

# Marketing methods

A

**61% of all B2B (Business-to-Business) transactions start 'on-line'...**

This does confirm the vital role a trade web site has on UK business Sales.  
This does presume you already have a company web site to begin with, for your product or service. To achieve this target of 61% its worth considering an effective clean web site.

**53% of all impulse purchases are via in-store Point-of-Sale (POS) displays.**

An attractive POS generates instant sales! It creates an immediate attraction for your product or service (which can then be demonstrated by staff). For 53% of all 'impulse' purchases it's worth DESIGNING an attractive POS stand for your product (or service).

**50% of all UK business is via targeted 'Direct Mail' leads (i.e. Sales Literature)**

**DIRECT MAIL** should never be overlooked. It's the proven ADVERTISING medium for increased sales. DESIGNING a leaflet has an impact that can be linked to a local Press-Ad as well as a linked 'target' (promotion) page on your web site for new visitors.

**31% of all new business contacts are via Exhibiting at a Event/Trade Show!**

**DESIGNING an effective Stand is important.** Use your Trade /Event show plans for an effective stand DESIGNED for your company. With more than a 31% success rate its worth considering an effective 'pop-up' stand and an eye-catching display graphic.

My Experience is working for companies working in these key sectors as lead. I don't claim to be a sales or marketing 'expert' (as many do in the promotional world) but I am confident that doing any of the above will increase sales! The importance of DESIGN is a key factor in being distinctive in a crowded marketplace. Even with a strong local demand for your service or product; i.e. baking bread (or cakes) creates its own promotion when surrounded with strong local demand. Establishing any new 'product' or 'service' is always a problem, as your potential buyers cannot 'see' any benefit for any new product or service - unless its properly promoted. Hopefully this leaflet, demonstrates my ability here.

\* UK Marketing facts were previously printed in The Times 'RACONTEUR' - a B2B business supplement on 26/07/2018

Comparing Marketing methods in the UK

# Artwork & Leaflets

B

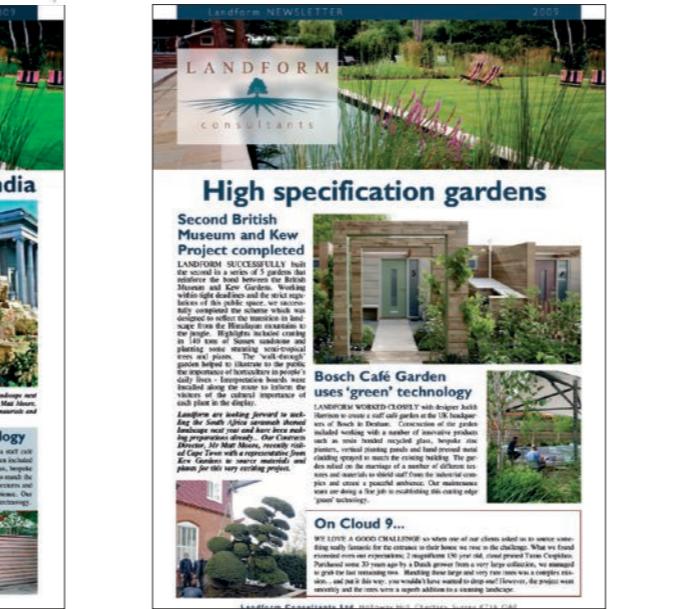
**British Museum gets a taste of India**

**GARDEN PROJECT TRIPLE**

Printed Posters, Leaflets and Newsletters



Quality printed Artwork | 01932 989795



# Design & Print

C

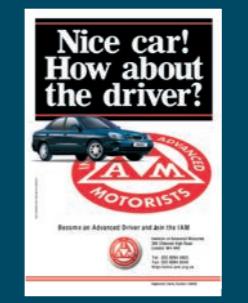
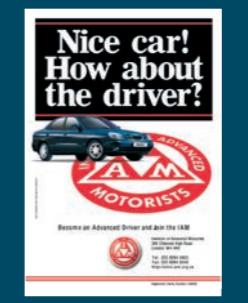
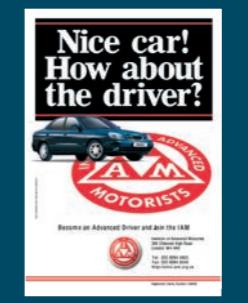
Printed poster



Photo poster



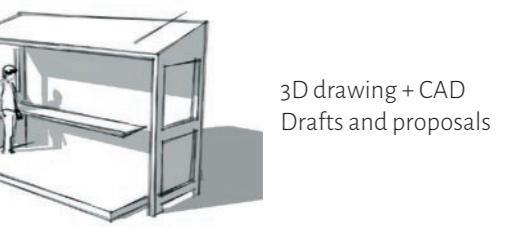
Printed Magazine spread



Quality printed Artwork | 01932 989795



Industrial 6pp leaflet



3D drawing + CAD  
Drafts and proposals



Printed Magazine spread



Artworks designed for a wide variety of clients.

# Exhibition & Display

# D



Display unit



Box packaging



Store display



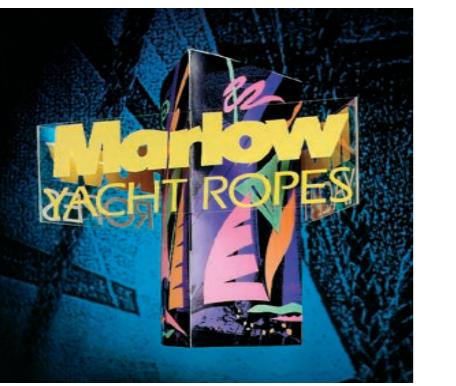
Exhibition panel



Exhibition display



Exhibition display



Exhibition display



Digital displays

Static Exhibition & Digital Displays (animated)

Quality printed Artwork | 01932 989795

# Catch me!

# E

 riginal artwork from the smallest project to an attractive and portable exhibition display unit. **If it's printed we do it.**

I also help create regular newsletters or leaflets for local companies. Some amazing animated digital display boards, as well as traditional signage and standard print displays.

**Ideal for your next company exhibition!**

I can produce custom packaging for products. Including product manuals & leaflets from start to finish. Concept, design, photo and print.



Finally anything I create as 'Artwork' can be linked to your existing company web site easily. Useful for any EVENT and show. Temporary and permanent web sites created on demand.

If you're a local company do get in touch!

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my website: [art-services.co.uk](http://art-services.co.uk)

Surrey and SW London since 1984



*for (better) Business*

Artwork | Design | Print | Display | Web



# Graphic Design

