

the green room

ISSUE ONE • SPRING 2024




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NEW

 **Floor Lightboxes**
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 **Colours of Spring**
This season's trending colour palette [page 12](#)
and more...



An interview with

Alison Edgar MBE

**Motivational Speaker,
Business Woman & Author**

*"...in today's rapidly evolving business landscape,
standing still is NEVER an option"* [page 8](#)

by **nettl**[®]

Welcome...

To the 1st edition of *The Greenroom*: A fusion of articles inspired by business, marketing, self-development, well-being, and creativity.

In the early years of the theatre there was always a room set aside for actors to spend some time composing their thoughts before going on stage. In the interests of calm, the walls and ceiling were painted green.

So grab a cuppa and settle into The Greenroom. We hope you find something to motivate or inspire you over the following pages. Let us know if you'd like your business to be **featured in the next edition**. We'd love to hear from you.

Please pop an email over to thegreenroom@nettl.com

CUSTOMER CASE STUDY



Pairly is the first platform in the UK to connect care seekers with the real-time capacity of care providers. Nettle had the opportunity to chat with CEO and Co-Founder, William Flint, about what inspired him to start Pairly, and what strategies they use for growth...

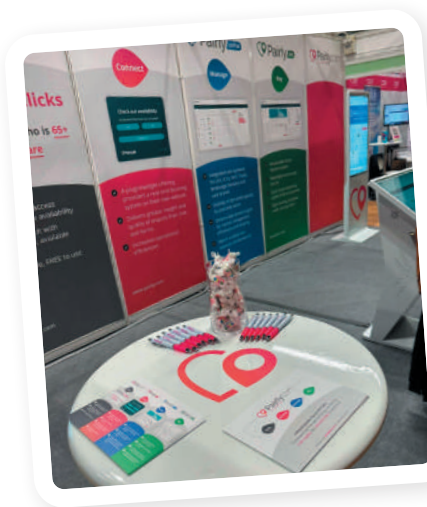
What inspired you to start your own business?

As an NHS and Social Care manager, I would get blisters pushing patients up and down hospital corridors because there was nowhere in the community for these patients to be discharged to. However as a care provider for the last 12 years, I knew capacity did exist, you just couldn't see it. Visibility of care capacity is our main motivator.



Can you share some effective marketing strategies that have helped your business attract customers?

As a start-up, we have made sure we stand out as a brand and so have intentionally picked a fresh modern colour palette, which Nettle has been able to apply to our marketing material with great effect.



How do you differentiate your business?

Our differentiator has to be our USP – What we offer. This is quickly followed by the user experience linked to the visuals of the platform. We want the experience of finding care to be similar to other modern, online experiences we have today.



What activity do you do to raise brand awareness?

We communicate via our website, LinkedIn, and direct to our newsletter subscribers. Seeing the engagement grow on these platforms has been really satisfying – and links directly to our revenue growth.

What tips do you have for making a great impression at an event?

Be bold with your design, Nettle had some great designs that we were able to see in their showroom, which was key in choosing our stand.

What advice would you give to start-ups or businesses looking to grow?

Be brave, back yourself, and take calculated risks. To coin a phrase seen elsewhere, “gamble responsibly”!

For all your print, digital & exhibition needs
Contact your local Nettle studio

nettl.com/ie/studio-locator

THE MOJO BEHIND THE LOGO

Big brands spend thousands, sometimes millions on their logos.

Although, interestingly, Coca-Cola and Google paid nothing for theirs.

Teams of creatives can spend months brainstorming. Designing and redesigning variations before an eventual winner emerges. It seems a shame then, that the stories behind the logos are often unknown to the customers that interact with the brands every day.

So, here's a little insight into the reasoning behind some of the biggest brands out there.

amazon.com

Amazon has come a long way since its inception as an online book shop. Now, as well as books, consumers can purchase everything from alligator plushies to replacement zips on the website. It should come as no surprise then (but it will), that the arrow underneath the logo points from A to Z to represent the fact that Amazon can provide customers with everything they would ever need. Everything from A to Z! Get it?

FedEx

FedEx. You've probably heard of them. They made a famous cameo in the excellent movie 'Cast Away' featuring Tom Hanks. As a world-leading courier and logistics company, their mission is to deliver speed, accuracy and perseverance. This is represented beautifully in their logo with a simple arrow. Look at the space between the letters E and X. Yes. It's been there the whole time.



Fun fact. **Starbucks** was originally called Pequod after the ship in Moby Dick. Thankfully, it was renamed Starbucks after the ship's chief mate, which is much more catchy. The maritime theme surrounding the logo stems from the founding city (Seattle) being closely associated with the sea. Hence, the mermaid too. Which was supposed to be as seductive as the coffee itself.



Considering all the impressive inventions to be born from the brand, the story behind the **Apple** logo is somewhat underwhelming in comparison. Steve Jobs apparently named his company Apple because he like the word, and he was on an all-fruit diet when he thought of it. And to reinforce his love of the fruit, the apple shaped logo features a bite mark to ensure it's not mistaken for a cherry. Because cherries are not as cool presumably.



