

BE THE BEST IN YOUR INDUSTRY

Professional communications
audits for organisations
ready to stand out



1

2

3

4

5

6

7

8

9

Hello,

I'm Laura Smith

Communications Consultant

Ella St Communications is my studio consultancy based in the north of England. I founded the company in 2015 to resolve the lengthy delays organisations face between setting goals and reaching them. Now, I support organisations to achieve what's on their wish list with innovative communications that make work simpler.



Your Communications Audit

1

2

3

4

5

6

7

8

9

- Quickly pinpoints the gaps in your content output
- Highlights opportunities to lead in your industry
- Creates priority action points
- Provides your focus areas for the next 12 months
- Delivered in 4-6 weeks
- Consults all departments in your organisation
- Receive your complete audit and priority action points for immediate change

“Very professional and flexible, working with the resources and capacity that we had available”



1

2

3

4

5

6

7

8

9

Why it works

Your vision, sooner

Finding out exactly where you are, from all of your stakeholders' perspectives, and creating priorities and strategy from the findings allows you to actively work towards your targets in a way which ensures success.

I spend time with all of your internal and external audience groups to get the most important details available to inform your communications audit.

Immersing myself in your team will feel like I'm a dedicated part of your organisation's inner workings. From here, my insights will be in-depth, insightful and inspire the change you need,



What it includes

Your comms audit



Bespoke stakeholder research

One audience segment or ten, Ella St Comms will spend time with all groups and stakeholders to fully understand their changing needs and expectations from your organisation and how this is delivered in your comms.

Full digital analysis

Let's look at your web performance, email marketing, individual social media accounts and ad spaces to review what's really working and where there's opportunity to develop.

Opportunities and threats

Your bespoke comms audit will include a priority action plan to address any immediate concerns, and provide a full report to inform your strategy for the next 12 months.

1

2

3

4

5

6

7

8

9

My experience



With 20 years in the communications sector, I have supported clients across UK and international charities, education, e-commerce and SMEs.

My company, Ella St Communications, has provided industry-leaders with content writing, strategy, communication audits and mentoring for the last decade.



“I would recommend it to any organisation that has become stuck in old ways or needs a refreshed strategy”

“It was great working with Laura on the comms audit because she took the time to understand our organisation, how we work and some of the challenges we face. Laura was very professional and flexible, working with the resources and capacity that we had available. Bringing in an external professional to lead these discussions and draw out insights was really important for us as an organisation - I would recommend it to any organisation that has become stuck in old ways or needs a refreshed strategy

“Laura took the time to understand our charity, its unique challenges, and how we operate. Her professionalism, flexibility, and ability to draw out insights was hugely valuable and will continue to have an impact on our comms strategy.”

*Mia Lucas-Bray, Head of Communications
Just Finance Foundation*

Previous creative partners

1

2

3

4

5

6

7

8

9



Lifeboats



The
countryside
charity



OXFAM



Believe in
children
Barnardo's



JUST
FINANCE
FOUNDATION



Book your no obligation chat today



I pride myself on working with clients without pressure. I recommend booking an informal Zoom call to meet me, ask questions and get to know my processes before choosing your communications audit.

Book your free call today at laura@ellastcommunications.com

Pricing and delivery

Communications audits are delivered in 4-8 weeks, depending on the size of your organisation and availability.

Audits, inclusive of priority action report are £4995 inc. VAT.

1

2

3

4

5

6

7

8

9

ELLA ST.
COMMUNICATIONS

1

2

3

4

5

6

7

8

9



***Act today,
succeed
tomorrow***

**Get in touch to
discuss your
communications audit**

laura@ellastcommunications.com