

TIP

Be careful to look into the meanings that your name or corporate image may have in the target market. You don't want to discover, too late, that they are inappropriate in the local language or culture.

Marketing tools

Getting your marketing tools right is crucially important. Here's a list of things to remember about them:

Business cards should be:

- high quality and professionally designed;
- easy to read;
- in the appropriate language;
- consistent throughout your firm;
- distinctive and informative; and
- up-to-date and complete, including area codes, country, telephone and fax numbers, postal code, e-mail and Web site addresses.

Brochures should be:

- creative and appealing;
- informative and easy to read, highlighting your uniqueness;
- professionally designed and printed; and
- visually pleasing.

Customer testimonials should:

- show that your company is highly recommended;
- represent your best customers;
- be from top executives; and
- be included in your brochure.

News articles should be:

- clear in stating that your company is a recognized leader;
- quoted in your brochure;
- reproduced on your letterhead;
- displayed in your office; and
- sent to potential clients.

Videos should be:

- sophisticated and interesting;
- professionally produced;
- oriented to the quality and benefits of your product or service;
- clear and concise; and
- easily available.

Web sites must be:

- comprehensive and informative;
- professionally designed;
- visually pleasing;
- up-to-date;
- e-mail enabled; and
- capable of allowing online purchasing (if appropriate).