And last, but not least, is **Nettl**. As a network of web design studios, the name Nettle is a variation of 'the net'. The green icon is a pixelated leaf – representing growth online.

Does your logo need a refresh?

Contact your local Nettle studio for a free consultation

nettl.com/ie/studio-locator

NEW! EXCITING PRODUCT LAUNCH

FLOOR LIGHTBOXES

Lightboxes have landed, literally lighting up the room! And you can have the same effect by using them on your show stand.

Use them to illuminate your brand and effortlessly capture attention.

Simple to assemble and supplied with a padded carry case. Perfect for indoor use at events, exhibitions or in the workplace.



GET A CALL BACK >

SEARCH PRICES >

Search 'Lightbox' at nettl.com for more details

Culinary Success by the Coast with SEO Console

Nestled by the picturesque coast, **St. Elli's Bay** isn't just any ordinary restaurant. It's a culinary destination in Wales boasting a bistro, brasserie, function room, and even a gelateria.

With so much going on, it can be hard to also manage their online presence. But behind the scenes, what helps this culinary gem to shine online is a nifty piece of software called 'SEO Console: Listings'.



“We can effortlessly manage our online presence”

“Keeping our online listings accurate and up to date is crucial for our business,” said Restaurant Group Spokesman, Robert. “With Netl’s SEO Console we can manage our online presence across dozens of platforms with a few clicks.”

From Google Business Profile to over 50 other online platforms and websites, this online tool streamlines the process, allowing the team at St. Elli's Bay to focus on what they do best.

Get a **FREE 30 day trial** at nettl.com/ie/seo-console

An interview with

Alison Edgar MBE



Alison Edgar MBE is an expert in improving performance inside organisations.

Throughout Alison's years advising entrepreneurial businesses, she has discovered important factors that make them successful. Alison takes these lessons on enhancing motivation, communication, and agility and shares them with enterprising businesses. So we're delighted to have had the chance to sit down with Alison and lean on her expertise. **To read the full interview, head to nettl.com/ie/alisonedgar**

How influential is having a 'growth mindset' to the success of a business?

A growth mindset is absolutely imperative to the success of a business. When you believe you can achieve something, you are already that one step closer to actually getting there. Having a growth mindset also means that you will take setbacks in your stride and use these as lessons.

What steps can a business take to better understand its potential customers and their needs?

So many people do not ask open-ended questions. By asking questions that start with "who, what, when, where, why and how" you are opening up a whole new dialogue between your business and

potential customers, that encourages respondents to provide detailed and thoughtful responses, rather than simple "yes" or "no" answers. This means you can gain valuable insights into the motivations, preferences, and pain points of your potential customers.

What would you say to people 'holding back' on sales because they're not 100% happy with their offering / website / brand?

While it's crucial to have a strong offering, website, and brand, waiting until everything is 100% perfect can hinder your business growth. At the end of the day, if you don't sell, you don't have a business, so you can't use this as an

excuse to not have these conversations. Instead, focus on communicating the unique value of your product or service, and how it addresses the needs and pain points of your target audience.

You mentioned the importance of changing on the way up, what does this mean?

Essentially, "changing on the way up" means continuously evolving and improving your business practices, products, and strategies, even as you grow and achieve milestones.

Many businesses become complacent when they achieve success, sticking to what has worked in the past and resisting change.



However, in today's rapidly evolving business landscape, standing still is NEVER an option. Competitors are constantly innovating and improving, and if you don't adapt and evolve along with them, you risk falling behind.

What advice would you give to aspiring entrepreneurs who are looking to start their own business or take their existing venture to the next level?

I would recommend aspiring entrepreneurs invest time and effort in crafting a business plan. This plan should outline your business goals, target market, competitive analysis, marketing strategies, financial projections, and operational processes. It serves as a blueprint for your business, guiding your actions and providing a framework for measuring progress and success.

I would also highly encourage entrepreneurs to remain resilient and adaptable in the face of challenges and change. Remember, entrepreneurship is a journey, and success often comes to those who are willing to put in the hard work, stay resilient, and continuously learn and adapt along the way.

To work with Alison or to book her for your next event, please head to www.alisonedgar.com

Alison covers most of this and more in 'SMASH IT! The Art of Getting What YOU Want' – grab your copy on Amazon



KEY DATES

FOR YOUR MARKETING CALENDAR

How's your marketing plan looking this financial year?

A little dusty? Fear not. We've found some interesting dates to inspire your marketing campaigns in 2024/25.

APRIL

If you run a book shop, library or are a budding author, make a note of **April 21st** – it's **World Book Day**.



April's also a great time for all industries to start preparing campaigns around the major **sporting events** that are taking place during the summer.

JUNE

Bars, clubs and distilleries take note: **June 8th** is **World Gin Day**. What better time to put up a gazebo and host a fancy gin tasting event to draw the crowds in.



AUGUST

International Cat Day on **August 8th** is an opportunity for pet shops, cat cafe's, vets and catteries to run a meow-vellous feline themed campaign.



