

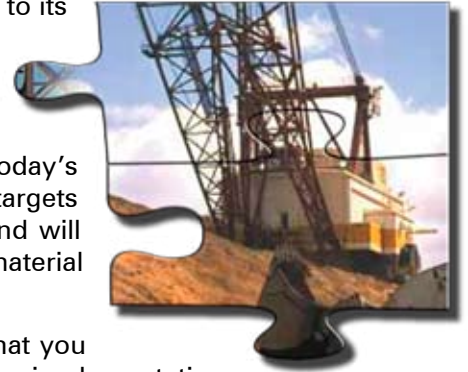


Marketing

for Engineers and Scientists

We have the final piece to the puzzle...

MIM Management Services offers a complete branding and marketing service to its clients. We have found that many of our clients have the technical knowledge and sound products and services that they need to grow their business, but are lacking the marketing material and professional image that will help them to promote their services in today's marketplace. **MIM** will assess the targets you have in your business plan and will help you to produce marketing material that will be appropriate for your business.



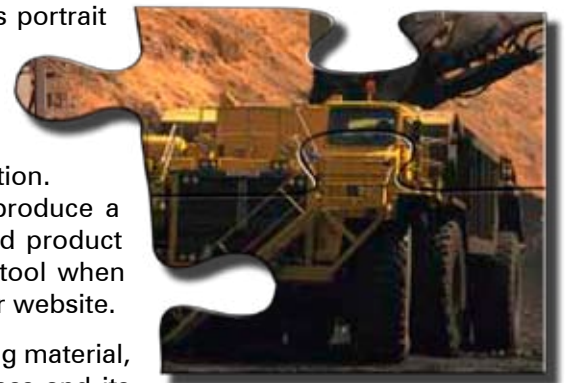
MIM will begin the process by ensuring that you have a strong corporate identity through the implementation of your brand. This may mean refreshing your current logo, or creating a totally new one that reflects more accurately your business identity making sure that it is simple, sharp and modern. This new logo will then be used to create new letterheads and business cards, and all stationery will be unified in layout, theme and use of logo to create the professional image that will help you promote your business.

MIM will also assist you in the formulation of marketing material that will help you to achieve your sales targets. Thanks to the engineering background of the **MIM** team, the technical specifics of your products and services will not be lost to marketing jargon but instead will complement the sales aspects of the material.



A team of graphic designers, photographers and promotional material professionals assists **MIM** to create the range of marketing materials that your clients expect in today's world. These include, but are not limited to, brochures, a company profile, a website, case studies, 3D animation DVD's and corporate videos.

MIM can commission a photographer to take product photographs as well as portrait photographs of your team. These photographs can then be used throughout your brochures, company profile, website and case study to optimise the technical exposure and company information. A videographer can also be employed to produce a fast-paced corporate video with 3D animated product displays that you can use as both a selling tool when pitching to new clients and an informative tool as a download from your website.



At the end of the development of your brand and production of marketing material, you will have the right pieces to put together to promote your business and its professional image in the marketplace.

MIM Management Services

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