

THE
2023

ALMANAC of IDEAS

for attracting **BOUNTIFUL BUSINESS** your way

from
nettl

YOU ARE WHAT YOU REPEAT

HIGHLY EFFECTIVE HABITS

They say you are what you eat. However, in business, you are what you *repeat*. That's because our success is determined by our *habits*. "We are what we repeatedly do" (*Not Aristotle*). Our activity today not only has the potential to deliver immediate results, it's also an investment in our future.

FORGET MVP, YOU NEED MPT

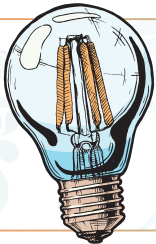
Put simply, marketing is about the right MPT. The right *message*, to the right *people*, at the right *time*. We can hone our message and identify the people we serve best. But the 'right time' can be a bit of a moving target. So we need to do what we can to stay 'top of mind'.

THE MAGIC FORMULA

There's perhaps no silver bullet with marketing. No *guarantees*. However, one steadfast way to boost performance is repetition. Placing your brand, your message, in places your audience will likely see it. Repeatedly, consistently, tenaciously, over a sustained period of time.

A WINNING HABIT

It often takes several connections to win a new customer. A mixture of marketing touchpoints. Luckily, we have everything you need to promote your business, all in one place. So make 'winning more business' a habit of yours this year.



