

# The new business start up package

branding for the start up business



**Good news.  
Marketing  
your business  
properly  
makes money,  
not costs it.**

Wisdom Cannell Design are an enthusiastic design group that help launch new businesses. We offer every aspect of marketing that a new business is likely to employ. Creating compelling brands, devising clever marketing pieces and targeted advertising ensures your company a clear path to sales and success. Good marketing does not cost money. it makes it. By Design.

# Brand New



## 1. Your brand. One chance to get it right.

A brand must easily translate your business or products to your customers.

Your ethos, what you are offering, your size, your strengths, your capability, whether you are high end, or budget can all be conveyed by a considered logo design. Only when the customer identifies with your brand will they listen.

Everyone has first impressions, in business even more so. It can make the difference between success or failure. Wisdom Cannell Design specialise in launching new companies products and services

# Be Web-wise.

## 2. Websites that get the visitors.

Websites play an important part of the start up business marketing strategy. A well designed website will be informative, engaging and compelling. What you offer, why they should have it, and how do they get it.

The good news is that our websites steer clear of templated mediocrity - leave that to your competitors. We identify why you are great, and translate your offering into a totally bespoke web experience that no-one else has, or more importantly, can match. Many of our websites reach the first page of Google with no additional outlay or 'SEO' costs. It's built in by design.

### example



### FTSS UK

ftssuk.com  
**Google rank No1**  
out of 11.9 million  
results for  
"Property  
Damage Repair"

More



# Go Publicise.

## example



**Body Clock**  
bodyclock.co.uk  
**Product Brochure**  
A5 16 pages full colour

More 

### 3. Brochures, flyers, leaflets, posters. Shout about it.

Whether these are the on-line type of downloadable type, or beautifully printed documents you can be assured that we grab the customer's attention, so you grab their custom.

Short run digital or long run litho - Wisdom Cannell Design always supply a solution to your taste, and important to the start up business, to budget.

# You have mail.

## 4. Sending your message to their inbox.

Designing well executed email campaigns really helps the fledgling business connect with the masses and generate potential customers.

Let us design your templates and advise you on the differing methods for sending out email campaigns. You control the mailings or we can - it's your choice.

### example



### Eurostand

[eurostanddisplay.com](http://eurostanddisplay.com)

### Email campaign

set of monthly branded campaigns launching the DLPlus roll up

# Exhibit A.

## example



### Body Clock

bodyclock.co.uk

### 5 x 4m Stand

Modular Stand design with monitor, product shelving, literature dispensers and seating

More



## 5. Get the message out there - exhibitions and shows.

Making an impact and creating a stir at exhibitions is an extension of what we offer, either at home or in Europe.

From your first simple roll up banner, through to a shell scheme display and on to a large custom exhibition stand, your presence and stature will grow alongside your sales.

# Not only but also.

## Other products and services for Start Up Businesses:

### **Internet:**

- Website design
- Flash Websites
- Mobile Device Websites and Apps
- Website hosting packages
- Email Campaigns
- SEO

### **Image Creation:**

- Illustration
- 3D modelling
- Photography

### **Print and PDF Documents:**

- Brochures
- Leaflets
- Flyers
- Postcards
- Direct Mail
- Posters Annual Reports
- Product Sheets
- Stationery
- Newsletters

### **Exhibiting and Signage:**

- Signage
- Livery
- PVC Banners
- Roll up Banners
- Hoardings
- Shop Facias

### **Presentation:**

- Powerpoint documents
- Keynote documents
- Seminar Materials

### **Digital Media:**

- DVD covers and Faces
- Movies for YouTube

### **Social Media Marketing tools:**

- Set up:
- Facebook
- Twitter
- LinkedIn

# Start here.

If you have a start up business  
and would like a free advice  
or a free consultation  
call Rob today on 0845 238 2384  
or speak one of the design team.

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