



public relations

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## MARKETING COMMUNICATIONS TOOLS

Crucial to the development of a lengthy, profitable business is brand building. And key to brand building is regular, ongoing communication between a firm and its customers and prospects.

For your consideration, we have outlined the following menu of activities which we feel would add value to your overall marketing effort.

### TV Advertising

Direct response TV advertising is something which you have already tried and something we would recommend. As you will know, this purest form of direct marketing is a 'number's game' – the more people impacted upon by a message, the greater the response. TV not only builds audience coverage quickly, but also lends credibility to your overall proposition, allowing viewers to see your offer in the company of its peers. Clever airtime planning can optimise response levels and effectiveness whilst minimising media costs.

### Press Advertising

Press advertising also reaches substantial numbers of people and a combination of national, regional and ethnic publications could be considered. For instance, we could combine cost-effective exposure in the Midlands edition of a national that is well read amongst the Asian population (Daily Mirror) with a specific insertion in an Asian news and lifestyle publication.

### Radio Advertising

Intrusive and impactful, radio reaches audiences at times and in circumstances that other media cannot achieve (in their workplaces or in their cars for example). It is also ideal for building up frequency of impact, reinforcing key aspects of a campaign, such as a freefone number, and acting as a call to action to potential customers who may not recognise that they are actually 'in the market'.

### Cinema Advertising

Stills advertising in cinemas is an extremely cost-effective medium that can be targeted to specific venues or regional locations. Used to reinforce campaign messages within a relaxed and influential environment, cinema advertising is not likely to generate an immediate response but it is likely to be effective as a low-cost, long-term 'reminder' medium.

### Sponsorship

Sponsorship is fast becoming a way to reach an audience in an increasingly crowded market. Sponsoring offers an opportunity to support well recognised locally-based community events with fantastic benefits for your company.

### Leaflet Distribution

Quick, easy and effective, leaflet distribution provides a means of optimising targeted impact within a controlled area. Leaflets can be distributed with newspapers (shared), on a solus basis or by the Post Office (nb: it is strongly recommended that shared methods be used wherever possible. They

are 20% more efficient than solus and cost only 25% of the rates charged by the Post Office). Efficiency can be optimised by the application of audience profiling analysis (ACORN) to key target areas and this tactic is particularly effective when localised campaigns are being conducted. For instance we could specifically target upmarket Asian households in Birmingham and create tailored content for that audience in order to minimise campaign wastage.

### **SMS Campaigns**

Growing in importance as a tool to reinforce impact and generate immediate response, SMS (text messaging) marketing works in a similar way to traditional direct mail, in that effectiveness is dependent upon accuracy of targeting and strength of database intelligence. However, its big advantages are that the message reach a person rather than an address and that newly received text messages are more likely to be opened and read than paper based direct marketing. Used tactically and with potent call-to-action, these channels can boost overall campaign response levels.

### **Ambient Advertising – Washrooms/Football Stadia**

Other opportunities exist to further reinforce campaign impact to key audiences at key times (ie: washroom advertising, stadia advertising, in-field panels next to M'ways, etc). Used tactically and ideally with tailored creative executions, these opportunities can enhance selected target audience identification with your proposition, thus adding credibility and positioning your offer positively within the minds of potential clients.

### **Outdoor Advertising**

Static posters or mobile opportunities (buses/taxis) act to maintain campaign profile and subliminally reinforce awareness of the proposition. Strategically placed at key points and in major footflow areas, outdoor only has a short period of time in which to achieve impact (estimated 3 seconds) so ideally works either to reinforce an already established campaign presence or as a key component of an effective media mix.

### **Direct Mail**

Targeted correctly and with an appropriate campaign message and creative treatment, direct mail can be an extremely effective advertising tool, with easily measurable response levels. The greater space afforded by this medium, compared to a print ad or poster for instance, provides a platform for elaborating on your key selling points. However, effectiveness is highly dependent upon the cleanliness and accuracy of your initial database – if contact details are too old or wrong, and items are sent to either inappropriate or even non-existent contacts this can actually have a negative impact upon your long-term campaign effectiveness.

### **Telemarketing**

Telemarketing can be a very cost-effective technique here too. Either working from lists sourced and supplied by you, or generating calls from databases bought from relevant outlets. We could simply call people and ask if they have suffered from personal injury and want to make a claim for compensation. Alternatively, we could telephone prospects under the pretext of conducting some research which would provide us with two things – a warm contact for you to follow up and information that could then be used to generate positive media coverage.

