

“Precisely HOW

NETTL

changed MY BUSINESS”

An

EXTRACT

taken from the

ANTHOLOGY

of TRUE tales

from our fine PARTNERS





Hello, I'm Alan

Nettl of Stirling

How would you describe your business before Nettl?

I ran a graphic design and print studio from a home office.

Mainly I did design for print. I'd sell my clients the print they needed, and upsell the graphic design to them.

What inspired you to join Nettl?

I saw the needs of my clients changing. They were less focused on business cards, and more focused on websites. I felt it was time to evolve my business to help me retain clients, and to win new ones.

Nettl allows me to confidently win the client relationship with web projects using advice from the army of Nettl Geeks.

Who would play you in Nettl the Movie?

Okay, so I asked around and this was the common answer...Bruce Willis.

I think due to his laid back smoothness rather than his smooth head.

Better dust off my white vest in time for Christmas. Yippee ki-yay!

What challenges were you looking to solve?

My clients wanted one creative relationship. I was concerned that if they found someone who could do it all, I'd lose the clients print spend.

I needed to deliver web projects efficiently. I hadn't dabbled previously as the learning curve, setting up installs, hosting and domains were too much of a time burden. I didn't have the support around me which I needed to make it work and move forward confidently.

PROFILE

LOCATION
STIRLING

BUSINESS TYPE
DESIGN & PRINT

BRAND ENGAGEMENT

100%

NETTL PARTNER FOR
2 YEARS

TEAM MEMBERS
1 NETTLING





How has Nettle changed your business?

Since converting to Nettle I've doubled my turnover, with a massive increase in web revenue. My clients tell me that the Nettle marketing is 'on point' and I would not have time to create monthly campaigns myself. It's great to be a part of this and I get lots of positive reaction.

What has been your most interesting project?

Probably the site build for Gavin at www.canvasart.co.uk in Forfar. They came to me as they wanted to link their till to their website. After a little discussion I discovered that they weren't happy with the look of their newly launched site. So after this discovery we embarked on a full redesign and a complex till integration. Nettles EPOS integration made it possible for me to deploy a high value site with high value functionality.

*"Since converting to Nettle
I've doubled my turnover"*

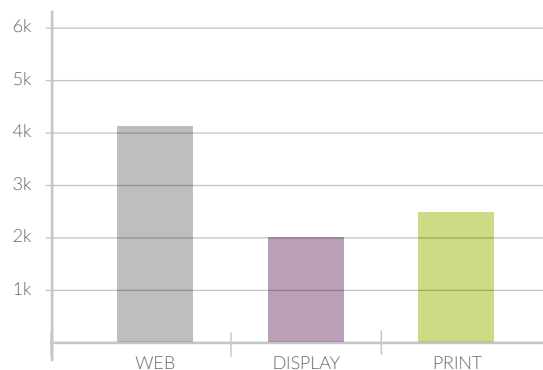
What's your weirdest client request?

I once had to photoshop a pair of pants onto a model for a strip club's 'nudey' calendar. It was a dirty job but somebody had to do it.

At the Nettle bar what's your drink of choice?

A White Russian please, double. The dude abides.

HIGHEST ORDER VALUE



NEW CLIENTS

172

HIGHEST VALUE WEB PROJECT

£4,100

HIGHEST VALUE PRINT PROJECT

£2,498

REVENUE GROWTH

200%↑



How have your clients reacted to Nettle?

My clients were excited by the partnership. They tell me they love the monthly marketing, and that being part of a bigger network gives them the confidence to do more work with me.

“My clients tell me they love the monthly marketing”

What’s the best thing about Nettle?

The marketing, the geeks, and the branding. It’s all helped me build a credible full service agency, thanks!

What’s the worst thing about Nettle?

Hmmm, is that a trick question?

“The training positioned me as the local web and print expert”

How has Nettle training helped you grow?

I had ‘some’ experience creating HTML site, but the Nettle training has helped me master Wordpress, and Woocommerce allowing me to become the local expert, and offer higher value projects. This in turn has won me higher value, higher spending clients.

WEB PROJECTS WON

69

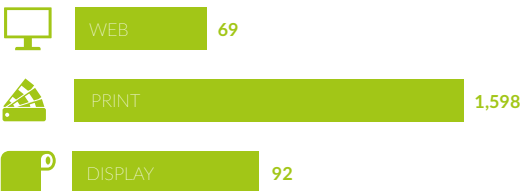
PRINT PROJECTS COMPLETED

1,598

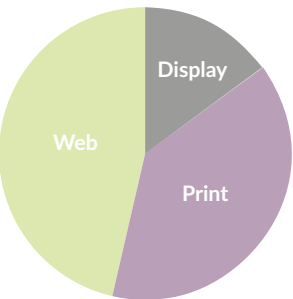
DISPLAY PROJECTS COMPLETED

92

PROJECTS COMPLETED



PRODUCT MIX BY REVENUE



To find out how a Nettle partnership could
help your business grow, contact us

partner@nettl.com
0800 211 8060

If you need a website, printing, or advice in
Stirling, pop in and see Alan.

www.nettl.com

