



The Lynq - WORD-right Connection

Lynq Ltd is a software house based in Fareham, Hampshire. As a strategic Exact Software Partner and leading distributor of Exact Software's Macola manufacturing and distribution accounting systems in the United Kingdom and Europe, Lynq also has offices in the Ukraine and the US.

Lynq's experienced team has worked with Macola for over 20 years and has as an enviable reputation as one of the best suppliers of Exact Macola products in the market today.

WORD-right had provided some copywriting services to Lynq in 2006. It was the combination of David McCarthy's IT background and experience and Joy McCarthy's marketing skills, which led to Lynq getting in touch again to help with a new marketing initiative in the summer of 2008.

Lynq was about to bring two new software solutions to the market: Visual Planner and HyperLynq. The systems, which integrate fully with Macola ES and Macola Progression, are unique in the market, and are generating a great deal of interest with Exact Macola users.

Visual Planner is a visual point-and-click tool which revolutionizes the way manufacturing production planning can be achieved with fewer staff. Unlike other tools available, it writes back the planning schedules directly to Macola.

HyperLynq accesses the Macola databases to present information in a way the user can configure dynamically on the screen, filtering and 'drilling down' with just a few mouse clicks. As this functionality isn't available in Macola, HyperLynq will appeal to many of the existing Macola customer base.

While Lynq's core customer base is in Europe, both Visual Planner and HyperLynq were to be marketed internationally, in particular in the US

where Exact Macola has a large market share. As well as targeting Macola users direct, Lynq also wanted to break into the reseller market.

Working with John Grima, Lynq's Business Development Manager, WORD-right produced a comprehensive marketing plan which included the management of the newly constructed Lynq website, regular email marketing and newsletter campaigns, a suite of professionally written marketing collateral, and both offline and online PR. To add credibility, WORD-right also worked on a series of Customer Success Stories, interviewing some of Lynq's existing customers and writing comprehensive case studies about the service they had received.

The culmination of Lynq's 9 month marketing campaign was Engage, the Exact User Conference held annually in the US. The 2009 Engage event was held in Nashville, Tennessee in March 2009 and saw the launch of the 3rd generation of Visual Planner.

Lynq exhibited in the Engage Vendor Showcase and the WORD-right team created all the company's promotional materials including print-ready PDFs for the exhibition banner and the delegate bag inserts. The PDFs were sent direct to Lynq's print shop in the US for printing delivery to Nashville. During the Engage conference, WORD-right was in contact with John Grima to manage the distribution of Lynq's 'Live from Engage' electronic newsletter.

Lynq's product and brand awareness has risen considerably in the past few months, with sales of the new products now in the pipeline. WORD-right will continue to work with Lynq on an 'as needed' basis, and will continue to be in touch with John Grima at Lynq, offering help and support.

"Word-Right are part of my team. I am constantly impressed by their high standard of work, their marketing knowledge in areas such as 'brand', 'web', and 'campaigns', and by their totally professional approach. Word-Right spent a lot of effort in analysing our marketing strategy and mix, taking a complete and honest view. Their subsequent report and proposals were therefore thorough, realistic and creative - as well as being affordable. I was particularly impressed by the creative proposals, which successfully addressed our problem in getting our offer noticed by potential customers in a crowded marketplace. We also believe our brand profile has subsequently increased, which will mean new profitable business for us."

John Grima

**Business Development
Manager**

www.lynq.co.uk

WORD-right
30 Lords Piece Road
Chipping Norton
Oxfordshire, OX7 5HT

Tel : 01608 642 845
Fax : 0870 486 6650
Email : enquiries@word-right.co.uk
Web : www.word-right.co.uk

WORD-right is part of IDEAS-right Ltd
Registered in England : 5934818
VAT Registration : 890 2550 22