



MARCH 2021 | ISSUE 1

WELCOME TO ISSUE 1 OF THE RE-SAUCE NEWSLETTER

These issues will come out every 6-8 weeks, depending on how much news we have to tell, so hopefully every 6!

So what has our first 6 weeks looked like since launch...

Lee gave a cheeky little glimpse of the 3 of us in Re-Sauce masks on his personal linked in page on Monday 1st February. Within 3 hours, the post had attracted over 4000 views and, by 10am on 2nd February, over 7500 views. Lee's first personal post also attracted lots of positive feedback and some excellent banter!

Re-Sauce then launched on Tuesday 2nd February 2021 at 3pm GMT. The launch was timed to go Global and we are very pleased to confirm that it went Global same day. As well as the press release going out in English, we also went out in German, French & Spanish languages as well.

We were heavily covered in the US press with rAVe, AV Nation, SCN and many other key US titles running the story. All major specialist press across the EMEA covered the story, with some even sharing our company video.

It's fair to say that step 1 as a Global Press & PR agency was achieved!



Our all-new **Re-Sauce website**

www.re-sauce.net went live same day, along with our new company LinkedIn and Twitter accounts and all 3 Founders updated their own LinkedIn profiles. We even finally managed to get Gordon onto Twitter as well.

Off the back of the press releases and our own social media, we received a huge amount of traffic and engagement, with so many lovely posts that Ian, Lee and Gordon spent the first 2 days solid replying and re-posting.

The social media continued with regular daily or twice daily posts, and again with fantastic response and interaction.

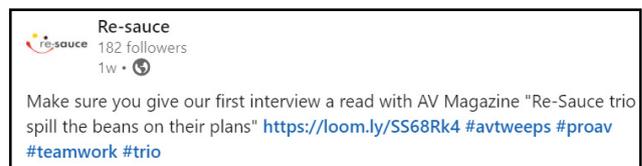
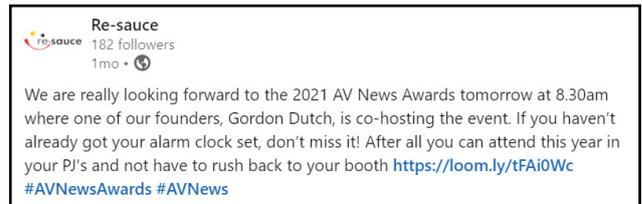
So step 2 of our Press, PR & Marketing plan delivered, on time and with the impact we had hoped. We had an especially good reaction to our company video and that is an area we definitely plan to focus on going forward for our clients.

On Thursday 4th February, Gordon was busy co-hosting the **AV News Awards** with Bryan Denyer, which also went down a storm and created some excellent feedback on social and by 5th February, just 3 days in, we posted our first blog, with Gordon talking about the start of our journey!

By Friday night we had our first major enquiry, followed by a whole host the following week and so it was time for a well deserved sherbert!

The following week we thanked everyone for all their lovely posts and especially all the press who had featured us so heavily.

At the start of the following week, we were approached by **AV Magazine** to give our first interview and the editorial team did a wonderful job of 'spilling the beans'. This was the most clicked-on link that week (and, we were told, the most clicked-on link on AV Magazine for some time), which was very nice to hear. This was also, most probably, the first time people started to really understand what our proposition was. Many people had seen the Press & PR in our tag line and so just presumed we were a Press & PR Agency. Well of course we are... but we are WAY more than that!



We are a true Business Consultancy, that has a deep knowledge of the Pro-AV market and we felt the [AV Magazine piece](#) really helped get that message out. If you haven't had time to read it yet, then why not take 5 with your next cuppa and have a look.

We started a “**Meet our Founders**” campaign starting with Lee and then his first blog went live that Friday. In the following weeks we featured Ian and his first blog, and then Gordon and the first ever shared blog between the 3 of us.

That week we had our first pitch and that went really well.

We have now written around 15 shared blogs, which we will be releasing over the coming weeks and months. Working together on the first few pitches and on these blogs has really proven the combined deep knowledge we have of the industry. We have all really enjoyed learning about each others different experiences as well.

Also, in February, Gordon was asked to join the **TRIC committee**, which was a real honour. TRIC is a not-for-profit organisation that helps deliver funds into all sorts of charities. This year's President is John Barrowman and our Chair is Jane Ostler from Kantar. I have been a long-term supporter of TRIC and been lucky enough to host all sorts of amazing celebrities, from Peter Andre, Alan Carr and Keith Lemon to Alan Shearer and Ian Wright.

We have some exciting plans coming for TRIC this year and so if you want to know more just visit <https://tric.org.uk>.

We ended February with some more great social media interaction and a whole host of bids for business consultancy and some press, PR and marketing. In fact we already signed our first contract, not bad for a company that was only 4 weeks old and in the middle of lockdown.

March started with another exciting announcement as Re-Sauce have been asked to work with Gary Kayye & rAVE to co-host the their **LAVNCH EMEA 2.0**. If you want to know more about this exciting event, just [click here](#)

That's all for now folks. If you want to keep up-to-date follow us via LinkedIn: [re-sauce](#) Twitter: [re_sauce](#)

