

## LET FeRFA HELP RAISE YOUR COMPANY PROFILE

FeRFA has a number of ways in which you, as a member, can market your company and its services **for free**. To take advantage of this all you need to do is make sure you keep us informed of any company news. This doesn't have to be contract news only; it could be changes in personnel or premises, training initiatives you are undertaking or achievements in qualifying your workforce, awards or nominations for awards - just to give some examples.

Any company news will be placed in:

- **The FeRFA monthly e-news**

This is distributed to all the newsletter subscribers, FeRFA's database of enquirers, FeRFA members and prospective members, as well as other trade bodies and government departments and the trade press.

- **Company News page on the website**

All company news is automatically included on the Company News page. Go to: [http://www.ferfa.org.uk/html/members\\_news.htm](http://www.ferfa.org.uk/html/members_news.htm) to see examples. Items are added in date order as received and are linked to a pdf document. If your company produces press releases these can be added as they are. If not, simply send the text and an image and we can produce a press release for you.

- **Case Studies**

The Case Studies section on the FeRFA website is divided into broad industry sectors. Any contract you have carried out can be included within these pages. This can be a repeat of the information supplied for the company news page, where appropriate, or a specific case study possibly with additional images, before and after pictures. The sectors can be views at: <http://www.ferfa.org.uk/html/sectors.htm>

- **Gallery**

The FeRFA Gallery features all the images supplied to us, divided into industry sectors. Each thumbnail image can be enlarged to desktop size at the click of a mouse. This is an excellent and simple way to promote your company and the type of work it carries out through photography. Every image features a weblink back to your own website and another link back to the case study (where there is one). <http://www.ferfa.org.uk/html/gallery.htm>

- **FeRFA page in Flooring**

FeRFA has a monthly page in the trade magazine Flooring. As well as news about the association, every month it features a round up of news from members. Items of news forwarded for use in the company news section are considered for inclusion in this page.

- **Remember - we are here to help you market your company!**

Check your company entry on the FeRFA website and make sure it is up-to-date and includes the latest logo and images. There is a link from each member's entry to their company website. Include the FeRFA logo and a link on your website and it will help with your ranking on search engines.

We can also help and advise on:

- Getting the best out of your website
- Marketing your success to prospective customers (with easy to use templates for press releases and case studies which can be downloaded from the members' area).

Make sure you add FeRFA to your circulation listing for press releases and other items of interest. Any news will be placed on the website. If you send images in a separate file from the text they can also be posted straight to the gallery.