

Digi-products at Technology for Marketing 2009

Technology for Marketing & Advertising 2009 is the UK's largest integrated marketing-solutions event for marketing, media and advertising professionals. TFM will be held on 24 -25 February at Earls Court2, London.

Digi-products will display on A13 at TFM, showing how Digi-products provides an ideal way to support and build channel marketing activity and communications.

Using channel partners to promote and sell products and services is a cost-effective way to quickly build awareness and market presence, but distributors expect marketing support to help sales efforts and their own branding to be clearly identified in these tools.

With Digi-products, you can easily provide each distributor with their own multi-format marketing materials - for print, email and internet. You control overall content and style.

Every communication is branded to each of your distributors, complete with their logo, details and personalised to each salesperson.

Every time you make updates and changes, each channel partner instantly has their version of your new brochures available for immediate use.

The marketing material you provide can make the difference between being 'just another' brand in the eyes of a multi-brand dealer/distributor or being the one they will heavily promote and push. Making it easy for them, and a system that alerts them each time a customer views what they send, can give you the head start that makes the difference.

Each distributor can monitor and manage how their sales team use the tools you provide for them and you have an overview of each distributor's activity using Digi-products so you can compare how each works to develop business for you.

- See Digi-products' fully digital marketing tools demonstrated live on Stand A13 at Technology for Marketing at Earls Court2 on 24th and 25th February 2009.

Register for free event entry at www.t-f-m.co.uk or please contact Digi-products on 0118 9841567 or email info@digi-products.com. More details are available at www.digi-products.com

(316 words)

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Digi-products Ltd

Digi-products Ltd is a Reading-based technology company with over 10 years' experience in developing and supplying its own digital marketing products to clients ranging from large corporates to small and medium-sized enterprises.

Digi-products provides both custom and off-the-shelf systems enabling businesses to produce high quality digital marketing materials (including PDF brochures and catalogues, Flash presentations and micro-web sites) quickly and without the need for in-house design expertise.

Digi-products exploit the power of the internet to reduce print costs, eliminate postage costs and measure the success of campaigns through instant, detailed feedback.