Redline company

Corporate image

What?

Logo, colours, design, font, images, name.
T-shirts, promotional items such as pens, carrier bags, calendars etc, car stickers, office/shop signs

Why?

- people recognise your name and logo and what it stands for
- become 'top of mind' when people want the product / service you sell

Website

Why?

- present information on your company, its products and services
- easy to update and keep current
- easy to contact company directly
- searchable function so customers can find products easily
- www is a very popular search function now
- ability for customers to buy online, increase your sales, without customer having to visit your shop

Promotions

What?

Buy one get one free, % discount, seasonal sales, free gift

Why?

- encourage new customers
- thank current clients and encourage to come back to you
- to promote a new service / product

Publicity/PR

What?

Press releases, editorial

Why?

- to back up advertising / brand awareness
- gives credibility to adverts
- editorial written by a third party
- to promote promotion details

Marketing material

What?

Brochures, magazines, business cards, flyers

Why?

- to tell customers about your company, products and services
- to tell people to your website
- can be something special to represent who your company is
- can be something produced cheaply to give to everyone
- to promote promotion details

Advertising

What?

Newspapers, magazines, directories, billboards

Why?

- to tell people who you are, what you sell, that they can't live without it!
- brand recognition
- to keep your company 'top of mind'
- to tell people about your current promotions
- to tell people about new products / services
- to tell people to go to your website, where there is more information about your company and products

Exhibitions

Why?

- present to new customers
- to promote a new service / product
- people attend an exhibition because they are interested in the services being presented so already have a captive audience

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