

BECOME FAMOUS LOCALLY

BACK TO BUSINESS LOOK BOOK



nettl[®]

BECOME FAMOUS LOCALLY



A band of supporters await *your next move*.
Your community getting back in the groove.

This time with a twist, now choosing to shop,
with those *locally found*, their preferred stop.

'Support local', they chant. So now up to you!
Be just what they need, front of the queue.

With pride in your work, new-found loyalty to repay.
Serve them well, bring them back, more every day.

Shopkeepers, makers, hospitality and the trade.
Neighborhood businesses, *it's time to parade*.

Your audience is listening, stand up tall, *raise a hand*.
Take action, demand attention, shine *light* on your brand.

Blow hard on your trumpet, get praise sung vocally.
Be the talk of the town. *Become famous locally*.

GET FOUND LOCALLY

63% of marketers are investing more in search engine marketing. Why? Because 20 billion searches happen every day. More people are searching and more people are buying online, especially for local services 'near me'.

Our digital packages start at \$375 per month.
Wonder how your site is performing?
Get a free, no obligation audit at
www.nettl.com/us/getaudit

FREE
AUDIT



EMBRACE ECOMMERCE

No one will ever buy shoes online.

Or at least they didn't, until Nick Swinmurn, founder of Zappos, believed they would. Free delivery, free returns, unparalleled customer service and 12 years later the Amazon acquisition boasts annual revenues of over \$2 billion.

So how do you feel about buying a car?

Do you enjoy perusing the forecourts? Trying the seats for size? The free coffee, a test drive? (Even if you do have to put up with the ever-so-attentive sales assistant). Let's face it, once you're driving the thing around you're sold, right? Hmm, maybe the thought of the sales process is enough to put some people off, but how can anyone resist that new car smell?

Well, it appears that smell is surplus to pre-sales requirements, as thousands flock to buy their next car online. No fuss, no haggling, no test drive. Just next day delivery. It's a game-changer.

If you can buy shoes online, and cars online, you can sell your thing online too. Not just 'can sell'. **Must sell.**



The relentless march online has been underway for years. \$3 of every \$10 is now spent online. 50% more than before the pandemic. Ecommerce was already growing substantially. The pandemic simply accelerated things. New online shoppers were forced to try it. And they liked it. Once habits form, behaviour changes forever.

It seems certain more sales will happen online. And not just consumers. Because behind every B2B transaction is a human.

And even if you don't sell products, you should be offering online bookings. Webinars, demos, or free trials. All smoothly transacted online. eCommerce isn't just essential, it's a post-pandemic survival skill.

Starting to sell online may cost less than you think. Contact us to get started free, or head to www.nettl.com/us/nettl-commerce



BE A BIG SHOW OFF

Extend a warm welcome and reassure visitors.
Reinvent your space to create captivating areas.
Manage customer flow, help people to navigate
safely whilst optimizing your sales opportunities.

A CURVE 24 8ft wide x 7.5ft high
\$479 each FDSBLOFC

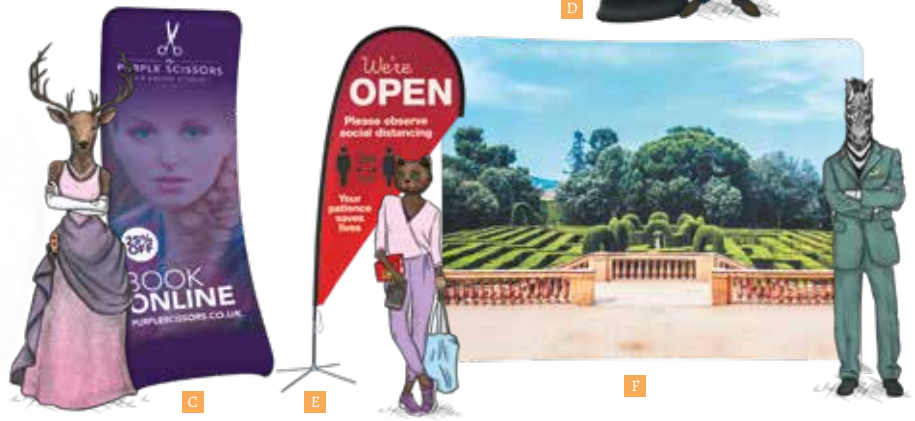
B CURVE 30 Fabric display. Freestanding, portable,
easy to assemble and machine-washable. Inside each
fabric display is a lightweight aluminium frame.
10ft wide x 7.5ft high
\$560 each FDSROOFC

