



# Sales and Marketing Solution

## 市場營銷方案

Providing complete solutions to efficiently locate your target customers  
提供全方位市場營銷方案，助您簡易地找到目標客戶羣

### Introduction 簡介

In order to achieve appreciable sales and gain great profit, implementing the effective promotion activities is dispensable. News Power provides you with all-round sales and marketing solution including Database Marketing, Direct Marketing and Telemarketing Service, which enhance your sales volume as well as increase your profit.

要獲取最大的銷售額及造就商機，必需進行有效及多項的市場營銷活動。News Power提供完善的市場營銷解決方案，包括工商通訊名錄資料庫、直效行銷及電話行銷服務。透過我們的專業市場營銷方案，不但有效提升銷售量並大大增加貴公司的盈利。

### Application 資料應用

The Database Marketing can be applied in different marketing situations, including: 『工商通訊名錄資料庫』能廣泛地適用於不同的市場服務上，包括：

#### - Sales Contact List 營銷名錄

Provides target customer's contact info for supporting your sales and promotional team.  
提供目標客戶的各類聯絡資料，支援公司內的營銷及宣傳隊伍。

#### - Seminar/ Appointment Invitation 宴會/ 講座邀請

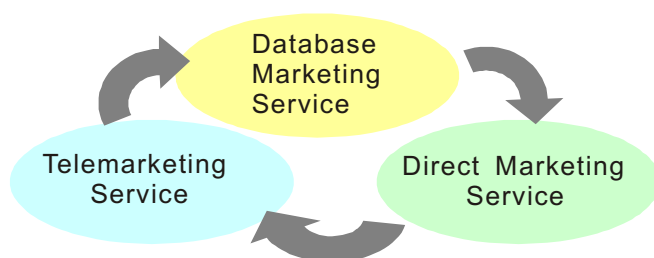
Selects specific target people from the Business Contact Database for further event invitation.  
從資料庫選取合適的目標人物並提供邀約服務。

#### - Direct Marketing Promotion 直銷宣傳

Selects target customers by specific criteria and presents contacts in the format of Phone Calling, eMail, Fax and Direct Mailing Lists, which target different sales & marketing campaigns.  
提供不同形式的商務名單，配合您各類直效行銷的宣傳活動。

#### - Market Research Project 市場調查

Selects the target interviewee for marketing investigation and obtaining information Required via Telemarketing or e-Mail Broadcasting.  
揀選合適的目標調查對象，透過電話或電郵發送等方法進行市場調查及資料搜集。



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### ➤ Scope of Service 服務內容

#### Database Marketing Service 工商通訊名錄資料庫

Our constantly updated Database Marketing Service contains millions of corporate contacts from Hong Kong, China and South East Asia. It can save the time and human resources otherwise required to search for target customers in specific categories such as business type, company scale, company profile, contact persons or even personal profiles.

我們建立龐大的工商通訊名錄資料庫，每天不斷更新，提供過百萬香港、中國及東南亞公司的數據資料，包括業務性質、規模、聯絡人、部門主管以至個人消費者喜好等，讓您輕而易舉地找到目標客戶羣。

Company 公司	Executive 行政人員	Special Information 其他資料
Industry/Category 行業/類別	Sex/Gender 性別/稱謂	Profile 公司身份
Business Nature 業務性質	Title 職銜	Personal Profile 個人身份
Employee Size 僱員人數	Department/Job Function	Media Exposure 傳媒曝光率
District/Country 地區	部門/職務範圍	Brand Name 品牌名稱

#### Data Output / Usage :

-  Mailing List 郵寄名單
-  Call List 通訊名單
-  E-mail List 電郵名單
-  Fax List 傳真名單
-  Full Report 全面報告

<input type="checkbox"/>	<b>News Power Holdings Limited</b>	<input type="checkbox"/>
<input type="checkbox"/>	Unit A1, 4/F,	<input type="checkbox"/>
<input type="checkbox"/>	81 Hung To Road,	<input type="checkbox"/>
<input type="checkbox"/>	Kwun Tong, Kowloon, Hong Kong,	<input type="checkbox"/>
<input type="checkbox"/>	Contact : Ms. Fanny Lam	<input type="checkbox"/>
<input type="checkbox"/>	Title : Sales & Marketing Manager	<input type="checkbox"/>
<input type="checkbox"/>	Tel : (852) 2332 6218	Fax : (852) 2760 5510
<input type="checkbox"/>	Email: fanny@newspower.com	<input type="checkbox"/>

#### Direct Marketing Service 直效行銷服務

提供有效而全面的直效行銷服務，助您精準地找到目標客戶羣，獲得良好的營銷效果。我們多元化服務包括：

- Email Marketing 電郵推廣服務
- Fax Marketing 傳真發送服務
- SMS Marketing SMS發送服務
- Direct Mailing and Lettershop 直效郵遞及入信服務
- Redemption and Fulfillment 禮品包裝分發服務
- China Post Direct Mailing Service 中國郵政直銷廣告服務

#### Telemarketing Service 電話行銷服務

Our team of highly trained professionals provides non-stop sales momentum, customer services and hotline support on behalf of your company. With the mission of locking onto all business opportunities for your company, our team works together with you to create new trade and dramatically improve the profitability of your business.

我們專業的電話行銷人員，日以繼夜為客戶提供電話行銷、後勤、熱線支援及跟進等服務。專業的電話行銷服務，能直接地將產品/服務訊息傳達給目標顧客，並主動建立客戶網絡及增加銷售，更能減省成本、時間及增加效率。

#### Other Service 其他服務

In order to provide the most comprehensive service to you, we also provides the following services.

為滿足客戶不同需要，我們更設有各類型服務以供選擇

- Media Monitoring 媒介監察
  - Press Clipping Service 新聞剪報
  - Cyber Clipping 網上新聞搜尋
  - Ad Reader Service 廣告追蹤
  - International Media Monitoring Services 國際媒介監察
- Business Information 商業資訊
  - Business Press 商業題材
  - News Analytical Service 新聞分析服務
- Public Relations 公關服務
  - Media Relations 媒介關係
  - Event Management 活動籌劃