**CONTACT US TODAY
TO START PLANNING YOUR
MARKETING ROADMAP FOR THE
WEEKS AND MONTHS AHEAD**

Order now or get a call back at
nettl.com/us

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EXPO 20-23

See full specifications and pricing at nettl.com/us

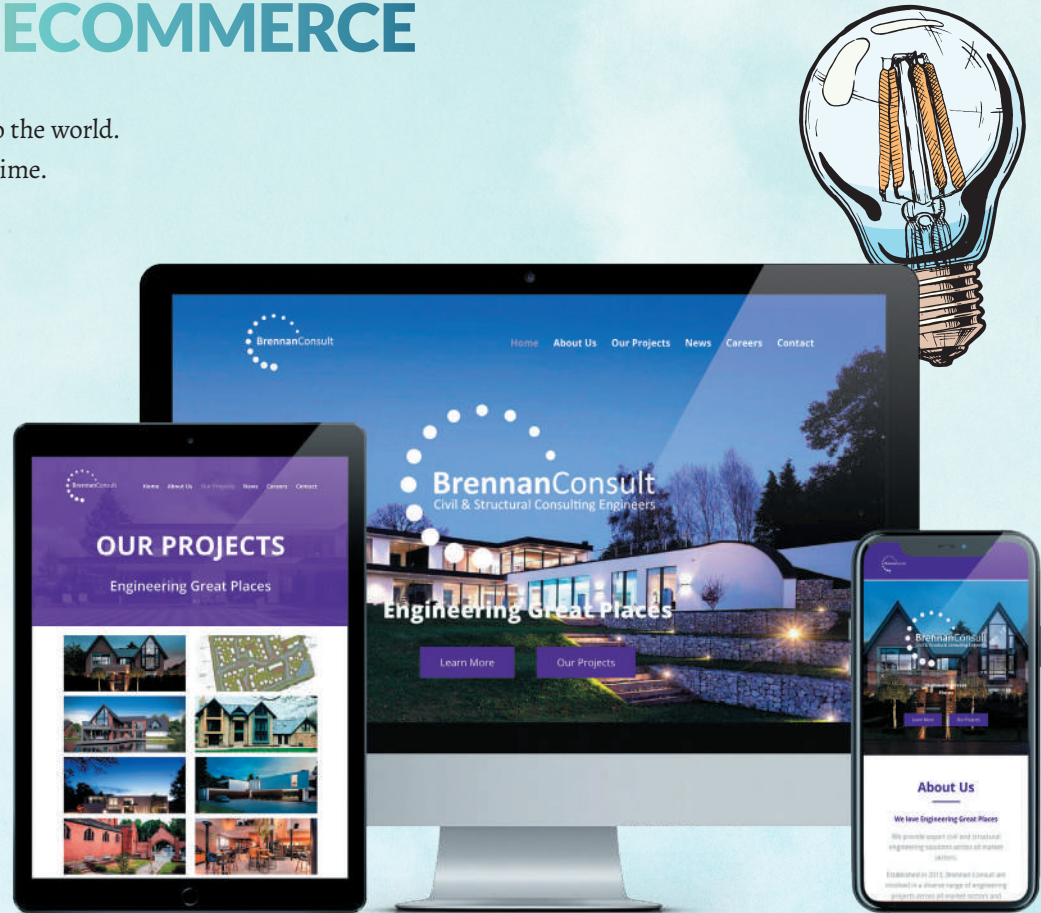


WEBSITES & ECOMMERCE

Your website is your shop window to the world.
Open for business to anyone at anytime.

It's an essential element of your brand identity and provides a vital opportunity to create the right impression before customers have even spoken to you.

Website visitors only need 50 milliseconds (that's just 0.05 seconds) to form an opinion on your website. What is your website saying to your customers? More importantly, how is it serving them? How is it serving YOU?



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 boast annual revenues of over \$2 billion.

If you can buy shoes online, and even 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. 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 business survival skill.

Starting to sell online may cost less than you think. Contact us to get started.

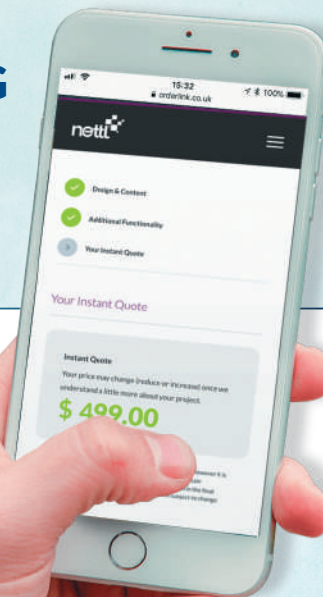




A professional-looking website just gets you in the game. How hard is your website working for you? Does it generate sales leads? Allow customers to book online? Take payments and ship products?

We've helped thousands of businesses get the most from their website. Whether it's selling online, improving the user experience, or just getting started.

- ✓ **RESPONSIVE**
- ✓ **ONLINE BOOKING**
- ✓ **ECOMMERCE**



GET A FREE INSTANT WEB
QUOTE IN 3 EASY STEPS AT
nettl.com/us/webquote

CARE PLANS

Once your website is up and running, you'll want to keep it safe and secure. Nettl Care Plans keep your website up-to-date with the latest security and usability improvements. With regular planned preventative maintenance, you can protect your site against unscrupulous individuals. If the worst does happen, we'll restore your website back to it's shiny best.

nettl.com/us/care-plans



CONCIERGE

We can tailor bespoke monthly packages including everything your website needs to run like clockwork. Bundle together services such as design, content, amends, hosting, SSL, care plans and even digital marketing packages. Choose what you need. You can relax knowing that every aspect of your website is in safe hands.

Book a call with us to get started.



SEARCH ENGINE MARKETING

68% of online experiences begin with a search engine. That's two-thirds of people kicking off their browsing session with a page of search results. And so it seems like a smart place for your business to appear, right?

Fact is, search engines drive more traffic to websites than any other source. ***That is why over 69% of marketers actively invest in SEO.***

Sure, it's where the eyeballs are. But more importantly, it's a direct path towards action. A transaction. A conversion.

We help hundreds of businesses drive traffic to their website. Through both organic search engine optimization (SEO) and paid advertising (often called PPC).

We have a number of packages available to suit your budget and goals, wherever you are on your entrepreneurial journey.



SEO VS PPC... WHICH IS BETTER?

SEO

SEO stands for Search Engine Optimization. It's the business of ranking organically (naturally, on merit) on search engines, for key words and phrases related to your business. Usually, around 10 organic listings appear on the results page.

