

**DO** P.R. – product based releases, application based releases

**DO** advertising online – support your P.R. – with low cost internet deals, buy keywords and appropriately placed banners



**DO** exhibitions – pop up stands, some product, low-cost stand space

**DO** directories – free entries, company profiles

**DO** a website – keep it simple, keep it quick to load and navigate, keep it technical

**BUDGET** your marketing activities formally, maintain a flexible approach over its lifetime

**COMMIT** to marketing activities as a long-term part of your business

**USE** your website as a your brochure, your online enquiry feed, your technical library and your central company resource

**USE** printed journal advertising to lead people to your website, phone or e-mail

**CREATE** a photo library as a core collateral

**USE** your text and photo collateral as widely as possible – in releases, website, newsletters

**USE** corporate branding across packaging, paperwork, promotional material

**MONITOR** results where you can, but maintain a wide perspective. Blinkered thinking does not grow a business

**ESTABLISH** the keywords and search terms important to your business – use them everywhere – especially on the internet

**PUT** yourself in the position of the prospective customer who doesn't even know you exist – yet!

**CONSIDER** video demonstrations on your website and elsewhere

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

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