MAY

Plan a chilled-out marketing event in honour of **World Meditation Day** on **May 21st**. Ideal if you run a yoga studio, gym or health club.

Universities and colleges usually host **open days** between June and October, so April's a good time to get those leaflets, brochures and prospectuses off to print too.



JULY

Don't know who decided **July 7th** was **World Chocolate Day**, but melted or otherwise, we'll take it. If you run a cake shop, confectionery stand or are an actual Willy Wonka chocolate maker, now's the time to shout about it.



SEPTEMBER

This is a big one.

Raise awareness of your hotel, b&b, glamping business or travel agency on



World Tourism Day which falls on **September 27th**.

It's never too soon to start planning your **Christmas** marketing, but most businesses start around now. Get your Christmas cards, gifts and calendars sorted soon.



NOVEMBER

World Vegan Month gives restaurants, cookery schools and takeaways a huge opportunity to run vegan-themed promotions for a whole 30 days.



FEBRUARY

Oh dear. Just as the new year diet was going so well. **February 9th** is **National Pizza Day**. If you run a restaurant, bar or a take-away joint, be prepared. This could be your most popular day of the year if you plan it right.



OCTOBER

Coffee shops, cafés and bean suppliers, get ready for **International Coffee Day** on **October 1st**.

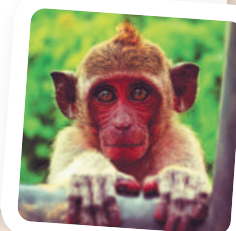
Also, get in touch with your local Netl studio to start planning for **Black Friday** and **Cyber Monday**.



DECEMBER

Start monkeying around. **International Monkey Day** falls on **December 14th**.

Not exclusively for zoos and vets – anyone could get involved with some fun social media posts.



JANUARY

Jewellery crafters and retailers, save your most extravagant marketing campaign for **January 31st** – it's **International Jeweler's Day**.



MARCH

Promote your theatre or arts event on **World Theatre Day** which falls on **March 27th**. If you run a local drama club, now's a good time to get new members on board.



colours. of Spring

Colour trends change like fashion.

Be inspired and tweak your spring marketing to reflect this season's refreshing palette.

Spring 2024 brings the promise of new growth. Trees wake from their winter slumber to eagerly sprout new **leaves**, whilst the ground is scattered with **shoots** of fresh life.

Your eye catches the bright yellow **daffodils** contrasting with the burst of colour from the camellia **blooms**.

Up above, the soft pink **blossom** sways in the morning breeze against the pastel blue spring **skies**.



Stretch!

4 desk exercises to refresh your body this spring

If you work a desk job, you're probably familiar with the aches and pains that come with being sedentary. Try these stretches throughout the day to alleviate some of those niggles and make feel you more refreshed...



1 The Neck Loosener

1. Sit up straight and tip your head forward.
2. Slowly angle your head to one side and hold for 10 seconds.
3. Roll your head to the opposite side and hold for 10 seconds.
4. Repeat three times on each side.



3 The Chest Opener

1. Interlock your hands behind your back, keeping arms straight.
2. Raise your arms, push chest outward and raise chin slightly.
3. Hold the stretch for 10 seconds.



2 The Side Stretcher

1. Lift one arm overhead.
2. Reach over to the opposite side.
3. Hold for 10 seconds.
4. Repeat on the other side.



4 The Leg Lengthener

1. Whilst seated, extend one leg out and rest on another chair.
2. Bend forward from your waist.
3. Hold for 10 seconds.
4. Repeat on the other side.

Remember to breathe. If it hurts, stop!

A SIGN OF SUSTAINABILITY



In an era marked by growing environmental awareness and sustainability concerns, business owners are recognising the advantages of working with greener printers and adopting eco friendly printing, marketing materials and signage to promote their brand.

Today, the quality and performance of environmentally friendly production is equal, if not superior, to the traditional counterparts.

This is especially true for PVC-Free Banners, for example. Our 550gsm PVC-Free Banners are recyclable and significantly better for the planet than PVC. After use, they can be disposed of safely without harm to the environment. And without any reduction in quality or durability.

Custom wood signs are also growing in popularity as businesses owners look for more sustainable signage. Bespoke wooden signs offer an attractive and cost effective way to create a memorable visual display. We also stock a variety of sustainable boards suitable for a wide range of applications.

nettl.com/ie/eco-friendly-printing



PVC FREE BANNERS



WOODEN SIGNS



SUSTAINABLE DISPLAY BOARDS



CULTIVATORS *of the finest*

PROMOTIONAL POSSIBILITIES

— *for blooming* BUSINESSES —



Looking for someone local to help launch your new website project?

To make the most of your marketing budget? For someone who doesn't speak jargon at you? A designer, printer, sign maker or website creator?

There are **over 200 Nettle studios worldwide**. We're real ladies and gentlemen who work with businesses like yours. And we're in your neighbourhood.

We're here to help you promote your business. Book a call to get started.

This is an example of a 16pp A5 booklet printed on 120gsm uncoated paper



recycle

find your nearest studio at
nettl.com/ie/studio-locator

