

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, achievements in qualifying your workforce, awards or nominations – just to give some examples.

Any company news will be placed in:

- **The FeRFA monthly e-news**

This is distributed to all newsletter subscribers, FeRFA's database of enquirers, FeRFA members and prospective members, as well as other trade bodies, 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 <https://www.ferfa.org.uk/news/> to see some 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 & Galleries**

The FeRFA website features a Case Studies section on all the broad industry sectors. Any contract you have carried out can be included within these pages. On each sector page there is a thumbnail image of each project with a brief description and a link to a full page on each project. Within the individual project pages there is a gallery of up to six images, more information, plus a link to any accompanying case study/press release. There is also a link to your own company website.

The case study pages provide an excellent showcase to publicise your work. It is very worthwhile ensuring you have at least one project example for all the industry sectors that you work in.

The sectors can be viewed at <https://www.ferfa.org.uk/case-studies/>

- **FeRFA in the media**

FeRFA has regular content in the trade press including Contract Flooring Journal and Tomorrow's Contract Floors to drive traffic to our website, promote our members' services and to promote the benefits of resin flooring as a high-performance solution for both industrial and commercial applications.

- **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 list for press releases and other items of interest. Any news will be placed on the website. If you can send images in a separate file from the text, they can also be posted straight to the gallery.