



# LEMINO

## *Letting People Know*

You thought of the **technology**. You planned the **product**. You set up a **company**. You are starting to **develop**. *Aren't you forgetting something?*

### The Market?

Assuming you have carried out some degree of research into the need for your product, did you ever stop to think how are you going to get people to recognize this need? And if they did recognize that need, what would make them choose your product or prefer it over the competition? How are you going to let them know you? And remember you? And recommend you?

### Mastering the art of letting people know:

**Lemino** is a set of marketing and branding services, aimed at helping businesses to establish and maintain recognition of their names throughout the industry in which they operate.

Lemino was created by **Or-Tal Kiriati**, a marketing and communications expert, with more than 20 years of experience. To let the right people know the information relevant to them, a company needs to work on all marketing aspects methodically and professionally, from day one.



### Starting with your name.

You may think that naming your company is as easy as naming your child. And you do feel your company is your baby. But have you ever considered your child's globalization aspiration when you named him? Did you plan your baby's brand structure? Have you considered his internet domain? Name spelling or pronunciation? Connotations? A professional namer does all that and more. Do it professionally as early as possible and avoid unnecessary expenses and risks in your company's future.

Planning your Marketing Strategy is not something you can defer to the moment you want so start selling. Marketing aspects may affect the way you develop your product, the company concept, your recruitment, as well as the choice of investors.

**Communication** is an ongoing task. From the moment you decided this is going to be a product, or a service, and a company you start communicating. At first, it will be to friends and relatives, but gradually your audience expands to partners, employees, incubators, bankers, investors, contractors, suppliers. All this before you approach the actual market. A solid business communications plan can position your company high above the noise and give you a strong basis to rely on when planning your company's future.

“ *There is one thing I regret. That we did not pay more attention to all marketing elements at a much earlier stage in the company's life.*”

*David Sosna, Actimize*

Please call or e-mail for a free consultation



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