

VPA GLOBAL

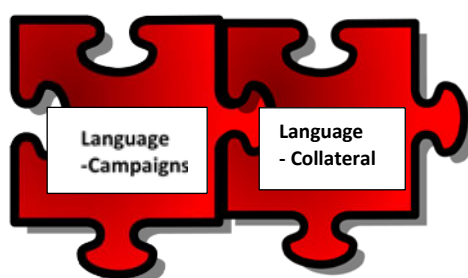
Working in a variety of global sectors such as Oil and Gas Exploration, IT, Telecoms, Construction, Renewable Energy and Transport; [VPA Global](http://www.vpaglobal.co.uk) provide a wide range of turnkey insurance solutions to pressing and complex human resource issues.

Having worked closely with recruitment companies operating in Africa, The Middle East and Asia since 2012, they have vast experience in providing a range of diverse services from urgent medical cover through to visa solutions.

A sample summary of the services provides are shown below, more details are available on their website <http://www.vpaglobal.co.uk/about-vpa-global-services/>

- Providing instant worldwide insurance cover
- No Medical Declaration required
- Flat rate premiums for all workers aged up to 65 years of age
- Available to all nationalities

Priorities



Marketing Grid

Area	Title	Key Question	Y/N/?
Find	Positioning	What you want to be famous for?	Y
Find	Channels	Are the market channels identified and mined?	Y
Convert	Your Clients	How do they find you?	Y
Convert	Language	Are you happy with your marketing collateral?	N
Convert	Language	How effective are your sales teams?	Y
Convert	Language	How many touch points do you have with your clients?	N
Deliver	Your Products and Services	Are these documented and segmented?	Y
Deliver	Your Clients	Are these segmented and targeted?	Y

Action for language campaigns

- Database review – *Work in Progress*
- Send monthly newsletters to warm contacts - *Work in Progress*

Action for language collateral

- New website - delivered
- Copy writing - delivered

Results

- New website launched
- Campaigns under evaluation
- This is a new project, central to future marketing was the timely delivery of the website which is now concluded.
- New initiatives will feature in future case studies