

How to discover your news and transform it into sales

To discuss options and pricing, please contact
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News Source

Where is news found within an organization?

Company news

- ✓ Successful projects
- ✓ New developments
- ✓ New strategies, staff hires
- ✓ CSR activities
- ✓ Earnings results
- ✓ Awards received, etc.

New services

New products

Processes, concepts, technologies, etc.

Staff – working on important/relevant new developments, strategies, who have won awards, etc.

Key industry members –

Professionals outside your business who are behind interesting news, new developments, concepts, strategies, etc.

Marketing Tools: Packaging your news



Corporate newsletters – Bold and eye-catching, one or many pages, corporate newsletters are customizable information-packed documents designed to inform, impress and sell. > [Nissan newsletter](#)
 > [Brochure](#) > [Sample](#) (long) > [Sample](#) (short)

Media Kits

> [More info](#)



Business Dashboards – make it easy to present an overview and targeted sales pitches every time. By clicking the hyperlinks in a Business Dashboard, potential customers will be taken to the webpage(s) on your and/or other websites that will educate, inform and encourage them to buy. Business Dashboards are also ideal for presenting information about a company, product, service, project, campaign, department, etc. > [Brochure](#) > [Sample1](#) > [Sample2](#)

How-to guides, profile sheets, instructions



Business/Product/Service Bio

These premium marketing products carefully blend head-turning graphics and design work with a professionally written business biography or profile about you, your business, products and services.
 > [Brochure](#) > [Sample1](#) [Sample 2](#)

Articles – Professionally-written articles about [executives](#), [staff](#), [company developments](#), [strategies](#), [awards](#), etc. and external professionals making a difference in your industry.

Samples: > [1](#) > [2](#) > [3](#) > [4](#) > [5](#) > [6](#) > [7](#) > [8](#) > [9](#) > [10](#) > [11](#) > [12](#)

Other options

- [Web content supply](#)
- [Corporate profiles](#)
- [Press releases](#)
- [Case studies](#)
- [Product/service reviews](#)
- Brochures > [1](#) > [2](#)
- [Blogs](#)
- [Multilingual translation.](#)

Marketing Strategy

Newsletters: Distribute to your customers, staff, partners and shareholders on a one-off or regular basis.

Media kits: Key tools to send to media to encourage them to feature your business/news.

Customize and send as sales pitches or profiles to media, potential clients, partners, investors, etc.

Promote directly and via articles, blogs, press releases, etc.

Bio: Use to promote anything to virtually any potential customer, partner, media or investor.

Corporate profiles: Use to instantly upgrade your business image and share key information.

Press releases & case studies: Describe successful projects and strategies and send to media, share via blogs, put on website, in newsletters, etc.

Articles: Put a series of articles on your website and promote via blogs, social media, newsletters.

Business Grow, for one-stop corporate communications. [More information](#)

Why Business Grow?



PROFESSIONAL WRITING

Business Grow has successfully promoted more than 350 companies and individuals through 17 printed and digital media throughout Asia – including 14 cover stories.

Director **Jonathon Walsh** has written 7 books and interviewed CEOs, Ambassadors, entrepreneurs, top sports people, entertainers, artists, and others.

BUSINESS MARKETING

Utilizing Business Grow's extensive media experience and working with media when necessary, we create custom-designed marketing strategies using carefully selected tools, resources and information – including corporate newsletters, **Business Bios**, PR materials, press releases, articles, innovative marketing tools, turnkey business promotion packages – to help customers achieve their marketing and business promotion goals.

OUR WORK



EDITING

Business Grow has more than 10 years experience editing websites, IR and PR materials and other documents for some of the world's largest companies and market leaders including Toyota, **Nissan**, Microsoft, Oracle, SAP, Citibank, BP, Exxon Mobil, NTT DoCoMo, JR East, Hitachi, Seven & i Holdings, Canon Inc., Hitachi, Sanyo, Epson, Komatsu, The University of Tokyo, and others.

> [Client list](#)

SUSTAINABILITY

Business Grow assists businesses to reduce their environmental footprints and become more sustainable by helping them boost self-sufficiency of key resources (food, water), reduce costs and waste flows, and increase disaster preparedness. To do this, we promote a range of CSR, community support and on-site urban farming programs to help companies and individuals boost self-sufficiency.

> [More information](#)



Key Points of Difference

- **Impact** – Business Grow's exclusive range of innovative business marketing weapons will help you promote your business to virtually any potential customer, partner, media or investor from multiple angles, using incentive marketing, traditional and social media, and both passive and assertive marketing methods.
- **Comprehensive media experience** – Business Grow has an [extensive track record of success in getting articles published](#) in a wide range of online and printed media. We know how to find what editors want and how to provide it.
- **Total flexibility** – Customers can select any or many products and services in any combination, at any time, with or without consulting services.
- **Off-the-shelf marketing packages** – Tailored to your company's specific marketing challenges to maximize their impact.
- **Consumers into producers** – Our urban farming program is turning consumers into producers by teaching people how to grow large quantities of healthy food on-site.