

## Pricing

Participants indicated a willingness to pay for services which contain information such as sales leads, distributor contacts, and competitive intelligence. They stressed that an electronic service containing this information would also have to be "as easy to access as paper" before they would pay.

- *"They send out a form and you just tick off the right categories. Then they send you a letter back saying your number is '4829'. So when I go on the computer, I punch in 4829 and it brings up all your categories."*

They would not pay for a service that contains information on government programs and activities alone.

## Promotion

While some people suggested that information products and services could be advertised in newspapers and trade journals, most participants felt that targeted direct mail campaigns would be most effective. They stressed that the direct mail campaigns must be more effective than existing efforts (i.e. many did not recall receiving the International Trade Business Plan or were not informed of relevant activities), and must include potential exporters who may not be listed on government exporter lists.

In addition to advertising and direct mail, some clients felt that government representatives *"should become better networked with industry groups"*.

## Implementation

When implementing its information delivery strategy, the Department should consider the following:

- new product tests in areas of high usage (e.g. Halifax for electronic networks);  
and