



Founded in 2001, DriveWorks is a Design Automation and Sales Configurator software creator based in the UK. A Microsoft Gold Partner for Application Development, DriveWorks products are Windows 10 compatible and fully tested and approved by Microsoft.

DriveWorks is a featured partner appearing regularly in *The Record*. We spoke with Marketing Manager Danielle Brown and asked her why DriveWorks chose to partner with the magazine:

Did The Record meet your expectations?

The last advertisement we placed with *The Record* definitely exceeded expectations. I've always been very happy trusting our account manager to recommend the features that we should place our adverts alongside and the manufacturing article in the last issue was perfect. Many of the themes discussed in the article related directly to our business and what we do, so the advertisement we ran was exceptionally well placed.

How did the Tudor Rose team make this a positive experience for you?

I've always had a good experience working with the Tudor Rose. We've worked with several members of the partner management team, all of whom put in a lot of effort to help us spread the word about our products. Your editors are also great to work with.

What can we do to improve (product and/or service)?

I think everything you're doing is great! Your prices for advertising are very reasonable and the magazines are packed full of great content.

What have you been most impressed with?

The placement of our most recent advertisement was just perfect for our requirements.

What plans do you have to use The Record in the future?

On my last call with the team we discussed future marketing plans. Whilst we don't have a limitless budget we know that 'tactical' use of *The Record* will work well for us. For example, we hold an annual technical training event and are likely to place some advertisements around that time.

Based on your experience, how likely are you to recommend The Record to others?

Very likely!

Find out more about DriveWorks at the company's website: www.driveworks.co.uk

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Danielle Brown Marketing Manager, DriveWorks