

# Unique Marketing Solutions

Real Results. True Value.

## Ruth McKay ~ Speakers Biography

Since launching her business, Unique Marketing Solutions, in 2005 at the age of 24, Ruth has been a regular speaker at a variety of business groups including Women in to Business, the Franchise Exhibition, Business Gateway and Business for Growth Group.

Ruth is an expert in marketing for SME companies. She speaks passionately about her subject and can deliver presentations on a variety of subjects including: -

- New Year: New Marketing: New You: Survive and Thrive in 2010
- Six steps to great marketing and great sex: a humorous look at effective marketing
- Achieve the Unreachable and Unbelievable
- Having it all but losing myself: one woman's attempt at achieving a work life balance

Similar to Derren Brown who exposes the truth behind *magic*, Ruth exposes the truth as to why your customers buy and how you can draw them in. Ruth also talks candidly, revealing the techniques used by marketing companies that they want to keep secret.

Within Unique Marketing Solutions, Ruth has a culture of creativity and a dare to be different attitude that ensures she keeps up with the fast paced industry that is marketing. UMS also specialises in psychographic profiling of customers, a service very few other companies currently offer. Also, the unique 6 step process to getting real results from your marketing, that Ruth has developed based on her own experience and knowledge of the SME market.

Six months into running her business, Ruth was approached by Channel 4 producers and the result was her own episode of *Tricky Business*. This fly on the wall documentary followed her day by day as she overcame problems to achieve early business success. The documentary was very popular and resulted in a huge amount of publicity for Ruth and her business. Consequently, she had invitations to speak as far away as the USA and Australia.

Ruth is different from other speakers because she is not afraid to be brutally honest, especially about herself, has the ability to zero in on the issues and to deliver effective solutions. When Ruth speaks people reach for their pen and paper because what she delivers is business gold dust.

Book Ruth now by calling 0131 4470438 or email [info@uniquemarketingsolutions.co.uk](mailto:info@uniquemarketingsolutions.co.uk).