

## If something's not working, change it

The key to a successful marketing campaign for any small business is to follow three key steps:

- Identify and study your target market
- Build the right image for this market
- Reach your target market by using the right tools

"For over seven years I have talked to small businesses on a daily basis," says Nelly Berrova, the Sales, Marketing and Project Manager of Art Division, the Sutton-based web and graphic design company. "Over the past few months half have expressed concern over a drop in sales whilst the others say they are doing well and have launched a new product or a service or changed their approach to accommodate the market or offer services that save time or money."

Will your business grow and be successful in the next two years by targeting the same group with the same message using the same tools as last year?

According to Art Division, in most cases the answer will be no. In which case, as Nell says: "It's time to change your marketing

approach. If your market is hit by the credit crunch, it may be time to expand your business by targeting a new one."

**For more information about Art Division telephone 0870 710 7691 or visit [www.artdivision.co.uk](http://www.artdivision.co.uk)**

## Safety with the Pilgrims' way!

Business operations face a growing number of risks from an array of sources and therefore issues of corporate governance and duty of care have to be taken seriously.

Many businesses are aware of the importance of their infrastructure but how many have really assessed the impact of the varying threats to it?

The threats to business have transformed over the last 10-15 years as recognisable and 'expected' threats have been overtaken by the sophistication of criminal activity against business and 'inside' threat from dishonest employees, and extremist terrorism or climate change protests.

Based in Woking with operations worldwide, Pilgrims Group is a security, risk management and service support company that identifies and manages risks.

Pilgrims' expertise allows



businesses to operate and develop, unhindered and unrestricted, providing a leading risk assessment, consultancy, manned guarding, training and information and intelligence service, combining an array of security expertise to ensure the integrity of your business is fully protected and your staff are kept safe.

When it comes to security, many businesses are unsure as to what makes a good provider and are often left with an inadequate service or feel the need to source companies from far afield.

Pilgrims Group operates throughout the UK, the USA and the world's hot spots, including Iraq, Nigeria and Afghanistan, and offers a world-class service at the front door of Surrey businesses.

Pilgrims' teams are carefully selected from a wide range of specialist backgrounds and its level of accreditation is second-to-none in the industry.

Pilgrims Group has a proven track record of delivering meticulous and bespoke solutions backed by a commitment to the highest levels of quality, service and client care. Its expertise gives the insight to look beyond the immediate brief to the wider implications, enabling them to deliver robust, practical and cost-effective solutions to any scale.

Pilgrims will respond quickly and effectively, with the maximum of effort and the minimum of fuss.

**For more information telephone 01483 228 778 or visit [www.pilgrimgroup.com](http://www.pilgrimgroup.com)**

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