



MARKETING
PRINT
IDEAS

LOOK
BOOK

W I N T E R 2 0 1 6



winter

with **[printing.com]**[®]



Hairy. Like, really, hairy. No matter which way you look at it, the past few months have been a rollercoaster ride for many businesses.

But, most of our clients are realising the world isn't standing still. We all need to keep going. There are new customers to attract, relationships to be nurtured and business to be won. Depending on your sector, there could be some pretty big opportunities ahead.

Welcome to our Winter Look Book. We'd like to share some of the latest ways other clients are promoting themselves. We'll show you new low-cost ideas and clever ways to get more out of the approaching busy season.

Perhaps the most intriguing insight comes from new research into making your workspace more creative. You might be surprised how that translates into your bottom line, with increased productivity and wellbeing. Who knew?

As always, our local studios are here to help you. If you have ideas on how we can improve, ideas for new products, or if you've done something clever or cool and would like to be featured in a future edition, drop me an email ceo@printing.com

Let's go...

A handwritten signature in black ink that reads "Peter".

Peter Gunning
CEO, printing.com



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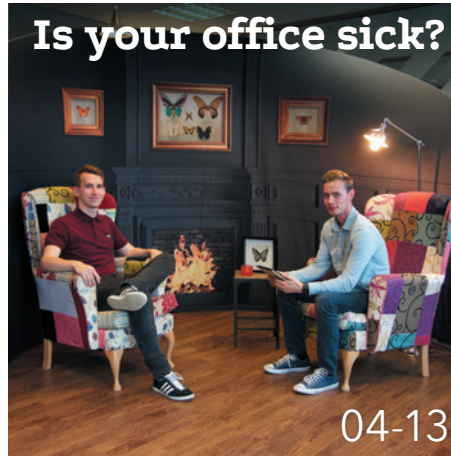
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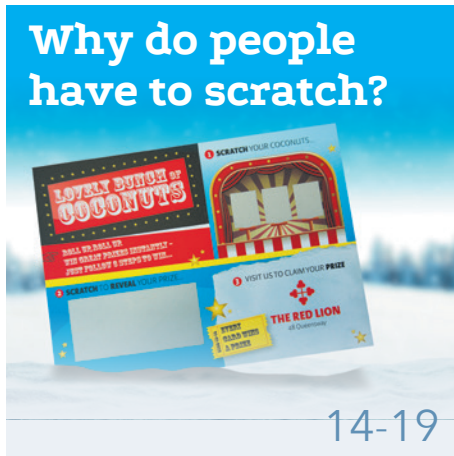
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by Fiona Humberstone

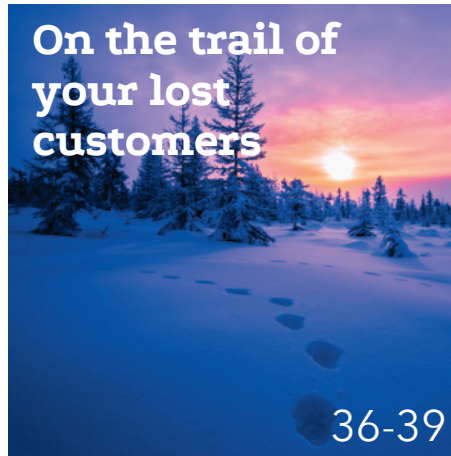
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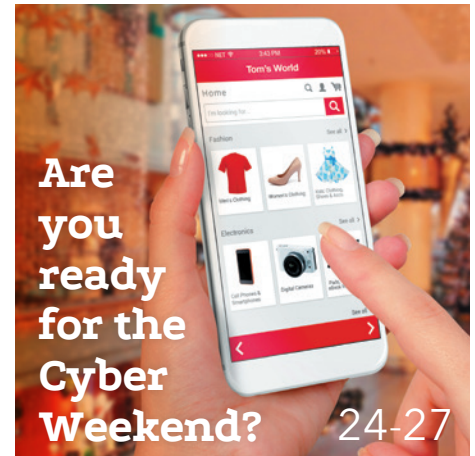
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Look how this
Embrace C-shaped
booth makes a cosy
secret meeting place.
Stand + custom
graphic from €1,560.

