



## SPECTRUM WEB PRODUCTS PRODUCT DESCRIPTION—MARKETING SERVICES

### SPECTRUM MARKETING SERVICES

Spectrum can provide a variety of marketing services to small businesses and sole traders, including a marketing analysis and development of a marketing strategy. We can help to develop a brand, increase brand awareness and increase sales using a variety of methods to suit the available budget.

**FREE** no-obligation initial consultation

Hourly rates **OR** Price per project **OR** Monthly retainer

Here are the typical marketing services we can offer:

#### **Marketing material design**

This ranges from email newsletters and adverts, to printed leaflets, business cards, letterheads and other documentation. We work with the client to develop a brand if required, and to agree the most effective method of reaching their target market.

#### **Sourcing prospect data**

We can either source prospect data for clients, or offer the tools and training to do this in-house. We have access to a variety of low-cost software to help extract data from the internet..

#### **Email marketing**

Regular email marketing is a very low cost and effective way to reach a target market. Harwil will carry out volume marketing campaigns on behalf of a client, and monitor results via our unique web-landing page. When a client responds to an email by clicking on a link, they are taken to a customised webpage and click through responses can then be monitored. Alternatively we can help a client to conduct their own campaigns.

#### **Professional, customer-focussed website design and build**

We work closely with our clients to understand their business requirements, and design a well-optimised website accordingly.

#### **Advertising & PR**

We can help to raise the profile of a business using local or national outlets. Harwil will design an advertisement and liaise with the publisher to ensure a high quality result. We can also help with PR requirements including radio and TV coverage.



For a free, no obligation consultation contact spectrum web products on 01283 790909 or  
E mail ~ [office@spectrumwebproducts.net](mailto:office@spectrumwebproducts.net)  
**[www.spectrumwebproducts.net](http://www.spectrumwebproducts.net)**