

2010 Edition

Technical Library Services

architectural and design-led product marketing solutions

Service Plan Information

History & Experience

For the past 20 years Technical Library Services has marketed a wide range of building products and services to architects, designers and construction professionals throughout the world. We started our business in the USA and Canada, before relocating to the UK in 2001.

Until a few years ago, our services primarily involved making physical calls on architects and designers in their office, undertaking a travelling trade show, presenting our clients' marketing materials and samples.

Over the years we have worked closely with architects and designers, conducting blue-print take-offs, making site visits and writing product specifications - one of our founders is a former member of the **USA Construction Specifications Institute**. We therefore have an acute understanding of the construction cycle and its likely impact on an architect's ability to specify products and services.

Database and Audience

Over the past two decades we have developed one of the industry's **largest and most comprehensive** professional **contact databases**. Our continual architectural and designer marketing programs drive over **50,000** unique visitors to both **Tech-LS** and **Designer Products Online** – on a monthly basis!

Specifying in Today's Marketplace

In recent years many architectural and design practices have sought to reduce operating costs by disbanding their traditional in-house libraries, preferring to specify products on a project basis.

The Internet has proved to be an excellent product reference resource for many design firms and four years ago we modified our business model to accommodate changes in the way in which architects and designers now source, evaluate and specify products.

Competitive Advantage

Although there are many excellent product directories on the Internet, no other marketing company can match our depth of international product development experience, industry knowledge, online showcasing ability or affordable marketing solutions.

Our **bespoke**, online and direct marketing programs are **unique** and suit all companies, large or small.

The Starter Plan

The **Starter Plan** is the ideal solution for artisans, small or start-up companies looking for a **low cost** method of marketing their products or services to the architectural & design community.

Plan Features:

- Choice of Showcase Websites
- Pictorial Front Page Feature
- Profile Page with image gallery, company bio, links to all listings on our site and full company contact details
- Listings in relevant product category pages
- Inclusion in multiple slideshows, galleries & product to project analysis sections
- Live email and web links throughout
- Inclusion in 'What's New?' page
- Inclusion in A-Z Index

Plan Price : £399 per annum

The Network Plan

The **Network Plan** is ideal for medium or large companies, looking to **maximize their marketing exposure** to architects or building professionals located within one or more target geographical regions.

Plan Features:

- Choice of Showcase Websites
- Pictorial Front Page Feature
- Profile Page with image gallery, company bio, links to all listings on our site and full company contact details
- Listings in relevant product category pages
- Inclusion in multiple slideshows, galleries & product to project analysis sections
- Live email and web links throughout
- Inclusion in 'What's New?' page
- Inclusion in A-Z Suppliers Index
- Press Release Design & Distribution to 1,500 architects per qtr
- Choice of Target Industry Professions
- Choice of International Markets
- Free Image and Editorial changes at any time

Plan Price: From **£799** per annum

The Partner Plan

The Partner Plan is offered as an **add-on option** to our **Network Plan**. This plan is suitable for companies or groups who would like their product or service to be **personally presented** to architects / designers.

Plan Features:

- We conduct between **50** or **100** individual **telephone presentations** on your behalf to architects or designers every month, according to your budget
- Every Monday you receive a **Contact Report** for each presentation we have made on your behalf during the previous week. Reports are sent in MS Word format
- **Specification Leads** are telephoned through to you immediately following our conversation with the architect
- We can provide you with a **90-Day Trial Option**, allowing you to evaluate our marketing effectiveness before making a longer term financial commitment
- If you use our Partner Plan for a full year we provide you with a **Loyalty Bonus Excel Database** containing an additional **4,000** architectural contacts

Plan Price: £500 - £1,000 per month, plus cost of **Network Plan**

Getting Started

Starting to use our Marketing Services could not be easier!

Once you have agreed on the right **Marketing Plan** for your needs and notified us of your intention to proceed, we email you an **Order Confirmation**

Start-Up Procedure for Starter & Network Plans

We use the information contained in your website to **compile your Showcase and Profile Page**. We also lift a **selection of Suitable images** to use on our site(s) to pictorially represent your company's products and services. If we are unable to lift suitable images from your site we will ask you to email a selection to us. These should be sized at least **500 x 500 pixels** and may be sent in any standard image format (jpg, gif, bmp, etc)

We are normally able to showcase you on our site(s) within **48 hours** and once this work is completed, we **notify you by email** and invite you to request any changes. We also send you our **invoice** at this time.

If you are a **Network Plan client**, once you have paid our invoice we design and begin distributing your monthly **Press Releases** to your target audience of architects and designers.

Start-Up Procedure for Partner Plans

Prior to starting your Partner Plan presentations, we will have sent you a comprehensive **Marketing Proposal** detailing the information that we will be providing each architect about your product and service capability.

Once you have agreed to proceed, you will need to let us know whether you would like us to make **50** or **100** monthly presentations.

We also need to know who, in your company, will be receiving our weekly **contact / lead reports** and **specification lead** enquiries.

As soon as you have paid our invoice, we will start making daily telephone presentations on your behalf.

Your **first batch of** Contact / Lead Reports will be emailed to you on the **Monday** following your first week's architectural presentations.

For More Information Contact

If you would like further information on any of our Marketing Plans, or would like to discuss your company's architectural marketing needs please contact us at the address below:

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