

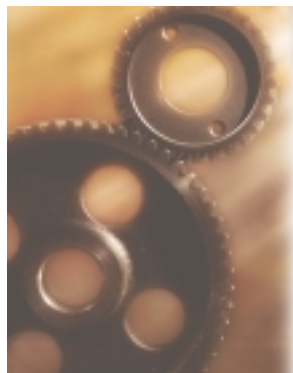
How to make a name in the marketplace without spending a packet

To build a name in the marketplace can take a lot of time, effort and money. Advertising your way to recognition is one way. And, this requires a lot of time, effort and money...and then some.

But, is this enough?

A media campaign, of itself, cannot do the job. No matter how much time and money you put into the exercise. This has to be backed up with effort towards building the right sort of image for your company.

And, this must be done in a way that the marketplace can



empathize with. A believable way. In the industrial (B2B) market, this is best done by favorable editorial in the trade press.

How do you achieve this?

You must come up with the right sort of editorial material that trade publications will use. These must be prepared in a manner that will convince the editors concerned to use the articles preferably without alterations. Wherever possible, photographs of high quality

should accompany these articles.

Constant liaison with the media will also be necessary. After all, these people have to be kept on side—to favorably consider future material you send them. In fact, once on side, they can be predisposed to ask you to contribute material for special issues.

Sounds easy enough, doesn't it? But, do you have the time and the necessary expertise to do a good job? Or, should you seek the services of a PR consultant? So, like any other service which you can do yourself, you sometimes wonder if you get value for money from calling in an outsider.

A number of PR consultants tend to be too

engrossed in their ivory towers to be of much use. Enthroned in the plush North Shore offices, they appear to think up ways of parting their clients from their hard-earned money. And, coming from backgrounds of consumer (B2C) orientation, will they look at your product mix as an interesting enough assignment, worthy of their expensive time?

There is an alternative!

Down-to-earth PR, that's practical, competitively priced is available. From us at Corcom PR. You'll find that there are no ivory towers, no plush offices and no costly high falutin' ideas. We're practical people with a background in the industrial marketplace. With actual face-to-face selling experience from the shop floor to board level.

And, we will not limit our efforts to make your products better known in the marketplace to just publicity. We can help you with your brochures, flyers, newsletters, catalogues and so on. We can also help with internet-based selling efforts, including web pages, email campaigns and electronic sales literature.

May we help you?

If you don't want to waste your time with people without a clue of what they're doing and you want to get value for your marketing communication dollar, you should be talking to us.

We're proud of our work and we know that we can do a great job for you.

Why not try us out? Call us now on 02 9659 7361. You won't be disappointed.



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