Product code FDSCAPFC



Is your office sick?

Why lean, open-plan offices are bad for productivity and how to fix them



Let's clear this up. 'Sick' as in unhealthy. Not 'sick' as in cool. But actually, thinking about it, it doesn't take much to turn a sick (vomit) office into a sick (wicked) office.

Since those famous 'chuck out the chintz' ads of the nineties, there's been a trend for lean, open-plan offices. These sanitised spaces are designed to avoid distraction and let staff just get on with their work. Some businesses even enforce clear desk policies, banning personal stuff from cluttering up their employee's focus.

But, there isn't a single branch of science which proves this makes workers happier or boosts productivity. So is it sanitised or insanity? University of Exeter's Dr Knight has been studying the psychology of working environments for 12 years. His recent study asked participants to work in four different office spaces.

First was **lean**, with only things needed for the task. Second was **enriched**, with art and plants already arranged. Next had the same art and plants, but the participant was **empowered** to arrange them. In the last space, the participant was told to arrange the plants and art, but the experimenter **disempowered** them by reverting their changes back to the enriched layout.

The study found people worked 15% quicker in the enriched office than the lean office and had fewer health complaints. This rate doubled for people working in the empowered space. Yet for those people who had their personal touches interfered with, disempowered productivity levels were the same as the lean office. >

Got hideous partitions? Slide over a fancy double-sided Soundwall sleeve, printed onto special acoustic fabric. Custom sizes available from €284.

Product code FDM15C



WORKPLACE TRENDS



Studies show stand-up meetings are more productive. Why not gather round a branded Bellini cocktail table? Stand + graphic €330. Product code FDSVENFC

That's pretty clear. A workspace enriched with art is better for productivity. Far from being a distraction, art can actually boost wellbeing and reduce stress. And when your team is involved in the selection and design process, even better. So can you just hang generic "There's no I in team" posters and put up those *hilarious* motivational "Keep calm and carry on" messages? No, his research shows they don't work. At all. Sorry not sorry.

A new study by Oxford Economics has also proved what we all thought – open-plan offices lower both output and morale.

Whilst open-plan working has been around for ages, back in the fifties, a small group of consultants from Hamburg tried to create a more collaborative environment. They sat people in clusters in the same room, separated by screens and plants. It caught on and soon open-plan was everywhere. But it quickly evolved into a race to cram as many people into a space as possible, in tight rows of cubicles, with little diversity.

Now, open-plan is fading in popularity, particularly as millennials march towards being the dominant generation in the workplace. They put a premium on comfort and time efficiency. According to Oxford Economics, over half of millennials complained about noisy open-plan offices and desired uninterrupted work time.

Isolation isn't the key – companies like Pixar and Google attribute their success to having collaborative close working. Placing people in close proximity leads to more idea sharing. So what's the solution? >

“Open-plan offices lower both output and morale.”

A Huddle sloped booth becomes a beautiful faux log cabin. Make your own from €1,560 including collapsible frame and custom printed fabric.

Product code FDSBEIFC



WORKPLACE TRENDS

People work differently than they used to. With wi-fi, smartphones, tablets and laptops, the tools of work are smaller and you can be more fluid about where you base yourself. There's now an understanding that different tasks benefit from different spaces. Office design is moving towards creating different zones for different activities.

If you ignore sleeping, many of us spend more time at work than home. That's why there's a growing trend towards making work more like home. Using domestic furniture, making people feel more comfortable. Clusters of sofas encourage this collaboration, whilst pods and booths allow quiet solitary work.

Do you sometimes go to the park or an art gallery to relax? To tune out. To seek solace or inspiration? Zoning out is important. A little distraction is healthy. Art has always been an escape. Problems are seldom solved staring at a computer screen, next to Colin munching an egg mayo sandwich. They're solved by your subconscious. By allowing

your mind to wander. Things become clear.

