



Advertising, Promotion & PR

Part of a series of Business Essentials

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ADVERTISING PROMOTION & PR

The Message

You have the plan. Now you need the message to achieve the objective. Be clear, consistent and concise in all communications. A clear message should ensure you get the right results. Make sure to include your contact details

Where to place your message

1. Advertise in trade or consumer magazines. Yellow pages or other paper Directories can still be appropriate, although more and more searches are conducted on the internet so advertising in appropriate on-line directories is essential.
2. Use your web-site effectively. Regularly update "News" items.
3. Send Press releases of good information about your products and your company.
4. Distribute leaflets via magazines, newspapers, to households, in shopping malls.
5. Direct mail / Write targeted letters to named individuals.
6. Radio
7. TV
8. Sponsorship
9. Promotional literature
10. Promotional give-aways
11. Catalogues
12. Exhibit at trade shows

Tracking Mechanisms

1. Ask your customers how they found out about you.
2. Check visitor numbers to your website.
3. Try inserting a coupon to be posted back.

In addition join Networking groups and don't be shy to ask for Referrals. Not all of the above will work for you, but know what is out there and try and think how best to use it.

Absolute essential: Every penny must count. Analyse every item of expenditure and try to work out which will deliver the best return. Advertising should be seen as an investment and so should deliver a return for that investment.

What next?

Why not e-mail Ian Jameson at ian.jameson@btconnect.com to see how we can help you maximise your Advertising, Promotional and PR strategy. Cleverly targeted marketing will let customers see you are proactive, which is especially important in the current economic climate.



MARKETING
ADVERTISING, PROMOTION & PR
BUSINESS DEVELOPMENT & SALES
BUSINESS PLANNING
IT
SUPPLY CHAIN

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Ian Jameson is an accredited Executive Associate
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The IIB is the world's largest supply network for
business.