

DO have a website – host it in the UK, keep it simple, keep it quick to load and navigate, keep it technical, authoritative, informative and properly SEO'd.

DO use P.R. – by issuing product based releases, application based releases etc., properly written with good photos, well SEO'd

DO Social Media – run an independent **Blog** – have a Youtube channel, use LinkedIn, Twitter, Facebook, Slideshare, Pinterest – more if you wish.

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

DO Pay-per-click – adwords

DO exhibitions – use pop up stands, with some product and low-cost stand space

DO directories – free entries, company profiles – low cost, enhanced entries

BUDGET your marketing activities formally each year; maintain a flexible approach over its lifetime

COMMIT to marketing activities as a long-term part of your business – compare with sales costs, e.g. cost of sales engineer

USE your website as your brochure, your online enquiry feed, your technical library and your central company resource. Keep it current and comprehensive

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

CREATE a photo library as core collateral – products, applications – use principal libraries

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

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

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 – build this up with experience, e.g. 100 to 300

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 – also slide presentations and product pictures, also application pictures



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

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