**Guidelines**

all the PR materials need to have the same heading: logo + business name + slogan

- website

- emails

- business cards

- uniforms

- invoice / receipt

- quote

- xmas card / thank you card

-

database system

- logical (everyone can use), printable (everything can be printed as a report), back up

- a system

to store client info, staff info & client requirements,

to remind services, client b'day & inspections,

to generate schedules, invoices & reports

- starting with a customer list with 'sort by' function, to sort out customers based on different criteria for different marketing campaign

Website (Facebook page???)

1 build, maintain, host and upgrade

2 more than 10 pages, otherwise can't be googled

3 flash animated to open up

4 attached to a database system

5 content

- flash

-- staff photos

-- before / after pictures

-- product promotion / campaign / gift voucher

-- customer / staff log in

-- text / monthly update

-- cleaning tips

-- touching stories

-- testimonials

6 links

- facebook

- twitter

- monkey survey