- ✓ Organic clicks are 'free'
- ✓ SEO efforts yield residual results
- ✓ Organic results attract more clicks

PPC

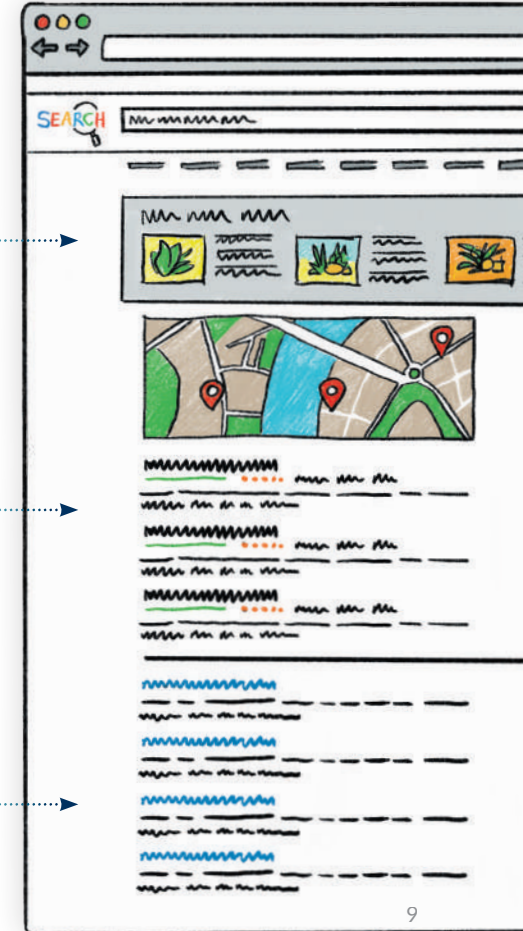
PPC means Pay Per Click and is a generic term for paid advertising. You can of course pay 'per click' or 'per 1000 impressions' (PPM), but PPC is often used as a catchall for referring to any sort of paid ads. Ads are usually found at the top and bottom of a results page.

- ✓ Get listed instantly
- ✓ It's easier to get going than SEO
- ✓ A large amount of customer targeting options

Ads

Local

Organic



BE FOUND

Master the fundamentals of SEO to get your business found more online. Access all solutions for just ~~\$65~~ **\$50** per month.



Listings

Make it easy for potential customers to find you by being present and accurate on 50+ directories.

Subscribe to Listings for **\$24.99** per month



Reviews

Encourage reviews and respond to them all. Get people talking about your business.

Subscribe to Reviews for **\$24.99** per month



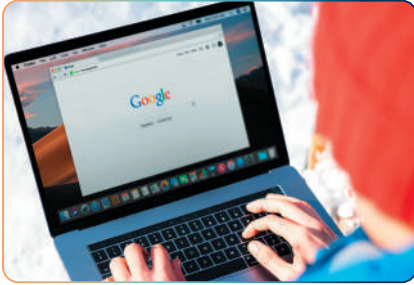
Optimise

Don't confuse search engines. Fix and improve the technical aspects of your website on an ongoing basis.

Subscribe to Optimiser for **\$24.99** per month



SEO



SEO is the business of ranking organically on search engines, for searches related to your business. By improving relevance and authority, Google rankings can increase over time.

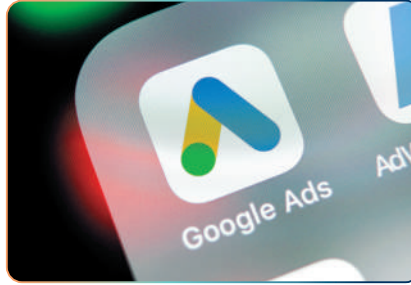
- ✔ *Organic results attract more clicks*
- ✔ *SEO efforts yield residual results*
- ✔ *Organic clicks are 'free'*

SEO Packages

from **\$375** a month

nettl.com/us/seo

PPC



Ads for your business can be triggered by certain searches. Matching your business with users' needs at the exact time. This helps you quickly push the right audience to your website.

