

**BEAR** in mind that what you say in your promotional material, P.R. etc, should be valuable or have recognizable potential to be so.

**EXPRESS** yourself clearly so that the valuable information your material contains is easily understood.



**DON'T FORGET** that communication is achieved through a number of channels:

- pictures – eye-catching and clear
- words – informative
- presentation – clear and attractive
- illustrations, graphics, video, animations

**CONTENT** will depend on situation: a data sheet needs lots of technical information; a P.R. piece needs some tech info but more about “what will it do?” A website needs all the “content” you can assemble, presented in an easy to navigate package. A newsletter should be a quick update with a lead in to greater depth probably by linking to the relevant page on your website. Be appropriate – consider what you would expect if you were the reader.

**WHAT** would you consider valuable information?

- tech specs
- tech data
- performance data
- application info
- technology explanation
- prices
- cost of ownership
- what does it look like? – graphics, photos
- product demo – video
- how does it work + video
- how do I install it + video
- how do I adjust it + video
- how does it compare with alternatives
- examples of problems solved
- how to do something - Whitepapers

**COLLATE** your “content” into a brief for whoever is going to write it, edit it or compile it into a document.

**CLARITY AND BREVITY** - be clear and brief in general – KISS – Keep It Simple Stupid – where you need to say more take what space you need, but learn to recognize when to stop.

**REMEMBER** that “content” is what you talk to customers about every day.

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

## Contact Information

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