A generic environment isn't good for happiness or creativity. By making a place more human-friendly, the best employers are aiming to retain talent and foster inspiration and ingenuity.

But buying massive works of art is beyond the budget of many businesses.

So is it possible to pimp your office on a budget of a couple of grand? Yes. >



These boy-band-wannabes are sitting in front of a massive 4.6m wide Stage 46 fabric backdrop. Stand + custom graphic €1,049. Product code FDSSANFC

“Is it possible to pimp your office on a budget of a couple of grand? Yes.”



Make a chill-out space with these large square beanbags. 'The Island' is suitable for indoor or outdoor use. €185 + VAT.

Product code FDSBALFC

WORKPLACE TRENDS



See our full range of fabric display and furniture in our Exhibit Guide – ask for a copy

New technology is driving this change. It's now possible to cost-effectively print direct-to-fabric, like never before. A whole new industry has emerged, making it easy to create enormous screens and booths. We've designed and manufactured a whole range of low-cost fabric furniture and display ideas.

Businesses are beginning to see the potential of personalising their workspace, of tailoring their environment to suit their brand, their culture and inspire their teams. Designers are opening their eyes to the possibilities that ink-on-fabric opens up.

From room dividers and meeting booths, to pop-up cocktail tables and cube stools. Acoustic floor screens, massive frameless wall boxes and extra long drop fabric curtains are all now totally customisable and affordable. You could even get creative with printed gazebos, large beanbags and curved backdrops. >



1998

Bring back warm summer memories on dull winter days. Embrace C-shaped booth from €1,560 including collapsible frame and custom printed fabric.

Product code FDSCAPEC

Complete the look with a fabric printed Mojito pop-up cocktail table. Stand + graphic €399. Product code FDSRIOFC

How they work



There's a common theme to the range. Each item usually comes in two parts – a portable lightweight frame. These are mass-produced, to bring the cost down.



Then there's a fabric printed cover, which usually stretches over the frame. The cover can be entirely

personalised in high-definition full colour. Imagine a printed stretchy duvet. Pull it over the frame and zip it up. That means it's easy to change the graphic in a few minutes, or to refresh it every few months.

We're seeing businesses using our curved booths to make meeting spaces in the corner of the room. We particularly like the faux log cabin, complete with faux cow-hide foot stools. Others have done beach huts and ice cream trucks. You can let your imagination run riot. Turn an office in Trim into a Tiki Bar. Put an igloo in Inchicore. Make a wigwam in Wexford. A rainforest in Rush. A spaceship in Swords. A cabin in Cork. If you can think it, we can make it in fabric.

Break up larger rooms with 4.6m wide screens. Print some abstract art or an enormous panoramic photograph to spark critical thinking. The great thing is, there are no panels to try to line up – create large one-piece, continuous graphics. Divide areas with floor-to-ceiling printed mesh curtains.

Dr Knight's survey shows that empowering your team to design a more creative, zoned workspace could make them more 30% more productive. This all starts to make economic sense. What would that 30% do to your bottom line? Let's get to work.



Mooove your meeting to these Kola Max seating cubes from €187. Product code FDSBO6SC

“If you can think it, we can make it in fabric.”

Why are scratch cards
just so irresistible?



Why do people have to scratch?

What is it about scratch cards that makes them so irresistible? Find out how you can use them on a budget.

Your customers receive a multitude of messages every day, in a wide variety of formats. It takes a little bit of thought and planning to make sure your message stands out. If you give out leaflets or vouchers with discount offers on them, think about putting the same offer under a scratch card panel. The fact the person has to spend time scratching off the panel means they spend more time participating with your promotion – making them more likely to buy.

Whether your goal is to increase sales, create a customer reward program, or engage your employees with an incentive scheme, scratch cards are one of the most versatile and fun ways to promote yourself.

People love to scratch

Scratch cards have the advantage of being simple, well known and offer the opportunity to give customers something for nothing. This increases your 'stickiness' – people should keep returning if you're offering them a chance to win money off or prizes.