- ✔ *Get listed instantly*
- ✔ *It's easier to get going than SEO*
- ✔ *Variety of customer targeting options*

Paid Search Packages

from **\$350** a month*

nettl.com/us/pay-per-click

*excludes media spend

SEO CONSOLE



Make it easy for potential customers to find your business online. Encourage and respond to reviews to manage reputation. Fix and improve the technical aspects of your website.

- ✔ *Manage listings*
- ✔ *Encourage reviews*
- ✔ *Optimize website*

Full Bundle

from **\$50** ~~\$65~~ a month*

FREE
30 DAY
TRIAL

nettl.com/us/seo-console

SOCIAL MEDIA

Social gets a lot of attention but it's not just a popularity contest.

When done right, social media is an incredibly popular way of communicating.

It's a place where prospects often look to start a conversation, ask a question or research what you're about as a business.

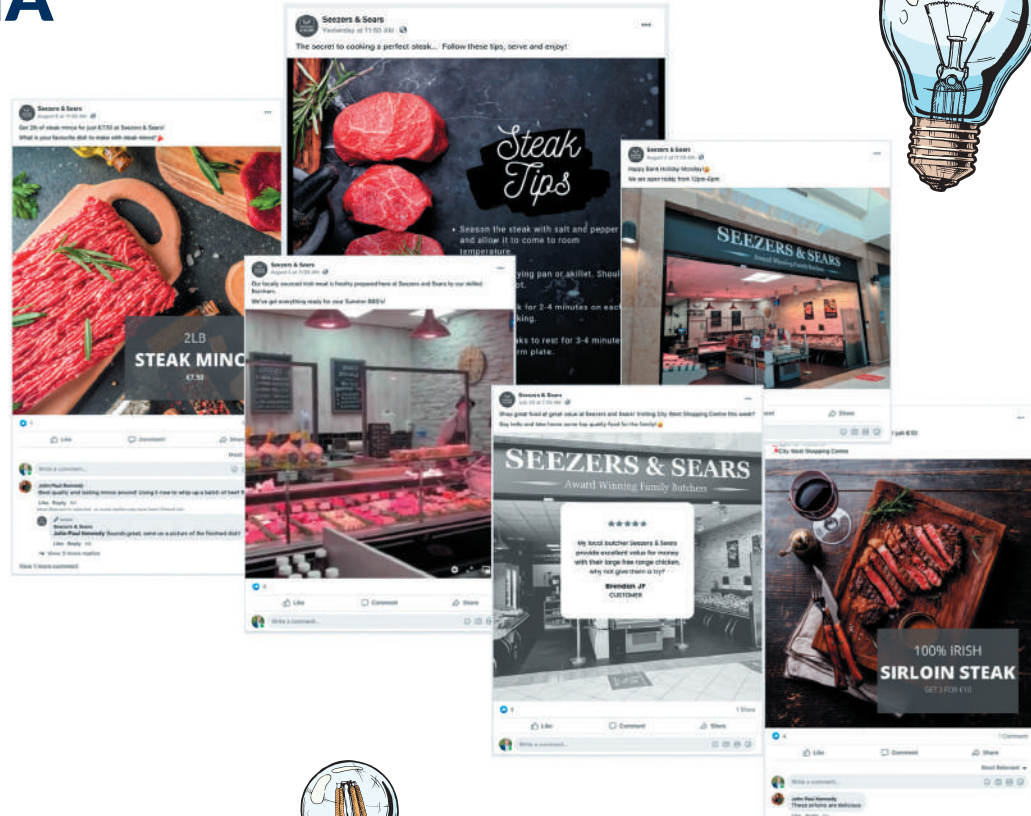
Let us help your business build a social media identity that fits your brand and tone of voice.

And, crucially, one that engages your audience.

Packages start from just

\$215 per month

Find out more at nettl.com/us/social-media



1



Your business & social goals

We'll learn about your business and what you want to achieve using social media.

