

**FORM** long term supplier relationships – long term they can save you money and heartache.

**DO** deals – publishers will soon put you on their list of people to call with last minute low cost offers.



**MATCH** quality appropriately – remember good enough is exactly that – so you need to understand what is appropriate.

**DO** the activity at a low-cost level if you can't afford the expensive one

**YOU** can do a lot of it yourself

**BRIEF** your suppliers clearly

**KEEP** it simple

**DON'T** agonize over P.R. subjects. Taking them too seriously is simply procrastinating and time wasting – if you know your business then sit down and make a list of P.R. subjects off the top of your head or work through your catalogue. You can always modify your list.

**BALANCE** your marketing activities so that they work together and compliment each other

**ENROL** your sales people in supplying P.R. material – the media and readers love application stories that they can relate to, especially if they are a bit different/quirky/humorous or whatever.

**DO** take lots of pictures of products, applications etc – you never know when they will come in handy. Buy a good automatic camera and carry it with you. Use it to document applications. Remember a good application shot will overcome lack of quality and is easy to do while you are there. Organising to come back will cost a lot more.

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

### Contact Information

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