

What MEDIA is right for YOU?

<h2>DIRECT MAIL</h2>		<h2>PRESS</h2>	
<p>Why? Allows you to personalise your communications and directly target the right people</p> <p>Mailing lists are now readily available to help support your own database</p> <p>Detailed information and descriptions can be portrayed here</p>	<p>Why Not? DM can be seen as junk mail these days, but if the piece is innovative and clever, you can overcome this perception</p> <p>Print costs and postage can be expensive</p> 	<p>Why? There are now many business and trade/industry publications out there, so there is plenty of choice to make an appropriate selection</p> <p>Circulation figures are available, allowing an informed decision</p> <p>Depending on the publication, colour or b&w are possible</p>	<p>Why Not? Not all press is suitable e.g. who are you targeting and what press do they read?</p>  <p>Advertising can be expensive and is one of the hardest tools to get a response from</p> <p>Local press has a short lead time, but nationals need more notice</p>
<h2>PR</h2>		<h2>SALES PROMOTION</h2>	
<p>Why? Editorials and features are a good way to get a message across. They give the author credibility and help to raise your and your businesses profile</p> <p>The press are always interested in news and stories, so submitting newsworthy press releases will help to get your name out there and to raise awareness</p>	<p>Why Not? Quite often, the press will only print editorials when accompanied by advertising</p> <p>PR is great for raising awareness, but it is a more slow burning tactic so don't expect immediate results</p>	<p>Why? If you need to incentivise customers to buy more or to try a new range, promotions work well e.g. offer buy one get one free or a discounted introductory price</p>	<p>Why Not? Sales promotions are not applicable to all business types</p>
<h2>ONLINE</h2>		<h2>EMAIL CAMPAIGNS</h2>	
<p>Why? Websites are so popular these days. Whether it be your own company site or linking up to other's sites, the options are endless</p> <p>Material given can be lengthy and detailed and it can include photos, videos, downloads and so on</p>	<p>Why Not? Everyone has a website now, so yours will need to stand out</p>	<p>Why? Personalised emails can work very well in communicating to your customers</p> <p>Suitable for consumers & businesses</p> <p>Use for 2-way communications</p> <p>Email newsletters are a great way to communicate to new customers as well as</p>	<p>Why Not? With recent EC directives, the need to be careful with unsolicited emails and opt-ins is key</p> <p>With many companies sending out emails, be</p> 

<p>The advancement of SEO allows customers to find you using keywords</p> <p>Social media is an online tool. It is low cost to set up and maintain and quite simply, everyone is on one form of social media at least.</p>	<p>Customers won't find your website by chance, so you will need to lead them there e.g. SEO</p> <p>You may also need to invest in PPC which will require effort and additional budget</p> <p>Everyone is on social media now, so your profiles and posts will need to stand out</p>	<p>communicating to existing customers.</p>	<p>mindful of SPAM</p>
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TELEMARKETING

OUTDOOR/AMBIENT

Why? If you have an out of date database or if you want to qualify a data set before using it to email or post to, telemarketing is a good way of doing this

Employ a telemarketing company to make your calls. They have the right patter, they know when to call and so on

Why Not? Cold calling is hard to do and does not come naturally to people. Use an expert to increase the chance of success

People now, especially business to consumers, see telemarketing as annoying and they often dismiss any such calls. Business to business has a better reputation

Why? The options here are endless from advertising on a bus, on the back of a toilet door in a restaurant or on train tickets or posters

They are very visible, especially if they are placed at a key location where people stop e.g. traffic lights, waiting rooms, platforms etc

Why Not? Posters can be expensive to place, especially in key locations

Posters need to be seen a lot, so you would need to book up the space for a number of weeks

NETWORKING

ADVERTISING

Why? Networking today includes face to face as well as social networking

Online sites such as Facebook and Twitter are great ways to boost your website's rankings and keeping customers updated

People buy from people and WOM and personal recommendations are vital

These sessions are great to learn from and to project to a captive audience

Why Not? Be careful to keep your profiles or blogs business like. Don't mix your profiles.

Some networking events can be expensive and regular, so don't over commit or overspend

Join groups that are relevant



Why? Where the advert is placed can be selective in terms of which paper or website, what position, the length and so on

Adverts can be a great way to portray a message or a promotion

If you buy a series of adverts, you can often negotiate a discount

Why Not? Advertising can be expensive and is one of the hardest tools to get a response from

Advertising really needs to be in a series of adverts as opposed to a one off advert which won't have much if any response

TELEVISION		RADIO	
<p>Why? Almost everyone watches television, so you have a captive audience</p> <p>Where you advertise can be placed selectively according to location, channels, programme type etc</p> <p>If you need to demo a product, television is very good</p>	<p>Why Not? This is very expensive and the message air time is short</p> <p>To ensure customers see your message, you will need to advertise regularly for a short time or drip feed the message</p> <p>With Sky+, videos etc, do people really watch the adverts anymore?</p>	<p>Why? Where you advertise can be placed selectively according to location, channels, programme type etc</p> <p>If you need to demo a product, television is very good</p> <p>Radio, on a local level, is not as expensive as it used to be</p>	<p>Why Not? If you are targeting businesses, do they have the radio on during the day in places such as offices?</p> <p>The message air time can be short</p> <p>As customers are only listening, they cannot see anything or feel/touch anything</p>

Whether you have a limited budget or limited time, consider each of the Marketing media available to you and your product and campaign. Don't forget, it is not always a case of either/or, as quite often these media work very well together when used in support of each other!

If you are still confused or if you would like advice and help on your own marketing campaigns, please get in touch!



Identifying effective solutions for all your marketing needs

Pinpoint Marketing Consultancy Ltd

Phone: 07523 569288

info@Pinpoint Marketingmarketingconsultancy.co.uk

www.Pinpoint Marketingmarketingconsultancy.co.uk