2



Define your audience

Then identify your audience profile. The people you want to engage with.

3



Your voice and style

Next, we'll understand how you want to come across. Your tone of voice and design style.

4



Platform guidance

Once we know more about you and what you want to achieve, we'll advise on the social media platforms best to use.

5



Content planning

Using your tone of voice and design style, we'll map out content to post each week.

6



Monitor & report

Each month we'll monitor performance and report back on your results.



View packages and download the guide at at nettl.com/us/social-media

BRANDING & DESIGN



PASSMORE
CARE SERVICES



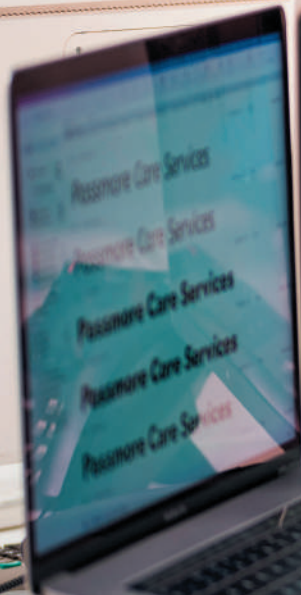
PASSMORE
CARE SERVICES



PASSMORE
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PASSMORE
CARE SERVICES



BRANDING & DESIGN

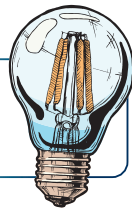
Some people think a “brand” is just a logo. But it’s much more than that. Your brand is about how you make people feel. Great design sparks emotion.

93% of all human communication is visual. You can make the most of photos, illustrations, layout, colours, and fonts, to tell a story in a certain style. This style should be applied consistently across everything you do.

That’s your shopfront, your signage, your socials. Your website, your windows, your wheels. Your team at a show, the displays behind them, the marketing and giveaways handed out. Everything. Each touchpoint builds trust.

Let us help. Design is at the heart of everything we do.

Arrange a call back at
nettl.com/us



Build on brand consistency for authenticity and trust.

Talk to us about creating bespoke brand guidelines for your business.

PRINT

Your website needs to look impressive. It has to be clear and consistent. You know that already.

But big brands don't just focus everything online. They combine their online presence with offline marketing. Why?

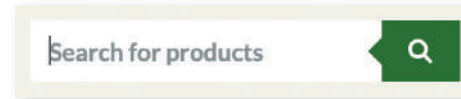
Print and direct mail is proven to build trust. It's perceived to be more credible. It plays with emotions. And it appeals to multiple senses – touch and sight. There's nothing like it. And you can exploit that power, very cost-effectively.



INSTANT ONLINE PRICES

Sometimes too much choice is daunting. That's why we put our Printing Playbook together. It features just a trio of options on each page. But the truth is, we have *thousands* of sizes, styles and finishes to choose from.

So if you're looking for something you don't see – just ask!



To get a price, click on **Search Prices** at www.nettl.com/us then enter the product names from this booklet into the search bar, or simply browse all.

Download Printing Playbook at
nettl.com/us/printing-playbook



THE BETTER CHOICE



Single-use plastics are definitely not cool. So over four years ago we switched some of our matt and gloss laminated print to a new biodegradable laminate.

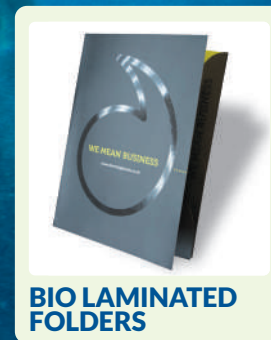
That's every laminated business card, flyer, folder, booklet cover, appointment card and postcard. It looks like regular lamination and feels lovely. When the print reaches the end of its useful life, it composts. Within two years it's gone. Without leaving any contaminants in the soil.



**BIO LAMINATED
BUSINESS CARDS**



**BIO LAMINATED
SHOWCARDS**



**BIO LAMINATED
FOLDERS**

...and more!

