

SUBMIT press releases to the journals you know in your industry. This is the most cost-effective promotion you will ever do

USE a specialist P.R. agency who understands the technology and the business of your company – they can spread your information further, faster and in a more readable and usable format



SUPPORT your P.R. with a reasonable advertising budget – it may well double your web traffic/enquiries, although at higher cost than the P.R.

SUPPORT your P.R. people with more material than they can use – 2 releases a month is a fair guide.

YOU have a lot to say – imagine you are talking to a prospective customer – what products/services would you describe – tell your P.R. people

FIND what your customers are doing with your product/service – explain in your press releases how you have solved your customer’s problem or otherwise improved their business

SOURCE appropriate quality photography: - from a local photographer; from your supplier; from your head office; if not available take your own if possible on a white background – get an attractive background added later

USE online publications as a first step if only because they can use lower-cost, lower-resolution photography. They can also use more material than the printed magazines

SEND high-resolution pictures to printed journals

START NOW. Online editorial is often archived indefinitely so the sooner you start the more material you will accumulate online

IF you have something broader in scope that you would like to see in print as a feature then talk to an appropriate editor before you write it

PUT your details on directories.

PRESS release your presence at exhibitions – link also to the exhibition websites.

SUBMIT articles on sharing sites.

SUBMIT to free release distribution sites

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

Contact Information

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