

Introducing RBD and a whole host of new services

February 10, 2020



To all of our users and subscribers,

When we first set out to create **railbusinessdaily.com** in 2017, we wanted to create a service that was a force for good in the rail industry, championing the great businesses that make such a positive difference in keeping passengers and freight across Britain on the move.

Our aim was to create a platform that was easy to use, affordable and impactful for organisations big and small – to show the fantastic things they are doing, to help them win more business and to progressively raise their profile(s). So far things have gone to plan and the response we get from the people we speak to has been overwhelmingly positive and supportive. So, thank you, loyal readers and users, for your continued support.

We recognise that all companies need to see tangible results against the money they spend and, thanks to our daily news platform, we've been able to demonstrate how **railbusinessdaily.com** is now benefitting thousands of businesses.

Now, we're evolving.

The team, made up entirely of people from rail industry and journalistic backgrounds, is delighted to announce a whole range of new services, including a new look online directory, more opportunities on the Ultimate Rail Calendar, and a host of marketing services to position your company in the best possible way.

For our customers, we wanted to be able to provide more services that make a commercial difference to everyone that uses us. If you're looking for a way to market your business to your intended target audience, we'll have a solution for you.

Here's what's changed

The business as a whole will now be known as RBD and will have featured services under this umbrella brand.

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You'll receive the same news stories and adverts you currently get every weekday at 7am in your inbox (11am on Saturdays) – but with new opportunities to promote your business and make the most of more services, including audio readings on all the industry's big news stories. We're committed to ensuring you are armed with details of the latest happenings in the industry within minutes.[/one_third][one_third

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Our new look directory allows you to use visitor traffic from our website and drive it to yours – opening up new business leads that may have not existed before, adding key information about your business, and making your marketing brochures available for download. It also includes the ability to add multiple links on your directory to boost your own website's search engine rankings (SEO). This is a business development tool with the aim of raising your profile.

For a one-year listing, it's just £500, or we can set up a direct debit for £50 per month.[/one_third][one_third_last padding="0 10px 0 10px"]

Launched last year to counter the need to scour the internet and find all events important to the sector, we've introduced new advertising options for event organisers to drive footfall and raise awareness. You can now enhance your event listing with banners on our website and our daily email newsletter – or even sponsor the Ultimate Rail Calendar if you'd like.

Since the launch of the calendar, we've seen huge levels of traffic using this valuable resource, so this is one to not miss out on. [/one_third_last]

If you'd like to find out how we can help you, please send us an enquiry using the form on our advertising page – [click here](#).

The introduction of RBD Business Services is the biggest enhancement to RBD since we've launched. This gives rail businesses of all sizes access to:

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- Strategic-level marketing and communications consultancy
- Campaign Management
- Stakeholder and Community Relations
- Public Relations
- Graphic Design
- Websites (design, copywriting and development)

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- Social Media
- Printed Materials, including brochures, event items and more
- Events and Exhibitions, including stand designs and print
- Photography, including drone footage
- Videography
- Animation

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- Support in developing business plans
- Writing and designing PQQs and ITTs, using the knowledge of rail industry professionals to help you build your submission
- Writing and designing annual reports
- Media Training
- Presentation Skills Training

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Please speak to us about these services - we can tailor our service to your needs and budgets.

You can enquire about our services using the form on our [RBD Business Services page](#) - [click here](#).

Designed to enable you to post vacancies and put them in front of more than 30,000 rail industry professionals every day of the week. We have various options available and we are happy to discuss more. Please email: Rachel at rachel@railbusinessdaily.com or call our office on 0800 046 7320 for more information.

We encourage anyone who is looking to ensure their marketing makes a commercial difference to get in touch with us to see where we can help. As always, we're committed to doing our part to positively promote the rail industry and the hundreds of thousands of fantastic people who deliver within it every day of the week.

We look forward to working with you in 2020.

David McLoughlin

Chief Executive

E: david@railbusinessdaily.com