PRINT

BOOKLETS



The COFFEE list
offer for premium house floor and quality coffee at 10% off. To receive this offer, please show this coupon at the time of purchase. Expires 31st Dec 2017. **£2.95**

Hot BEVERAGES

MENUS & SHOWCARDS



POSTERS



BUSINESS CARDS



STATIONERY



FLYERS



DOOR HANGERS

AND LOTS MORE...

- BOOKLETS
- BUSINESS CARDS
- DOOR HANGERS
- FLYERS
- FOLDED LEAFLETS
- FOLDERS
- GREETINGS CARDS
- INVITATIONS
- LEAFLETS
- MENUS
- NOTEPADS
- POSTCARDS
- POSTERS
- SHOWCARDS
- STATIONERY
- STICKERS
- TENT CARDS

EXHIBIT

Exhibitions, trade shows and expos are a great way to find new clients, launch new products and try out new things. They're an investment. But, take the time to plan your show, and you could reap big rewards.

Sometimes it's not just what you say, it's how you look when you're saying it. Our Exhibit range gives you the tools to emphasise your message. For the first time, create enormous eye-catching displays without the eye-watering price tag.

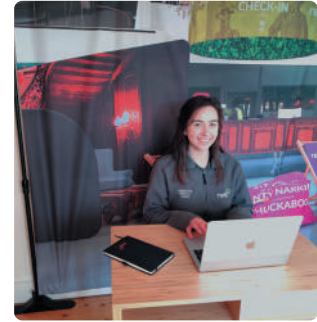
Seeing is believing. Drop by your neighborhood Nettle studio to goggle at the samples and talk through the best options for your business.



DISPLAY STANDS



BOOTHS



BACKDROPS



FLAGS



FURNITURE



GAZEBOS

nettl.com/us/exhibit

A CEILING HANGERS

The ultimate way to add branding to your ceiling space

B LITERATURE STANDS

In a bunch of styles made for showcasing brochures, TVs or tablets

C BANNER STANDS

In a range of sizes and styles to suit every budget (and ceiling height!)

D DECKCHAIRS

Brand your next event with personalized deckchairs. They're great for comfy casual seating areas.

E BOOTHS

Hassle free, lightweight space makers for exhibitions and partitions



A

B

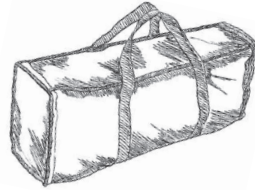
C

D

E

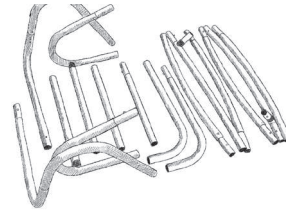
LIGHT FANTASTIC

Inside each display stand or booth is an aluminum skeleton. It clips together in minutes. Then slide the fabric cover over and zip it up. The whole thing collapses into a carry bag which fits easily in your car trunk. Use both sides of the fabric. Let your imagination go wild.



1. Unpack

Remove your stand from its exquisite carry case (provided with our compliments). You'll find some white gloves inside, in the event of dirty digits.



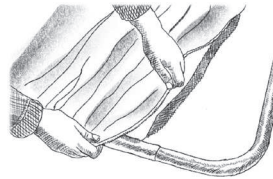
2. Prepare

Lay out the aluminum pieces. Each has letters or numbers. Fond of playing "Snap" as an urchin? Excellent, you'll relish the next step.



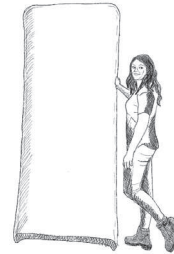
3. Construct

Match each number or letter and snap poles together, one by one. Most stands are tool-free, although if we supply an allen key, please do use it.



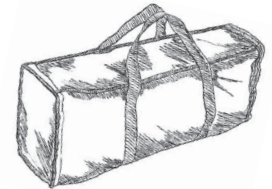
4. Stretch

Pull over the fabric graphic, like a giant duvet cover. Make sure it's the right way round. Then zip it up, stand back and admire.



