

marketing solutions for everyone!



MarioMicallef.com

Issue No. 1

www.mariomicallef.com

Services:
Sales & Marketing Consultancy
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Campaigns:-
Television, Radio, Print
Signage, and
Web development.
Assistance in planning
your advertising budget.

One to one business consultancy:-

A complete service solution at your doorstep!

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Our service compliments your agency service, and for clients that do not hold an agency contract we can pass on bookings to agencies and third party media houses, providing a first class service.

Planning your campaign in relation to your budget, plus management of quotations, renders excellent provision of sales and marketing assistance at your location.

Monitoring and being there for the client when service is needed with periodical one to one visits. Offering bright, fresh ideas, whilst researching the best options for the target market of the product or service to be promoted.

Announcing our mini marketing projects!

Coming soon... CHEQUES4ME.COM

Definition of Micromarketing:-
The activities a firm practices in order to react controllably to external forces, setting objectives and selecting target markets.



**Giant Banner
in flag
Material
for Hire...**

Prices starting from
60 Euros daily plus printing of
banner from high quality Flag material ideal
for repetitive campaigns. (can handle force 8 winds)

see page 2



Billboards for Hire



Rent-a-promo personnel services.

Topic on advertising

Ask most people how to generate leads, and the responses will be "direct mail," or "TV" or promotional incentives. One tool you are less likely to hear mentioned is "radio." And that could be missing a good bet.

It might be helpful to first describe the relative characteristics of main lead-generating vehicles.

Television enables the marketer to produce a live sales presentation that shows all of the product's features and benefits in action and concludes with the call to action. TV also can produce enormous volume in the hundreds of thousands with the right buys.

Similarly for direct mail and other print direct response vehicles: you can tell as complete a story as you wish in a print piece or package. You have the opportunity to pique a reader's interest in your opening and give a reasonably complete presentation in words and pictures to a prospect.



And, of course, it can produce very high response rates and productivity. The most common use of radio is, as a companion medium: People listen to it while they are doing something else. It's less likely that they will concentrate on a sales message with the same degree of intensity as other media. However, radio does have the ability to stimulate the listener's curiosity by painting imaginary pictures.

More on radio next newsletter.

Solutions for your TV, Radio Print Signage and Web Development requirements

Electronic Newsletter Compilations, Power Point and/or Flash Presentations for Sales or Corporate Needs

Contact Mario 79 400 600