



# MARINE NEWS AUTUMN 2011

## MARINE EQUIPMENT TRADE SHOW, AMSTERDAM 15th - 17th November

Mets (and many other Autumn Shows) is fast approaching and now is the time to plan your trip, your displays, handouts and press information. Strawberry Marketing have more than twenty years' experience in Marine Marketing, an excellent copywriting department and an outstanding design team – let us put your product and services in front of the world. Don't forget to book flights and hotels now.

## EXHIBITIONS - DESIGN AND DELIVERY

Our team of experts can design, deliver, and build stands at your chosen exhibition. We can offer fresh design ideas and video 'fly-through' presentations.

Talk to us about design, construction, presentation, delivery and installation, breakdown and storage.



## YOUR WEBSITE - DOES IT NEED REFRESHING?

The internet is the first point of reference for most people when looking for a product or service, and your website is the first impression potential customers have of your company – if that website doesn't reflect the quality of your business then you will lose sales. You wouldn't exhibit at a show in a torn shirt, faded jeans, and shoes three sizes too small – so don't settle for a dated, ineffective website that does not match your company.

Strawberry design new websites but we also refresh old ones (it's amazing what a few changes can do to bring a dated website up to scratch). A well designed website does cost more but a poor functioning website could cost you dearly in lost sales.



## E-NEWSLETTERS

E-Newsletters are the fastest and most efficient way of delivering your message to current and potential clients. Our design team works with PDF distribution or the more attractive and efficient emailing format; HTML (this appears like a website page in your email application).

Newsletters give you an opportunity to tell clients of new products or services, remind them of everything you do, and tell them about recent successes. The more that clients identify with your company and recognise you as their supplier, the more loyalty they will show you when they next need the services or products you offer. Example:



## BUSINESS CARDS, LEAFLETS, BROCHURES & CATALOGUES

Business cards and leaflets are vital in the competitive marine industry, where developing relationships with customers and clients is absolutely essential for success.

We can work with you to design printed materials that stand out from the competition and complement your company's image.



## 2012 DESK CALENDARS

Now is the time to consider a budget and plan for your 2012 promotions. The Desk calendar is designed for you and is one of the best long-term promotions, sitting on your client's desk for the whole year.



<http://www.jclassyachts.com/newsletter/oct2010/>

## PR CASE STUDY - FOLKBOATS UK

Folkboats UK approached Strawberry because they felt the cost of attending the Southampton Boat Show did not offer value for money. We drew up a marketing plan, the created considerable UK publicity but reduced his spend by more than half. An annual Lymington "Folkboats UK Show" was arranged, with local and national posters and press releases issued leading up to the show, coinciding with the Southampton Boat Show.



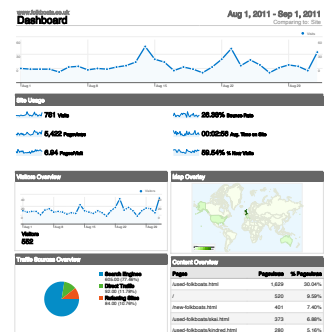
The Folkboats UK story was printed on the front page of Classic Boat online, Practical Boat Owner online, and Afloat (advertising space worth at least £6,000), as well as numerous smaller news outlets alongside a Twitter campaign which accessed more than 2000 people. Our PR improved the website hit average by 100% and the page views by 150% (in comparison with the same 30 day period the previous year), reaching 100 visitors a day. Keep an eye out for more coverage of Folkboats UK in your sailing magazines over the coming months as the story reaches print.

*"I am no good at PR and marketing, I don't understand Google, hit rates, tweeting and all that. I build and repair boats, but I need customers. Strawberry came up with a plan to promote the Folkboat and it has proved to be a great success at a fraction of the cost I was paying before. I just got on with my job and let them drive the press and PR."*  
Tony Smee, Proprietor, Folkboats UK Ltd

## CAMPAIGN ANALYSIS

We pride ourselves on the level of analysis we can offer you; this makes us stronger and makes your marketing more effective. After any newsletter or press release campaign, we pore over the statistics and results - we check how many emails were opened, how many people clicked through to your website, which addresses opened your email, and how many people returned to the emails more than once.

We can also check the opening times and geographical locations of all email opened and we combine this information with your website statistics to see exactly how successful your campaign was, and how we can work on making it even better the next time.



## DATABASE BUILDING SERVICE

A database is the essential cornerstone of any company's marketing strategy, so if you do not have one, talk to us about starting or expanding yours.

For this reason we run an inexpensive Database Building Service - We will spend time with you identifying important areas on which your marketing strategy should focus. This will identify new and existing industries, businesses to those clients you already work with and new areas you might wish to develop. You can choose how much time you want spend developing this, which could be anything from one hour to one month.



## Strawberry Marketing UK Ltd

- Press Releases
- Feature Work
- Brochures and Leaflets
- Corporate Branding
- Advertising Design and Planning
- Marine Consultation
- Powerpoint Presentations
- 3D Modelling
- Website Design and Development
- Seminars and Conferences
- Lectures
- Marine Events and Regattas

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