5. Show Time

Meet your crowds, excite your audience and dazzle your prospects. But please do take a moment to enjoy your finest show of them all.



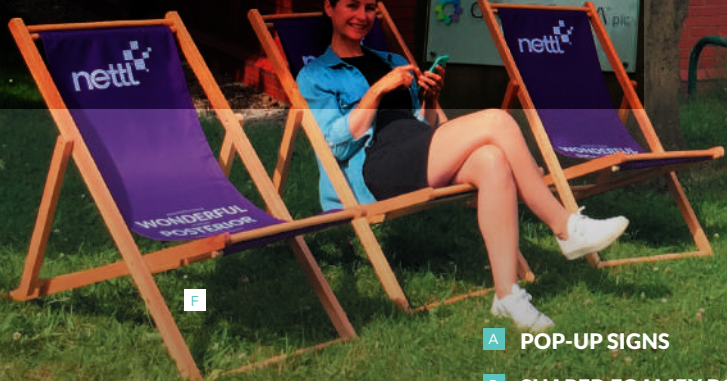
6. Pack Up

While others toil, dripping with sweat, your stand will be down in minutes. Neatly roll up the fabric cover for next time and repack the carry case. And off you trot.

GREAT OUTDOORS



nettl web studio



A POP-UP SIGNS

B SHAPED FOAMEX BOARDS & SIGNS

C WINDOW POSTERS

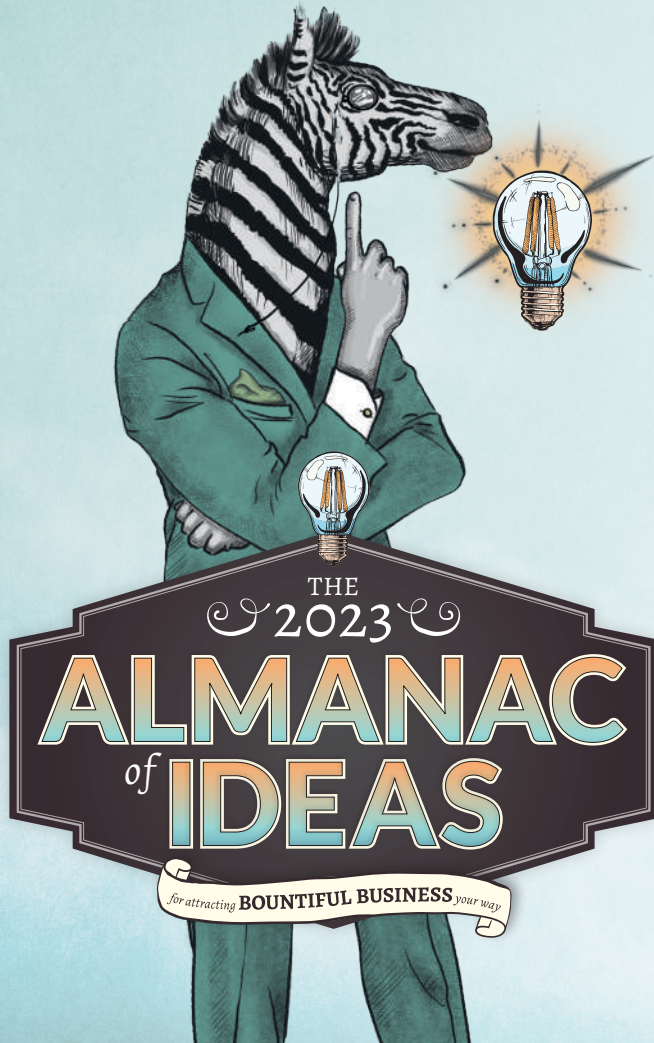
D ACRYLIC SIGNS

E PARASOLS

F DECKCHAIRS

Book a call or order at
nettl.com/us

See full product specifications online.
Participating studios only.



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