



**NEWS RELEASE FROM  
BUZZWORDS LIMITED**

**For immediate release**

---

**Buzzwords celebrates 30 years in business with  
free PR for every new client**

**Copywriting and PR agency Buzzwords Limited is celebrating 30 years in business – and its third recession! The Knutsford-based creative consultancy has seen big changes since Mike Beeson set up as a freelance copywriter, following a spell with the advertising agency McCann Erickson.**

“There’s no comparison with how things were in the 1980s,” says Mike. “Social media was unheard of – as was the Internet. Unbelievably, desktop publishing was the new kid on the block. That was when we were employing temps who were still bashing away on electric typewriters!”



Saatchi & Saatchi was the ad agency name on everyone's lips in the 1980s when advertising was the lead marketing skill and PR was very much in its shadow. That's all changed now of course.

PR has been the pre-eminent marketing tool for the last decade – but now it has to share equal billing with social media (in itself, another form of PR).

Mike Beeson's son, Nicholas, has now joined the business where his skills as a marketing graduate are being put to good use:

“Social media tends to be a generational thing,” Mike ventured. “It all seems very intuitive to today's twenty-somethings, but the oldsters are beginning to see the real value of social media marketing and making a big effort to catch up.”

To celebrate Buzzwords' 30 years on the Manchester and Cheshire business scene, all new clients are being offered a free press release which will be distributed to the relevant media using Buzzwords' own in-house media database.

For more information, contact Mike Beeson at Buzzwords, or visit:

<http://www.buzzwords.ltd.uk>

**Editorial enquiries to:**

**Buzzwords Ltd., Knutsford,  
Cheshire (south Manchester).**

**Tel 01565 654023**

**E-mail: [open@buzzwords.ltd.uk](mailto:open@buzzwords.ltd.uk)**

**Keywords:**

**social media, PR, Manchester, Cheshire, copywriting**

**PHOTO CAPTION:**

*Picture shows:*

**Mike Beeson of Buzzwords**

**ENDS**