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Add Fax Advertising to your marketing plan by

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Fax advertising is an important part of many companyâ€™s marketing campaigns. Fax advertising sees a fax being sent to potential customers which promotes your business as well as your unique selling points. It is a simple, cheap and effective marketing method employed by many businesses.

One of the unique benefits of fax advertising is the ability to reach thousands of companies within a very short period of time, normally within a matter of minutes. Fax advertising is helped by modern telephone lines which, when teamed with the latest computer technology, are capable of sending more than 10,000 faxes in an hour. For marketing budgets that are already stretched, fax advertising may be the answer to your prayers as itâ€™s an extremely cost effective way of marketing your company. Fax advertising is a cheap alternative to producing expensive glossy leaflets and customer brochures. Instead, a simple yet effective black and white document outlining your business can be put together. You could employ the services of a graphic designer for your fax advertising or alternatively you may wish to use your own in-house design services at minimal cost. Fax advertising costs around 1.5p per successful fax sent...much cheaper than designing, printing and distributing thousands of glossy leaflets.

Fax advertising is also an opportunity to catch your customerâ€™s eye in a different way. While we are all bombarded with hundreds of promotional emails, itâ€™s much rarer to receive a marketing fax. Fax advertising is a great way of standing out from the crowd. Your fax advertising leaflet or letter could give a very simple overview of your service, directing customers to your website for more information. Why not make it personal? Fax advertising can be produced featuring your customerâ€™s name, helping to create a piece of even more eye-catching marketing material.

For large scale fax advertising you will need to employ the services of a specialist company, making sure they have the correct technology to transmit thousands of faxes quickly and efficiently. A specialist fax advertising company will have experience of the best design and layout for fax advertising and employing their design services could ensure maximum impact for your advertising campaign. Many fax advertising companies will have minimum recipient numbers, such as 1,000.

Wefax.co.uk are experts in fax advertising. With an experienced and create design team who have worked on hundreds of fax marketing campaigns, they know exactly what makes one successful. They have over 15 year experience and pride themselves on offering value for money. Wefax.co.uk are experts in fax advertising and can help integrate one into your marketing plan.

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- About Author:
a Fax advertising from wefax.co.uk is a perfect device if you wish to promote a product or brand successfully and expand your clientele. We specialise in the most effective a fax marketing solutions.

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