

Helping small automotive companies be seen, understood and **chosen by the right customers**



- ✓ 9 years of automotive experience
- ✓ Working across brands like BMW, Pod Point and Enviro EV
- ✓ Experience working with software, manufacturers and vehicle repair
- ✓ Support with product messaging, audience personas and more

Do these problems sound familiar?

- x Trouble** being heard by your ideal buyers and audience
- x Difficulty** maintaining your reputation in a busy space
- x Challenges** with sales or driving traffic to your site
- x Struggling** to push new products to market

Belinda Automotive
Product Marketing & Content
Creation for the Automotive Industry
belinda-automotive.co.uk
[@belinda_automotive](https://www.instagram.com/belinda_automotive)

You just need a Belinda to help!

I work as an extension of you and your teams, helping you to:

- ✓ **Position** your brilliant products in the right places
- ✓ **Maintain** reputation and credibility in a busy market
- ✓ **Locate** the right channels for your automotive brand
- ✓ **Identify** your ideal automotive consumers
- ✓ **Focus** on your next product launch

Here's what I offer for automotive businesses like yours:



Product messaging, alignment and buyer identity



Content strategy & UGC-style content creation



Sales enablement, website copy and communication



How I support you

1

Understand

Get to know you, your product and your business

2

Translate

Shape clear messaging for your products

3

Create

Develop content and supporting assets

4

Shape

Refine based on feedback and performance

Why hire Belinda?



Industry experience

With 9 years of industry experience, I have worked with a range of companies from OEM to software and vehicle repair



Industry reputation

Over the years, I have built a strong network across the industry, including many sub-segments, allowing you to tap into it



Communications expert

From website copy to sales enablement and content strategies, I act as an extension of your team as you focus on your business