

# RASCAL FACTORS...are the fundamental and essential elements for all of your Internet Marketing Campaigns.

## Reliability

- Years in Business
- Experience
- Size of Firm
- Licenses
- Certifications
- Degrees
- Awards

## Authorized Sales & Service

- Trade Marks
- Brand Names
- Manufacturer
- Dealer
- Distribution
- Factory Service
- Depot



## Special Services

- Trained Employees
- Reason to Buy
- Market Edge, beating your competitors
- What makes you unique?

## Completeness of line & Service

- Type-Scope-Variety (Industrial: tolerance, depths, thickness, size)
- Cost-Quality of Service of Product
- Specialized Services & Features
- Pickup & Delivery
- Availability Inventory
- Capacity •Hours
- Brochures, fact sheets, reports, list of service , list of products

## Illustrations

- Picture of Premises & Product
- Company Name/ Logo
- Signage
- Graphics Related to Services Offered

## Location

- Nearest Intersection
- Map & Area Served
- Address, Fax -Phone