

Getting Down to Business

AdvertisementFeature

Make your first your best impression



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

ONE of the most important things in building a business or brand is consistency.

There is no point, for example, spending a fortune on well designed letterhead paper if it looks totally different to your website or brochure.

Do you make your first impression your best impression?

Within the first three seconds of a new encounter you are evaluated, even if it is just a glance. This applies to you as a person but also to the marketing materials of your business.

Consistent design, colours and tone ensure a cumulative effect.

Most businesses know not to expect any results from one advert for example, and understand that it is a well-run and organised marketing campaign that brings in the clients. Consistency is the most important tool in making these campaigns work and make your phone ring!

Your potential clients may see your ad then look at your website, then receive a leaflet or an email from you. This is why it is so important that all the material they see has a strong, consistent design.

Potential customers need to know in seconds, who you are, what you do and how you are different. A well-

designed visual package including all your needs will create this for you.

Recently, we have helped define and create a visual package for a London based company called Anglo-Bulgarian Real Estate, A-BRE (for short) is a new dynamic group selling high quality leisure developments near a ski resort in Bulgaria. (www.a-bre.com)

We began by creating a strong logo for A-BRE giving them an excellent foundation to apply to all their marketing material. We like to work closely with our clients and so we met with Tim Carswell, the Director for A-BRE, on several occasions so he could

see how the brand was developing and were able to discuss all his perceived marketing needs.

"Starting a new business is hard work. There is so much to think about and building a good brand from the start was essential for us. We didn't know exactly what we were looking for and with the help of Art Division we now have an original logo, a modern and stylish website which we can update ourselves, professional stationery and folders all in-keeping within the same theme and style."

Communication is not just about new business, it is also very important to communicate regularly with existing clients. Keep them informed of changes within your company, special offers, new products and so on. This will help foster a sense of loyalty and develop stronger bonds between you and your client.

The most cost effective way to do that is through email marketing.

We are encouraging our website viewers to subscribe to our

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monthly newsletter so we can keep them in the loop of the development stages. It's hard to keep track of everyone interested in our development so that way we are not excluding anyone. We use Write About Now (www.writeabouthow.co.uk) to send our email campaigns, which makes it easy and simple to reach our audience in seconds."

For more advice on consistent marketing campaigns and great visual packages that include all your marketing materials and needs give us a call on 0870 710 7691, we'd be happy to come to visit you and assess your existing marketing free of charge.

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- E-COMMERCE SITES
- HOSTING
- DOMAIN NAMES
- ILLUSTRATIONS
- COMPANY LOGOS
- STATIONERY
- BROCHURES
- ADS / FLYERS
- SEARCH ENGINE OPTIMISATION
- E-MAIL NEWSLETTERS
- ONLINE MARKETING

"They came up with suggestions and design ideas that were creative and achievable. All through the tight schedule and constant demands, the Art Division team were excellent - a genuine pleasure to work with!"

— Tim Carswell

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