C PYTHON POP UP STAND 3ft wide x 7.5ft high with
reversible, double-sided fabric graphic
\$391 each FDSLDFNC

D AXE DISPLAY STAND Double sided, lightweight
fabric display
\$343 each FDSTK0FC

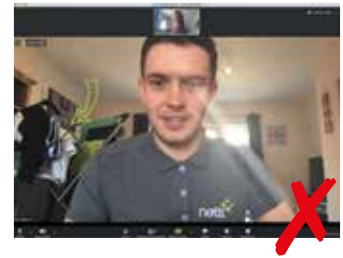
E TEARDROP FLAG 6ft standing fabric flag and pole.
Washable flag material, printed in full colour
from \$138 FDFO190 Base from \$37

F STAGE 30 9ft wide x 7.5ft high straight stand
and graphic
\$599 each FDSNY0FC





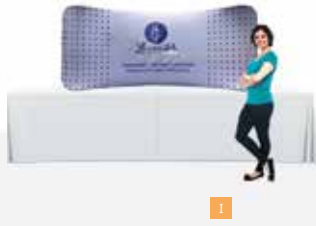
We all want to look our best. Pitching with your underwear showing isn't a good look. Use our range of fabric backdrops to add whoosh to your Zoom. Conceal the ugly. Look like business.



G BOOTHS Fabric booths make the most wonderful backdrops from **\$1,248 each**

H TABLETOP 18S 1.8m wide straight printed fabric backdrop to put on the desk behind you **\$364 each** FDSNASFC

I TABLETOP 24C Print a striking image on the front and your branding on the reverse, so when event season returns, these 2.5m wide curves double as exhibition backdrops **\$394 each** FDSMUNFC





SAY IT WITH **PRINT**

Make windows look inviting with new posters to attract footfall. Announce you're open, or pitch promotions with postcards. Tell folk how to order, share safety advice or promote seasonal cocktails with tent cards.

WINDOW POSTERS Printed on 100lb text coated silk or uncoated
from \$27 each FPS1100

TENT CARDS Printed on 14pt cover weight paper + aqueous coating
250 from \$60.13 TT40S4T





Get doorstep-savvy with direct mail. People spending more time at home means if you really want to get noticed, land through their letterbox. A fact recently bolstered by record levels of engagement with physical mail.

J LETTERHEADS We know you'll love our Stationery paper. It's smoother than Richard Gere and whiter than Gandalf's beard.
500 for \$165.66 ST7LOT

K POSTCARDS
 These 14pt postcards have a high gloss, shiny UV coating on both sides which gives depth to the colors and offers extra durability.
25 for \$35.59 PC4LS45
50 for \$36.55 PC4LS45
100 for \$42.88 PC4LS45

L MATTE BUSINESS CARDS Printed both sides on 14pt card stock with a matte aqueous finish
250 for \$36.20 BC4MB4T
500 for \$38.05 BC4MB4T
1,000 for \$57.78 BC4MB4T

M STARMARQUE BIO BUSINESS CARDS
 Spot gloss highlights on top of ultra suede laminated 16pt card.
250 for \$94 BCQRG02T
500 for \$99 BCQRG02T
1,000 for \$109 BCQRG02T



MAY

DAY WEEK MONTH

DAY	WEEK	MONTH			
29	30	1	2	3	4
6	7	8	9	10	11
13	14	15	16	17	18
20	21	22	23	24	25
27	28	29	30	31	

BEAT IT WITH **BOOKINGS**

Bright businesses have been benefiting from bookings for a while now. Booking systems help:

- **Record essential customer information**
- **Manage visitor numbers**
- **Organize workflow, and also**
- **Encourage online conversions.**

Even making bookings for free consultations and appointments goes a long way to help move prospects onto the next step.

Booking a room, space, table, slot or appointment? Or just limiting the number of people on the premises at any one time? Your booking system can be a nimble thing.

You have full control over the availability and can also decide whether to take full payment, part payment or no payment.

Need to integrate with your existing reservation system? Just let us know what you're using.

Contact us to get started for free.





Book an online video meeting or order at
www.nettl.com

The small print: Prices shown exclude design, sales tax and shipping.
See full product specifications online. Participating studios only.
SAMPOOTM/AC/GC/05-21

