



Let's grow your business

PROMOTE YOUR BUSINESS EFFECTIVELY

Today more than ever you need to drive sales and revenue growth as quickly as possible. You want to introduce your product and services successfully to potential customers, generate more sales leads and convert these leads to real opportunities. But like any organisation, you have a limited budget and a lot of other demands on your time and money.

DohertyWhite can help. We're a Digital PR and Marketing firm that specialises in helping companies and organizations like yours. We can help you generate press coverage, launch a new service, create and run ad campaigns and use your web-site to drive new business.

With a full PR service, we can generate media coverage for you locally, internationally and online, ensuring your target audiences know who you are and what you do. We can help you generate sales leads using your web-site and Google pay-per-click ads, create compelling brochures and case studies and set-up an effective e-mail marketing system.

THE IMPORTANCE OF PR AND MARKETING

There's no point having a great product or service if no-one gets to hear about it. Time and again promising companies fail or underperform because they do not market themselves effectively. If you are going to succeed, if you plan to grow your business and survive during the economic downturn, you must know how to market your company and products.

In order for you to compete, your business needs to be found on the web and ranked highly in search engines. You have to drive more traffic to your company web-site, capture your visitors' contact details and convert these visitors into customers. DohertyWhite can help you using a simple, step-by-step approach that delivers real value to you immediately.

WHAT WE DO

DohertyWhite is a one-stop marketing agency that provides PR, Marketing, Web Marketing and Event Management. We help you generate more business by making people aware of what you do and what makes you different. We can help you capture the attention of the press, promote yourself using your website and create advertising campaigns that get you and your products noticed:

- **PR** – we generate publicity effectively and quickly, using standard press releases combined with the latest online social media marketing methods
- **Marketing** – we help you plan and execute the promotion of your products and services to get the highest profile and greatest benefit for the least cost
- **Search Engine Marketing** – we help you generate leads from your web-site
- **Brochure, case study and white paper creation** – we can design and write your company marketing material
- **Email marketing** – we'll help you plan and execute tailored email campaigns aimed for your target audiences

BENEFITS OF WORKING WITH DOHERTYWHITE

- **Increased revenue** – we'll help you grow your sales faster by generating more leads
- **Complete service** – we can assist you with any aspect of marketing and promoting your company, from pay-per-click to print advertising
- **Technical background** – unlike most marketers, we have worked in high-tech lead generation and we are familiar with the tools available to drive results fast
- **Expertise** – we have deep knowledge in a range of areas including PR, search marketing and pay-per-click management



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PUBLIC RELATIONS

PR is one of the most cost-effective ways for any organisation to promote itself. A newsworthy press release can gain much more coverage (and credibility) than any advertisement, if it is written with care and targeted at the right journalists, influencers and online media. DohertyWhite successfully runs PR campaigns for a range of clients including technology firms and public sector agencies. We have an extensive media database and maintain relationships with a wide range of print, radio and television journalists. We can help you identify opportunities for generating news about your organization, services and products. And we can help you quickly generate awareness online using Twitter, LinkedIn and other social networks.

MARKETING

We can show you how to use marketing to generate high quality sales leads that convert to customers. We work with you to identify and target your desired audience and exploit all the tools available to you – promotional brochures and literature, the use of your web-site and pay-per-click advertising for lead generation, email campaigns, events, PR, partner management, industry associations and networking. We focus on the most cost-effective techniques available, to ensure that your marketing activities make best use of your available budget. We are results focused - we ensure you obtain measurable results from your marketing.

WEB MARKETING

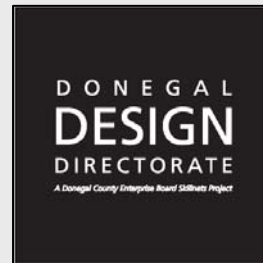
Web Marketing should be the source of between 50% and 70% of your sales leads. We can help you generate leads from your web-site, driving sales and increasing awareness. We will show you how to increase web-traffic, make effective use of Google pay-per-click advertising and develop a strategy to ensure your web-site appears high on search engine results.

EMAIL MARKETING

Email marketing is great for highly targeted promotional campaigns for your chosen audiences, for promoting specific events and for maintaining valuable communication with those leads who have not yet moved into their purchasing cycle. We can help you execute your campaigns, from drafting the emails to automating the mailshots and following up the resulting leads.

BROCHURE, CASE STUDY AND WHITE PAPER CREATION

The key building-block for marketing is your content – your brochures, white papers, case-studies and online demos. They are the single most important element in your communication with your prospective clients and investors. We can help you prepare sharp, accurate collateral that looks good and captures prospective customers' attention.



“DohertyWhite played an essential role in promoting the Design Directorate.”

Donna McFadden
Design Network Manager
Donegal Design Directorate



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