
MARKETING GUIDE YYYY

Introduction

Please use this as your marketing guide. You can not check the success of your actions if you do not measure them.

Background

If you have previous marketing experiences, be sure to make use of your own best practices, i.e. what worked well for your company

Trips

Conferences

DATE	EVENT	Scope	Cost	Output
				Client XX€

Visits to do/receive:

Location	Client	Sales Situation (%)	Date	Cost

Memberships

[Study which are of interest to your company depending on your sales strategy]

Industry Associations

ELIA Cost: Annual XXX Benefits:

ATA

Tekomm

Verticals/Regional Associations

Chamber of Commerce

Association of Exporting Companies

Association of Software producers, Medical devices manufacturers,

Automotive manufacturers, etc

Items

- ◆ Press Release: [Develop your own “boilerplate” in different sizes to add it at the end]
- ◆ White Papers
- ◆ Case Studies

Marketing Material

- ◆ Corporate Material & collaterals
 1. Brochure: (Cost for design & printing)
 2. Logo (redesign will affect everything so should be estimated when needed)
Cost:
 3. Business Cards:
Cost:
 4. PowerPoint, Letterhead, Mailing templates Design:
Cost:
 5. Corporate Stationary
Cost:
 6. Web Site
Cost:
 7. Merchandising [specially if you attend shows]
Cost:
 8. Gifts
Cost:

Actions

"Public"

- ◆ Social Media [identify who is going to feed it and develop a strategy for that]
- ◆ Press-releases
 1. List all publications that are of interest to you. Many of them will post anything you sent. [[example of Press release here](#)]
- ◆ Articles
 1. Industry publications: Multilingual Computing. World Trade, etc
 2. Vertical magazines
- ◆ Letters to the Editor. Whenever read an article, send a letter to the editor
- ◆ Online Discussion Lists, eg on Localization, Translation, Internationalization, Globalization, Project Management
- ◆ Traditional Advertising
 1. Multilingual computing [note that if a single ads has almost no impact, do it regularly, if you can afford it, or better off, get an article on your company or specialization and insert an ad in the same issue]
 2. "Contract Pharma Services Directory" or similar for your vertical
 3. WEB Directories [usually free]
 4. Multilingual computing Online Directory. Under Industry Resources/Translation Services..
 5. Appropriate SEO for your website

“Private”

- ◆ Customer Feedback [Get feedback and do something about it, not only because it is in your ISO]
- ◆ Mailing
 1. Christmas
Cost:
 2. Mailing Local companies
Cost:
 3. Electronic mailing: Newsletter [be sure to be regular if you plan to do it]
Cost:

Magazine Subscriptions

1. Multilingual Computing
2. Vertical Publications