Of course, everyone loves gifts and prizes. People love to 'win' things. They even love to participate in anything offering them a chance to win. Win prizes! You win! Winner! See how powerful these words are? It could be anything from a free pizza to free delivery. It could be a discount on your products or services... or even just a free Curly Wurly.

There's no time to lose – start thinking about how a little bit of scratching could benefit your business.

[Follow our tips on the next page >](#)



Eight easy steps to designing a perfect scratch promotion...

You choose what goes under each scratch panel



1 What are you trying to achieve?

You might be trying to win new customers or get more repeat business from existing customers. It helps if you know what you want to get out of it.

Our scratch cards are really versatile – you're in complete control over how they work.

Answer these questions to get going...

2 What prizes are you offering?

You could have the same 'prize' on every scratch card, but that kind of defeats the purpose. It's best to think of the prizes as mini-offers, so maybe give something free with a purchase, or money off a product or service you're trying to sell more of. We'd recommend having three or four different types of winner and then some losers, if you're feeling mean.

500	1,000	500	5,000	250
YOU LOSE Sorry Try Again	YOU WIN 1/2 Price Admission Before 11 PM	YOU WIN Free Admission Before 11pm	YOU WIN 3 Bottles For The Price Of Two	YOU WIN Free Bottle Of Bubbly

In this game 500 of the cards are losing cards. The rest are winners.

3 What will your 'hot cards' be?

Hot cards might be a few extra special, star prizes, which you can use to focus the promotion on – “win a free MOT” or “win a free meal for two”. Unless you’re using a security printing company (and paying a fortune for the privilege), we don’t recommend putting cash prizes or anything of particularly high value under the panel. What you put under the panel is up to you. It could just be words or you might try something more engaging like a game.



Words



Image



Table game



Your own game

4 How many losers will you have?

You have complete control over the mix of winners and losers. It depends on the value of the star prize you’re giving away. Nobody likes to go away empty handed, so maybe give your losers some sort of consolation prize – a discount or a ‘roll again’.



In this game the prizes are of more value so the majority of the cards are losing cards.

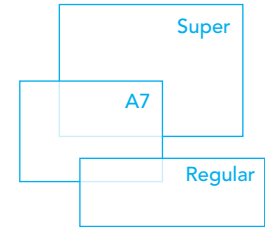
Top 3 reasons for using Scratch Cards...

- 1 They're irresistible. Everybody loves to win gifts and prizes.**
- 2 They're immediate. People know straight away whether they've won.**
- 3 They're intriguing. What's under the panel? What can I win?**



5 What size?

Our scratch cards now come in a whole range of sizes, from business card up to A5. Most people choose Regular, which at 100x50mm, is about the same size as a lottery scratch card. Simply choose the size you want, then buy one set for each message you want under the panel. Mix and match quantities – they don't have to all be the same.



↑
More
Sizes
Online

	Regular		A7		Super	
	BEST PRICE in 15 DAYS	Get in 5 DAYS	BEST PRICE in 15 DAYS	Get in 5 DAYS	BEST PRICE in 15 DAYS	Get in 5 DAYS
250	€54.90	€73.20	€81.00	€108.00	€114.30	€152.40
1,000	€77.40	€103.20	€114.30	€152.40	€163.80	€218.40
5,000	€262.80	€350.40	€397.80	€530.40	€576.00	€768.00
	50x100mm 240gsm board full process colour both sides matt laminated front uncoated reverse latex scratch panel(s) on front product code: SCRREG1T?		74x105mm 240gsm board full process colour both sides matt laminated front uncoated reverse latex scratch panel(s) on front product code: SCRA71T?		97x135mm 240gsm board full process colour both sides matt laminated front uncoated reverse latex scratch panel(s) on front product code: SCRLG1T?	

MARKETING IMAGINATION

6 What's your theme?

The best scratch card promotions use a theme and a game that's relevant to the business. Or maybe tap into the season? A christmas cracker? A winter getaway. A new year bonanza. Or ready for Valentine's day love?

