

USE your advertising to support your P.R.

FOCUS placement carefully



MAINTAIN a simple strong key phrase across all promotional activities e.g. “Total Widget Supply” or “Specialist Aerospace Widgets”

DO deals – advertising is one area where really good deals can be done

LET it be known you are a player – you will get very good offers

ADVERTISE online as widely as you can afford – become ubiquitous

USE printed advertising – simple ads with product/application picture plus website address, phone and e-mail are often all that is needed

CREATE some stock adverts, banners and tiles to be available in case a good deal comes along

TALK to ad reps – they are a highly motivated group of people and generally well informed about their industry. They can do deals with great flexibility and can often give good advice about the best way to use their publication – after all they also want you to succeed as a long term customer, just as you do with your customers

Talk to us about how we can help you...

Contact Information

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