

Advertising – why?

- Make yourself known
- Make your product known
- Sell an offer

Free (ish) advertising

- Email / message to contacts
- (Directed) word of mouth
- Online networks
- Website SEO

Advert essentials

- Attraction
- Short, clear message
- Call to action
- Contact details
- Check contact details
- Measure

Advertising – measuring

- Analytics - online
- Ask
- Cold calling

Advertising – where?

- Local / national / international
- Online
- Mobile
- Print
- Directory
- Advertorials
- Poster
- Flyers / leaflets
- Business cards
- Associates
- Exhibitions
- Sponsorship
- Giveaways
- Your car / clothes / house / partner

Advertising – alternatives

- Press releases
- Articles
- Surveys / quizzes
- Cold calling





ethical toys

About 10,800,000 results (0.23 seconds)

- Everything
- Images
- Videos
- News
- Shopping
- More

[Fair Trade Gift Shopping | TraidcraftShop.co.uk](#)

www.traidcraftshop.co.uk

Discover beautiful fair trade gifts and fight poverty with Traidcraft.

[Ethical Toys Shop online | babipur.co.uk](#)

www.babipur.co.uk

Wooden Fairtrade & Organic Toys ethical shopping for children

[Buy Eco Friendly Toys | EthicalSuperstore.com](#)

www.ethicalsuperstore.com

ethicalsuperstore.com is rated ★★★★★ 1,455 reviews

Great Range of Eco Friendly Toys from the UK's leading Eco Retailer

[Ethical Toys, Toys to You](#)

www.toys-to-you.co.uk/acatalog/ethical_toys.html - Cached

ethical childrens toys including traditional toys, soft activity toys, wooden toys, toys and baby toys at Toys to You where toys are ethically made, ...

Mayfield, UK
Change location

The web
Pages from the UK



marketing consultancy mayfield

About 222,000 results (0.22 seconds)

- Everything
- Images
- Videos
- News
- Shopping
- More

Mayfield, UK
Change location

The web
Pages from the UK

All results
Sites with images
Related searches
More search tools

[Mayfield Solutions - CRM Consultants, Marketing Database ...](#)

www.mayfieldsolutions.co.uk/ - Cached

Mayfield Solutions are CRM consultants, marketing database consultants, sales automation consultants. Business software review providers. CRM consultants ...

[Marketing Consulting, Sales Consulting and Business Development ...](#)

www.mayfieldconsulting.com/ - Cached

Mayfield Consulting provides a wide range of marketing and sales related consulting and business development services to companies who participate in ...

[Mayfield Marketing Consultants - East Sussex](#)

www.britishtelecom.co.uk/marketing/east-sussex/mayfield.htm - Cached

Find Marketing Consultants And Researchers in Mayfield, East Sussex, along with contact details and maps.

[Mayfield Business Group](#)

www.mayfieldbusinessgroup.com/

Mayfield Business Group (MBG) was formed as the commercial arm of the Mayfield Business Forum – a networking group for local businesses in and around the ...

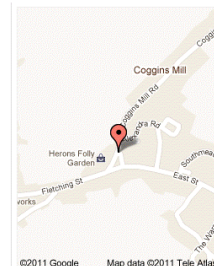
Warren Bakery
Fletching St, Mayfield, East Sussex TN20 6TW

056 0344 4990

Place page - Write a review - Directions - Is this accurate?



Advanced search



©2011 Google Map data ©2011 Tele Atlas

Ads

[Marketing Consultancy](#)

www.mbaandco.com/Marketing-Consultancy
The Best and Brightest Post Grads Available For Your Specific Needs.

[Marketing Consultancy](#)

www.colleed.co.uk/



Crowborough Runners

Amateur Sports Team · Crowborough, East Sussex · [Edit Info](#)

[Edit Page](#)

Wall

Hidden Posts

- Info
- Photos
- Discussions
- Events

EDIT

About

[Edit](#)

The 10K will ow be on November 6th 2011

22
like this

- Add to My Page's Favorites
- Subscribe via SMS
- Subscribe via RSS
- Unlike
- Share



Wall

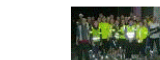
Crowborough Runners · Everyone (Most Recent)

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...

Crowborough Runners

If you paid for and entered our 10K last year please complete a FRESH entry form. You will be given a new number. Please see www.crowboroughrunners.org.uk for more details or contact kevin.battell@hotmail.com



CROWBOROUGH RUNNERS
www.crowboroughrunners.org.uk
Official website for Crowborough Runners

55 Impressions · 0% Feedback

[Like](#) · [Comment](#) · [Share](#) · September 1 at 6:03pm



Crowborough 10K 6 Nov 2011 - Entry Form



65 Impressions · 6.15% Feedback

[Like](#) · [Comment](#) · [Share](#) · August 31 at 11:53pm

[Rebecca Bill](#) likes this.

[Rebecca Bill](#) If we entered last year. Can we run this year?
September 1 at 12:20pm · [Like](#)

Admins (2) [?](#) [See All](#)



[Use Facebook as Crowborough Runners](#)

[Notifications](#) 2

[Promote with an Ad](#)

[View Insights](#)

[Invite Friends](#)

You and Crowborough Runners



[7](#) friends like this.

Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: Crowborough Runners

Your ad text here.



[Like](#) · Roger Francis Stone likes this.

[Get More Fans](#)

Sponsored

[Create an Ad](#)

View Records

instantcheckmate.com



Instantly see who else is looking for you!



September 2011 – Advertising : what works and what doesn't

Notes from meeting

- Yellow pages: poor customer service
- Facebook: ads offered by agencies not Facebook themselves – check their targeting
- Success stories
 - Get your targeting right : Julie Rae PTA advert £750 once a year near Xmas very successful
 - Great offers: not lowest price but a bundle of goodies
 - Signs where you are working or on cars (builders, gardeners, local professionals)
 - jobsite.co.uk for jobs