

issue 5

# impact

design & print tips for success



on your marks,  
get set, **GO...**

Top tips to keep **your business** ahead of the competition in **2012**



# 5 ideas to get your business off to a winning start in 2012

A New Year often brings the opportunity to reflect on your business and plan marketing activities you can do to attract more business. We all know it's a tough market out there but a well thought out marketing plan can give you solid foundations to grow your business while your competitors are still warming up.

## 1. Review your website

When was the last time you reviewed your website? It's essential to keep it up-to-date and to use tools such as Google Analytics to see where your traffic is coming from.

*We are offering a free website review in January and can help identify areas where your website could work harder for you.*

## 2. E-shots

E-mail marketing is a great way to cost effectively keep in touch with your clients. Messages can be targeted to individuals, it's a lot cheaper than sending something in the mail and you are able to monitor the success of campaigns by tracking how many people open the e-mails and act upon them.

*We can help put together a campaign for you and can provide detailed reports on how successful they have been.*

## 3. New Year, New Image

It's hard to step back and take some time to see your business as others see it. A professional business image can help to make

every sale a little easier to achieve - and a poor image can mean potential customers may reject a supplier, without ever having made contact with them.

*At Kall Kwik we can help you "Look the Business" with our marketing and design professionals. Why not give us a ring to see what we can do?*

## 4. Read all about it!

A company newsletter is a great opportunity to keep your name in front of your clients. It can include news about your business, feature important products, along with special offers that might be of interest to your customers.

*We can design and print these for you and even do the job everyone hates - of inserting them into envelopes - and posting on your behalf!*

## 5. Exhibitions

What exhibitions and conferences are running this year? To have a professional presence is not that expensive and you can quickly set up your stand using our easy to use roller banners.

# How much business does your **website** bring in?

The internet has changed the way that we all do business and having a well-designed website is now an essential marketing tool for every company.

But if you can't be found in search engines such as Google and Yahoo then you are missing out on major opportunities to grow your business by attracting new customers. **People simply won't know that you exist.**

Over the next few months we will be featuring ways in which you can improve your position in Google by yourself. But don't worry if you haven't the time to do so, we can happily do this for you at a very reasonable cost.



## Google Places

So this month we start with Google Places - a free service which is vital if you want to sell to customers local to your business.

When you type in a phrase in Google, such as "printers in Bury St Edmunds", the first seven results are from Google Places, and these appear before the rest of the natural search results. So you can see why it's important to be listed.

## Claim your listing

The first thing to do is claim your listing. Go to [www.google.com/places](http://www.google.com/places) and follow the instructions. You will need a Google account (which is free, you may already have one if you have Gmail etc).

If you don't have one go to <https://accounts.google.com/newaccount?> and complete the form.

Once your account has been verified you need to complete as much of the information as you can on the Google Places form. You can include things like opening times, photographs of your premises or products and most importantly which categories you wish to be found under.

## Reviews

Once your listing has gone live you should then encourage your customers to place reviews on your Google Places page as this also affects the position of your listing in the rankings.

Next time we will look at local directories and how to put together a plan to be listed on them.

*Kall Kwik Bury St Edmunds offer a wide range of services to help you get on-line. Services include web site design, domain name registration, hosting of web sites and search engine optimisation.*

*Please call us on 01284 752266 for further information.*

## A few figures you might find interesting:

- 84% of searchers never make it past the bottom of page two of Google
- 65% of people never click on paid (sponsored) results.
- 60% of consumers use the web as their primary tool to search for local businesses
- 60% of these searchers then go on to make a purchase from a local business
- 15% of all sales in the British economy are now completed online.



# Plan Printing

If you've got big plans in store we offer a digital plan printing and copying service for all architectural, construction, engineering and electrical plans. We can produce copies from your original plan or can print from pdf or dwg file types. Simply e-mail us the files and leave the rest to us.

## Options include:

- black and white or colour
- rolled or folded
- enlargements and reductions
- copy and scan hard copies to pdf files
- plans can also be encapsulated
- A2, A1 and A0 plans

We can also scan your hard copies and save the file electronically as a pdf file. We appreciate the deadlines you work under and use the latest equipment to ensure your jobs are produced on time. We are able to dispatch them by post or courier to sites throughout the UK on your behalf. For further information on our plan printing services please contact us on Bury St Edmunds (01284) 752266.



## Family Tree Printing

Our plan printers are brilliant at printing out family trees in black and white, and are very cost effective. We can print up to a width of 841mm and up to 50 metres long – big enough for even the largest family!

If you would like your tree in colour our large format printers are perfect to generate a long-lasting and personal gift. Save your file as a pdf and then leave the rest to us.



## Win a copy of 'Grow your Service Firm'

If you're running a service company then Robert Craven's new book should be on your reading list. We're passionate about marketing and helping our customers grow their businesses so we're giving away 5 copies this month. If you would like the chance to win a copy visit

[www.kallkwikburystedmunds.co.uk/competition](http://www.kallkwikburystedmunds.co.uk/competition) and enter our free prize draw (no purchase necessary).

