

“Precisely HOW

NETTL

changed MY BUSINESS”

An

EXTRACT

taken from the

ANTHOLOGY

of TRUE tales

from our fine PARTNERS





Hello, I'm Chris

Nettl of Gloucester (& Cheltenham)

How would you describe your business before Nettl?

My business was established in 2007 as a web agency, we'd also provide graphic design and marketing. We added print to our services in about 2010. We were ticking along nicely, not setting the world alight, doing some web, doing some design and print. I suspected we were hitting the same problems that other web companies were hitting too.

What inspired you to join Nettl?

I was familiar with the team behind Nettl. Over the years I grew to understand the group more, was impressed at how they operated, their ambitions of growth and also how approachable and supportive they were when needed. (They didn't make me say that, honestly). Ultimately I wanted to do sites under £2k more efficiently, and at the other end, take on bigger projects such as Epos integrations.

Who would play you in Nettl the Movie?

How about 'NO'. Soz not soz.

What challenges were you looking to solve?

I always worried that my business would be vulnerable if my top end web developer left. One day, it happened. We eventually recovered but there were many sleepless nights. I needed to de-risk and Nettl helped me turn my graphic designers into web designers. With all the clever knowledge being in the Nettl system, rather than in someones head, I was able to start sleeping again at night!

PROFILE

LOCATION

GLOUCESTER

BUSINESS TYPE

WEB AGENCY

BRAND ENGAGEMENT

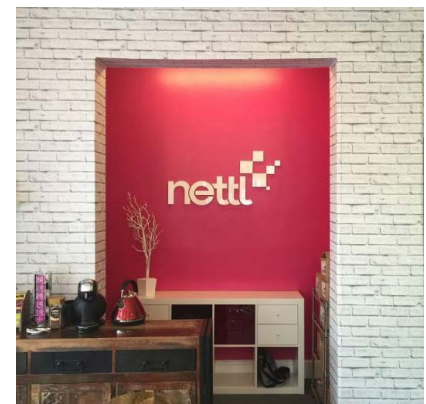
90%

NETTL PARTNER FOR

3 YEARS

TEAM MEMBERS

7 NETTLINGS





How has Nettle changed your business?

Behind the scenes, Nettle has provided us stability and support. This has enabled my business to move forward profitably. Nettle provides us great marketing collateral, brochures, emails all ready to go and we have the unique offering of being an independent yet nationwide studio. This gives us credibility and provides peace of mind to our clients. We were initially protective about our name and brand which had built-up locally but ultimately we are still an independent business. However, being backed up by a national brand gives our clients the confidence to do more with us.

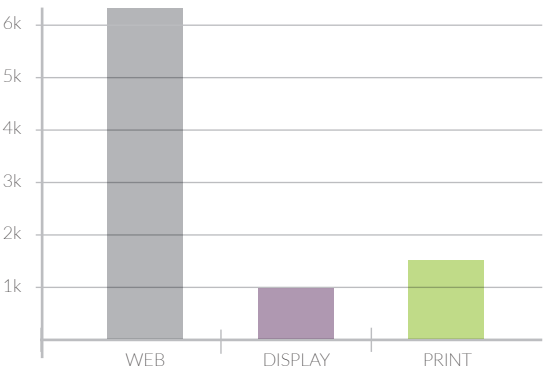
What has been your most interesting project?

Given we were already very experienced in web our first Nettle project was an EPOS integration. This was the largest website project we'd been involved in to date. Yet the two most interesting websites have built on that knowledge; one looks cool and sells outdoor camping gear, (www.angloforro.co.uk), and the other is a local premium shoe shop that integrates the website with iPad tills and offers click-and-collect, (www.cottersshoes.co.uk). Both sites also speak to their respective Amazon and eBay shops to tie all the stock management together. We couldn't have done any of this without our Nettle partnership

What's your weirdest client request?

Being an approachable and visible web studio, on the high street, I guess weird requests are standard. Of course we've declined working on many adult content websites but we did do a one-page website for an artist. It did nothing of technical note, it just showed a static frankfurter style black sausage on a pink background...Does that count as being a weird request?

HIGHEST ORDER VALUE



NEW CLIENTS

377

HIGHEST VALUE WEB PROJECT

£10,050

HIGHEST VALUE PRINT PROJECT

£1,599

REVENUE GROWTH

50%↑



Websites
Design
Printing
Merchandise
Marketing
Social Media

01242 379279
cheltenhamnettl.co.uk

gloucester
printshop



What's the best thing about Nettl?

The culture. What a great bunch to work with and have in our corner. The team are approachable and supportive. We loved the impact Nettl made so much that we opened a second studio 18 months after the first. Feedback doesn't get much better than that!

How did your team react to Nettl?

The team enjoyed the transition. We were so confident that this was going to work that we jumped in first. The team tell me they love the systems and support which help us do what we do, but better. Up-skilling my graphic designers also freed up my top end web developers to work on the bigger, sexier projects.

What's the worst thing about Nettl?

Keeping up! Nettl is constantly developing. New innovations, new products, new software and new solutions. With everything they do we've always got something new to talk to our clients about.

How has Nettl training helped you grow?

We use the Nettl surgery webinars to teach us new things and use the Nettl resource and support forum when we need to. We put two of our junior members of staff through the Nettl Cadet Training Academy. This taught them what they needed to know to market, sell and build websites. Even our top optimisation guys learnt something new on the Nettl SEO course

Anything else?

Like many web agencies we were solving problems for each client as we went along. Now Nettl pre-solves the common problems for us which means we give our clients more bang for their buck. Nettl also helped us build revenue from print and display by providing all the marketing and support to help us leverage more sales from the people we sell web to. Our average client spend has risen. Perfect.

WEB PROJECTS WON

251

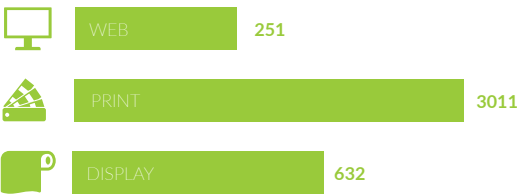
PRINT PROJECTS COMPLETED

3011

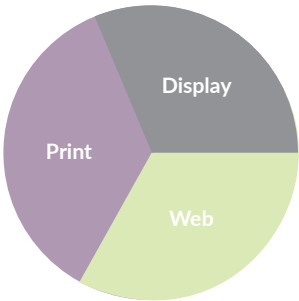
DISPLAY PROJECTS COMPLETED

632

PROJECTS COMPLETED



PRODUCT MIX BY REVENUE



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

partner@nettl.com
0800 211 8060

If you need a website, print, or advice in
Gloucester (or Cheltenham),
pop in and see Chris.

www.nettl.com

