



*ways*

*to win new business*

# *We can help you!*

## Hitting the mark, whatever your aims

Do you have a message to tell, or something to sell? Need to target a particular group of people, find a cost-effective way of reaching them, then win their hearts and minds?

PRG can help you achieve all this through marketing communications, making a positive contribution to your bottom line.

PRG has more than 25 years' experience helping businesses market to other businesses and consumers. We work for companies large and small in a broad range of industries, regionally and nationally.

PRG's approach strikes the right balance between methodical strategic planning and clever creativity, persuading the people who matter to you.



1

# Full-service Marketing

## Finding the approach best for your business

As a full-service marketing agency, PRG can empower your business with expertise in all aspects of the marketing mix.

This means PRG has no vested interest in recommending one particular marketing channel over another. With expert judgment and objectivity, we'll advise you of the best way to reach, inform and convince your target audience.

A number of different marketing methods might benefit you, or it could be that you need just one approach.

Sometimes we shape marketing campaigns by taking a lead from detailed business plans, but equally we can provide you with strategic and creative recommendations after receiving only a short brief.

### We can help with:

- Marketing audits
- Strategic planning
- PR & media relations
- Sales literature
- Advertising
- Direct mail
- Newsletters
- Email campaigns
- Events & exhibitions
- Websites & optimisation
- Graphic design

→ To find out more, visit [www.prgltd.co.uk](http://www.prgltd.co.uk) or call 01323 411 044

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2

# Public Relations

## Creating a buzz for your business and brand

By generating positive media coverage – in print, online, on the radio or on TV - PR can reach your potential customers and inform them why they need you.

By communicating your messages through the media, PR is perceived as being more objective than other marketing channels and is an essential tool in reputation management.

PRG's team includes ex-journalists who know how to find the strongest story angle to make your company, product or service interesting to the media.

As a result of this expertise, PRG's PR campaigns generate media coverage with a value far greater than the equivalent advertising cost.

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### We can help with:

- New product launches
- Press releases
- Photo calls
- Articles & feature stories
- Expert comment articles
- Speech writing
- Event management
- Crisis management
- Awards entries



# Advertising

## Turning all eyes on you

Advertising will bring your products or services to the attention of large numbers of people, but the greater the audience, the greater the cost - so PRG will advise you on media-buying strategy, ensuring optimum return on investment.

PRG's team of marketers, copywriters and designers get together to brainstorm creative concepts, resulting in striking advertisements

that make potential buyers sit up and take notice. PRG believes passionately that even the driest business-to-business offerings should be presented with a spark of creativity that ignites audience interest.

PRG-run advertising activities embrace both print and online media. Online can be particularly useful for driving traffic to your website and its effectiveness is quickly measurable.

### We can help with:

- Strategic planning
- Creative concepts
- Photography
- Copywriting
- Design
- Media buying

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# 4

# Website Development

## Capturing business online

Your website is a shop window where potential customers can be won or lost in seconds - but first of all you have to drive them to it.

PRG designs and builds sites that, as well as looking good, are written and engineered in a very particular way (mostly invisible to the inexpert eye) to significantly increase their pick-up by search engines.

PRG's marketing experts help determine your site's priorities and navigability; our copywriters ensure the words are informative and persuasive, and our designers make the site visually appealing, in a style consistent with your other marketing communications.

By analysing visitor statistics, PRG can also regularly optimise your site to maintain high rankings with search engines.

### We can help with:

- Website audit
- Design & build
- Copywriting
- Search engine optimisation
- Pay-per-click
- Ongoing visitor analysis
- Provision of sales leads



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# Magazine Publishing

## Informing and entertaining in print

PRG Publishing created the highly acclaimed Cultural Quarterly (CQ) magazine for the seaside resort of Eastbourne and has published the successful trade magazine LP Gas since 1996. PRG also produces marketing brochures, newsletters and annual reports for clients.

The PRG team includes former news journalists, feature writers and editors with

experience of trade publications, local and regional newspapers, national newspapers and national consumer magazines.

Working with PRG's design studio, they can take care of every aspect of a publishing project, from conceptualising and editorial direction to copywriting, graphic design and print management.

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### We can help with:

- Trade magazines
- Consumer magazines
- Customer magazines
- Newsletters
- Brochures
- Annual reports
- Catalogues



READ ALL  
ABOUT IT

# Graphic Design

## Attracting attention with bright ideas

Poor presentation can leave lingering doubts about your commitment to quality. Good graphic design will engage your prospective customers, encouraging them to believe in you.

PRG Design has built a reputation for being inspirationally creative but sensibly realistic. The result is intelligent design that communicates your company's

professionalism, personality and positioning without indulging in art for art's sake.

Because PRG Design's studio is located in the same building as PRG's marketing communications team, you can be confident that the broader sales and marketing objectives of your brand will be clearly transferred to your company's visual language.

### We can help with:

- Brand identity
- Corporate guidelines
- Magazines
- Brochures & leaflets
- Advertising
- Newsletters
- Posters
- Direct mail
- Exhibition stands
- Point-of-sale displays



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