



Elemental appointed by tune-tec for SEO and online PR consultancy

Elemental Communications, June 08, 2007

URL: <http://www.pr9.net/business/ecommerce/5704june.html>

Integrated communications consultancy Elemental engaged for social media and online PR activity by car tuning company tune-tec

PR9.NET June 08, 2007 - England, UK - Tune-tec Limited (<http://www.tune-tec.com>), the car tuning company has engaged integrated media communications consultancy Elemental Communications (<http://www.elementalcomms.co.uk>). The consultancy will manage online public relations and social media activity to grow tune-tec's brand awareness.

Tune-tec is a privately owned and independent company that specialises in the supply of diagnostic services, performance engine tuning and odometer correction to the motor trade and general public. Tune-tec launched a new Website earlier this month to improve service to their existing customers, and help reach new audiences. Tune-tec has appointed Elemental to manage the marketing of this.

Jason Payne, managing director at tune-tec explains, "The launch of our new website was a logical step for us, and we are now ready to expand and build our brand and grow our customer base. A strong public relations campaign can help us achieve this, and Elemental are able to deliver results both off and online. The remit is to assist us reach our core audience and also support us in communicating directly with them online."

Tim Gibbon, director of Elemental Communications adds, "Due to the competitive nature of the automotive industry, we will be employing traditional methods of communications for tune-tec. We will be integrating digital and direct public relations undertaking online PR social media, viral marketing and search engine optimisation (SEO). Brands that don't open a two way dialogue with its audience and consistently maintain natural search visibility will struggle to compete. Tune-tec understands this, and has begun to make great steps in achieving this with the launch of its new Website."

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About Tune-Tec Limited

Tune-Tec Limited is a privately owned Independent Company specialising in the supply of Performance Engine Tuning, Diagnostic Services and Odometer Calibration to the Motor Trade and General Public.

Tune-tec takes pride on strong customer service and excels in providing their clients with clear, accurate detailed information for all the work they undertake. Tune-tec was built on recommendations, trust and reputation and they ensure that all of their clients are treated with 100% customer focus.

About Elemental Communications

Elemental Communications launched in October 2005. The consultancy is the product of Elemental PR, an integrated PR consultancy, which was founded by Tim Gibbon April 2001.

Elemental Communications is a media consultancy that caters for traditional and digital media, and as such, integrates all communications; embracing traditional roots whilst moving forward with technology. <http://www.elementalcomms.co.uk>

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