

SLOUGH TRADING ESTATE MARKETING

AT SEGRO WE BELIEVE THAT GOOD COMMUNICATION IS THE KEY TO SUCCESS.

SEGRO can help your business tell your story and help contribute towards your growth by using different channels of communication:



MAKING THE MOST OF YOUR NEWS:

PR is a well-established method of promoting your business, increasing your profile and boosting relationships with customers and stakeholders. We can use a variety of techniques including press releases and comment pieces across a range of channels such as national and regional newspapers, trade magazines and online media.



EMAIL ALERTS:

Emails are sent out to customers who are on our distribution list. We can send email alerts for company news, company events and promotions.



WHO'S WHO DIRECTORY:

Who's Who – the Slough Trading Estate directory lists all the companies on the Slough Trading Estate.



ESTATELIFE NEWSLETTER:

estatelife, the Slough Trading Estate newsletter, aims to bring the latest news and events from on and around the estate. In each edition you can either:

- Include news items/events you would like us to publish (i.e. winning awards, your charity events, etc)
- Offer a promotion to Slough Trading Estate customers
- A 60 second interview dedicated for your business



SOCIAL MEDIA:

Follow us on @SloughTE
We can include your news, events and promotions.

If you would like more information on the free marketing listed, please email stehelpdesk@SEGRO.com