

MEDIAWEB DIRECT

DISTRIBUTE YOUR PUBLICITY TO RESELLERS OR AGENTS

Mediaweb Direct is our Direct Mail agency offering a number of different vehicles to maximise the publicity garnered by our media release distribution agency, Mediaweb Online. One of the greatest oversights with publicity is that our target market will have encountered some or all of our media exposure. In order to ensure this, there exists the possibility to re-package the many clippings you have in a variety of ways and then disseminate this to your database of customers, resellers or agents. In doing this, you are maximising your PR investment, and guaranteeing the credibility you're seeking from those that you buy from, or sell for you. The knowledge that your brand is supported by a powerful marketing and PR drive, and that it continues to appear on TV, radio, in print and online, enhances its brand positioning and awareness, directly leading to more interest and increased sales.

Please contact 021 419 3144 for more information.

The ways in which we can use your newsclippings include:

A press clippings book posted to agents.
(This can also be personalised by name)

'Press Rooms' online

Media Page on your website with downloadable clippings

An online (or printed) media newsletter

Uploaded TV interviews on media sites

A brochure of media coverage

Additional print direct mails that can be conceptualised and tailored to your strategic needs



Turn Your News Into Publicity



Magazines



Radio



Newspaper



Online & Blogs



Television