

## Make IT Work For You

- ▶ Advertise your beer festivals, remind people of your forthcoming guest ale list!
- ▶ Have you ever thought of starting a loyalty club?
- ▶ Do you have promotions or want to attract attention?
- ▶ Let people know what's going on - electronic means are cost effective!
- ▶ The web is a great way to "keep in touch" - letting people know what's on, when!



## Rationale

- ▶ People looking for a pub or venue use the Internet; it's the best resource available!
- ▶ A well designed and well-written website has the ability to attract visitors - thereby promoting your business!
- ▶ A web presence will make you emerge as a front-runner, separating you from your competitors.
- ▶ A prospective new customer looking for a change of "watering hole" or for a change of scenery will simply look on the web!
- ▶ There is a lot to be said for word-of-mouth advertising; these days it is followed up with a search on the World Wide Web.

“ Your Website is  
Your Brochure, Your Ambassador  
on Every Single Web-Enabled  
Computer in The World.. ”

## Customer Testimonials

“ DMR (UK) Limited developed a corporate identity for Lumus. The brief was for a succinct image that portrayed the principle which we work to - Focus, Clarity & Simplicity - DMR (UK) Limited produced above and beyond expectations and within a very tight time frame.

Following on from this we engaged them to build a web presence for us which extended our image to the Web - once again we were very impressed with the result and the feedback from our customers has been universally positive. We would recommend DMR (UK) Limited highly and will work with them in the future. ”

William Lacey, Founder  
Lumus, November 11, 2009

“ DMR (UK) Limited have provided excellent services and impartial advice, they integrate with our own teams seamlessly and get the job done ”

Mike Herminie, Consultant  
Wyeth Biotech, July 10, 2008

“ Mark has a great work ethic and prides himself in delivering great solutions to complex problems, on-time and within budget. I look forward to working with Mark again in the future ”

Graham O'Keeffe, Director of Operations  
Premier Validation, October 19, 2009

[www.dmr-ltd.co.uk](http://www.dmr-ltd.co.uk)



# DMR (UK) LIMITED

## GOOD BEER



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