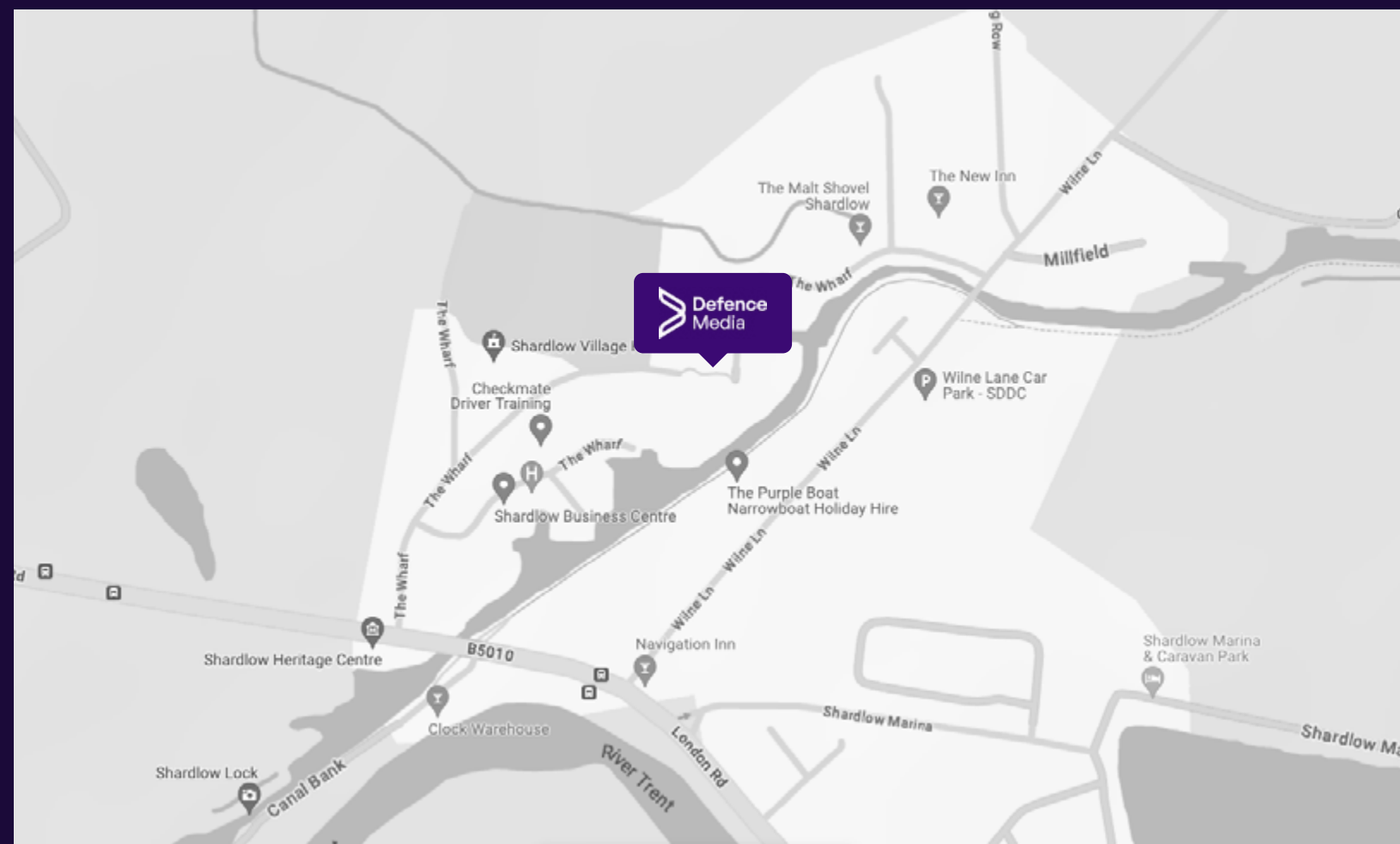


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