

Utilize Technology To Stretch Your Advertising Budget!

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Would you like to stretch your advertising budget to the limit and get the most exposure possible for your technology? Magazine editorials, articles, and short feature stories might be a solution for you. Over the last two years Electro Standards has had over 200 editorials and a number of articles related to our technology published. You might want to incorporate some of these techniques into your advertising plan.

Develop A Publication Data Base with Web Technology —

There are trade journals related to your technology at various levels. As an example Electro Standards Laboratories designs and manufactures tensile testers. On one level are publications that feature similar products such as quality control and laboratory products. Other good publications are those of interest to people in industries that use tensile testers such as adhesives, rubber, plastics, packaging, and wire manufacturing. Be liberal in your magazine selection decisions. Electro Standards data communication switches have been featured in medical product and quality control publications.

Search engines and directories such as Google, Yahoo! and LookSmart can be used to find publications specific to your industry. TradePublications.com and TradePub.com are sites that you might want to visit. Once you click on the name of the publication of interest, you can subscribe right there. Most of the subscriptions are free, however you will need to answer a number of questions to qualify. The publications generally start to arrive about two months later.

The Web Offers Fast Access to Publications Contents—

If the waiting period for your printed copy is too long, just log on to the publication's Web site to view the contents. You can find the editor's name, telephone number, snail mail and e-mail address as well as other important information. Check to see if your publication has a New Products section. A number

of publications are available in digital form and can be e-mailed directly to you each month.

Your Technology Communicates with Their Technology —

Publications vary in their technical requirements. Some publications require only emailed releases. They may have a separate e-mail address dedicated solely to the receipt of press releases. Others require snail mail only. For them snail mail eliminates the problems that may arise opening files and also reduces their concerns regarding computer viruses. Some publications request releases in .pdf files, while others use .jpg. Some request the text be in a Microsoft Word file. Limits of 100 -150 words are set by some, while others print lengthy releases. Your chances of being published increase when you meet the publication's requirements

Word Processor Technology Eases Press Release Creation —

Be confident that people will be interested in your new or revamped technology. Releases are printed on new versions of cables, connectors, adapters, you name it. Word processors allow you to be creative. Create a press release title, then rearrange the words until you find the title that is sure to capture the editor's attention. Some publications receive thousands of releases a month, try to make yours stand out. Instead of sending the same press release to each publication, use your word processor to change a few lines to gear your release toward a particular publication's audience. For example, Electro Standards designs and manufactures load cell / strain gage indicators. We slanted a release for a packaging industry publication by focusing on a particular application, weighing. Our revised release was titled "Industrial Strength Digital Weighing." You can also send press releases to announce new catalogs. Our "Get a Grip on Things" release for our Tensile Tester Clamps Catalog was picked up by a number of publications.

In the first paragraph of your release state what the product is and what your technological advantage is. The advantage can be as simple as a new material incorporated into an established product. Electro Standards sent releases stating that all of our data communication switches were now enclosed in EMI/RFI (interference) resistant enclosures. It was published by a prominent communication publication. The second paragraph could briefly explain

the benefits of and how to use the product. In the third, sum up and include how the reader can receive more information.

Use Digital Camera and Photoshop Technology —

Include an interesting photo with your release. The photo may capture the editor's attention, rather than the press release title or content. Editors want their publication to look great! Our most successful photo includes one of our engineers operating our voice-actuated tensile tester. This photo has appeared on the cover of a major adhesives industry publication as well as in approximately 20 global publications. By placing our generic-looking fiber optic switch on a background of lighted fibers, an eye-catching photo was produced.

Old-fashioned Telephone Technology—

Each publication has an editorial calendar. The calendar will tell you the focus points of each issue. Find the issue that you think will be most closely related to your technology. Call and let the editor know about the great fit your technology is for a particular issue. The editor may give you some advice as to how to bypass the normal screening process. Your publication advertising sales rep may be able to assist you in getting your technology published. Give your sales rep a call!

Use Technology To Convert Raw Data Into An Article—

The information that you need to prepare an article may be right on your desk in the form of a data sheet, report, or manual. With your word processor you can add, delete, cut and paste, convert spreadsheets to tables and so much more. Add an introductory

paragraph, scale down the engineering lingo for non-technical publications, and add photos, charts, graphs, and a summation! Articles can generate pages of free publicity. If you cannot produce a feature article, many publications have places for short infomercials. It might be a page that includes new applications or new technology from just two or three organizations.

Vendor Source Lists & Directory Listing Web Forms—

Log on to each publication's Web site to see if they have a free Vendor Source List or Directory. Fill out the forms with your company information. You can sometimes be listed under numerous related categories. The lists often include your company and contact name, telephone number, and Web and/or email addresses. Some publications link your listing to your Web site, and added benefit.

Using Technology To Advertise Your Technology has Benefits—

Besides getting publicity, sales leads, increased sales, and company name recognition, it's a morale booster to see your company's technology featured in prominent publications. Having articles published, especially when a featured cover is included, is an awesome experience! Don't bemoan your shortage of advertising dollars, gather your digital camera and your keyboard and use your technology to get the word out. Stretch those advertising dollars to the limit!

Electro Standards Laboratories is an Engineering, Manufacturing, and Network Services Company.

ESL offers Engineering R & D Consulting Services in the areas of digital signal processor based electronics, mechanics, software programming, electric motor systems, power electronics and Web-enabled systems. ESL's Manufactured Products include data communication switches and cables, load cell / strain gage indicators, and tensile testers. The ESL Network Services division designs, installs, maintains, and monitors voice and data networks.