

Information Technology

Whatever you need, ask our experts



Advertising Feature

Art Division goes for growth



Nelly Berova (left), Natalie Piper (front) and Cris Mornadin (right)

Well-targeted and planned marketing campaigns work. Building a database of existing clients and using it works. Keeping your business in front of your public works. Letting your customers know of your new products, services and achievements work.

But how do you do all this and run your business? Don't have the resources, time or money to advertise your products and services effectively? Every marketing expert would tell you that it's much easier to sell more to existing clients than to find new ones. Need help with all this? Art Division has seen this need and come to your rescue!

The Wallington based web and graphic design company Art Division Ltd (www.artdivision.co.uk) is determined to grow and expand its services and client base. Nelly Berova, project manager, Natalie Piper, designer, Cristiane Morandin, web developer and new comer Iwona-Anne Stoew, marketing advisor, are the women who head this vibrant company.

Art Division's core business is web and graphic design (logos, letterheads, business cards, brochures and websites to suit all needs).

Being in business for four years they have been able to work closely with many different clients and have a good understanding of what local businesses require.

With this knowledge in mind, they

have created and developed an excellent marketing tool that all businesses can easily use and benefit from.

The email-marketing tool is called Write About Now (www.writeabouthow.co.uk). It aims to provide a cost effective solution for small to medium size businesses helping them stay in touch with their existing clients, suppliers, members and new contacts.



Iwona-Anne Stoew

How is Write About Now different? Every registered member receives a bespoke designed email template – in keeping with their website and stationary. Although the tool gives full control over the email campaigns, from inputting email lists to updating the content, Write About Now members can also benefit from the personal services the company offers. This varies profes-

sional copy writing, expertly designed content layout, database cleaning, de-duping and in putting of contacts and any bespoke requirements the members may have.

Many local companies and organisations are already enjoying using and seeing results from this feature rich product. (Business First 2004, Printing.com, Encoded and more)

Robert Crutchington, the Sales Director from Encoded Ltd said: "Write About Now has proven to be a fantastic sales tool for Encoded. Its ease of use and powerful functionality make it a simple and cost effective marketing solution.

"We have always had a great response from our mail outs, which has led to a vast amount of new business for the company. The service is also an excellent way to keep our existing clients informed about our new products and services, helping to maintain regular customer contact. A superb, value for money solution; thoroughly recommended."

Write About Now is ideal for businesses that have no time or big budget for marketing but nevertheless need to keep their customers informed on a regular basis and to constantly increase their sales.

Sending bulk, personalised, well-targeted email campaigns has never been easier, so for a free demo and more information please visit www.writeabouthow.co.uk. Or call Art Division on 0870 710 7691 to discuss Write About Now's possibilities!