

KeyBoard Magazine

► BY LEMARCO



Benefits

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Realize the breakthrough in your target markets with your own magazine

Benefit from the flexibility of a marketing vehicle that you can use in mailings, sales visits, seminars and trade fairs, ...

Create trust among potential customers by reflecting the professionalism of your company in your marketing

Save time and costs by letting professionals take care of the whole creation, from concept to print.

Contact Lemarco

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As an ICT company, you might be proud about the quality of your business solutions and the expertise that you can offer. But is that enough to be successful on the market? Dozens of other ICT companies are involved in the battle for the same customers every day.

The real key to success: to get known by your potential customers and break through the wall of over-information. That's why you need marketing vehicles that are cost-efficient and professional at the same time.

Today, the KeyBoard initiative makes the concept of a personalized 16-page magazine accessible to all ICT companies, even medium-sized and smaller ones. Containing your own customer testimonials, interviews and solution reviews, KeyBoard will become one of the most valuable relationship marketing instruments for your organization: it's not only cost-efficient, but also makes the professionalism that you are claiming through your solution offering more tangible.

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SUCCESS THROUGH VALUE INNOVATION ▲▲▲

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With the KeyBoard initiative, a personalized magazine is not the exclusivity of large companies anymore. We take care of the complete development of a 16-page, personalized magazine for you, from content creation to graphical layout and printing. The end result: from 500 to 1500 printed copies that you can send out to your prospects and use as supporting material during sales visits and events. Depending on your marketing plan, you are free to decide if you prefer to have one or two editions a year.

Practical information



Frequency per year:

- Two editions (May and November)

Print quantity:

- 500, 1000 or 1500 copies

Language:

- Dutch or English

Number of pages:

- 16

Content:

- Generic articles
- Customer testimonials
- Management interviews
- Solution reviews



About Lemarco



Lemarco –the lean marketing company - is the next-generation marketing excellence centre for hi-tech and ICT companies. Throughout the years, Lemarco has assisted more than 50 companies in the technology sector with strategic marketing coaching, content creation and personalized corporate magazines.