7 What will you put on the back?

Either terms and conditions or use the back as a data capture form to increase your mailing list. Get people to give you their name, email and other details when they claim their prize. Perhaps have a second competition for any losing cards to go into a draw to win a different prize. This in turn enables you to establish and implement effective and appropriate marketing campaigns.

8 Who will design it for you?

Us! Your local studio team can help come up with ideas for your promotion. Give it a little thought and then let's get together to create a high-impact campaign which wins for you, as well as your customers.





UP TO **50% OFF** +

PLUS+ **ANOTHER**
€50 OFF

Selected sizes and quantities of **Silk Christmas Cards**
until 22/12/16. *Prices shown include discount.*

Premium

SILK CHRISTMAS CARDS

Tempted to send an 'e-card' instead of a printed card to your top clients?

Think again.


Research shows your clients will hate it. If it's the thought that counts, they'll think you've given it no thought whatsoever. Better to send a traditional printed card, and send it early. Why send it on Christmas Eve and be on their desk for a day? Get it there for the first week of December and make the most of the month.

These Premium Silk Christmas Cards are our most popular – on an elegant 400gsm board.

Want something a little bit more special?

Take a look over the next few pages.

	Mini		Regular		Large	
	BEST PRICE in 	FASTEST get in 	BEST PRICE in 	FASTEST get in 	BEST PRICE in 	FASTEST get in 
50	€47.20 €97.20 €180.00	€79.60 €129.60 €240.00	€70.60 €120.60 €194.51	€110.80 €160.80 €259.35	€128.20 €178.20 €237.60	€187.60 €237.60 €316.80
500	€64.30 €114.30 €233.26	€102.40 €152.40 €311.00	€85.90 €135.90 €271.80	€131.20 €181.20 €362.40	€220.00 €270.00 €360.00	€310.00 €360.00 €480.00
5,000	€165.10 €215.10 €377.36	€236.80 €286.80 €503.15	€342.40 €392.40 €585.67	€473.20 €523.20 €780.80	€788.80 €838.80 €864.74	€1068.40 €1118.40 €1153.00
	105x148mm 400gsm silk artboard full colour both sides creased to A7 supplied flat product code: ZCSLKA6? envelopes from €2.88		148x210mm 400gsm silk artboard full colour both sides creased to A6 supplied flat product code: ZCSLKA5? envelopes from €2.40		210x297mm 400gsm silk artboard full colour both sides creased to A5 supplied flat product code: ZCSLKA4? envelopes from €4.32	

A man with short dark hair and a beard, wearing a grey turtleneck sweater, is seated at a dark wooden table in a cafe. He is holding a white coffee cup to his lips with his right hand and looking out a window to the right. On the table in front of him is a tablet displaying a website, a metal bucket filled with silverware, and a small white dish. The background shows a window with a view of a street and some indoor plants.

We have hundreds of ready-made designs available to personalise online – go to “Choose a design” menu and hit “Greeting Cards” to get started.

TAILOR YOUR LOOK



A WINDOPOP Your choice of simple shape is cut-out from the front panel to reveal part of your design inside **125 from €102.60+VAT** Product code ZCWPAS

B STARMARQUE Set your cards to sparkle with spot gloss highlights on the front panel **125 from €136.80+VAT** Product code ZCSTMA6

C VOUCHER CARD Add an extra tear-off third voucher or discount panel to make your cards work harder **125 from €168.30+VAT** Product code ZVCSSM

D OPULEAF New this year – gold or silver foil on the front for a festive look and feel **125 from €370.80+VAT** Product code ZCOPGA6

E SMOOTHWOVE An uncoated finish, looks classic and understated **125 from €74.70+VAT** Product code ZCSMWA6



Over half of all online traffic is now from mobile devices

Are you ready for the cyber weekend?

Many small businesses will miss their share of €6bn of sales – will you?



What on earth is cyber weekend? If you're imagining dressing up in silver foil and running around scaring kids, you're up the wrong tree. Although that does sound like a lot of fun.

No, cyber weekend is the five day period on the run-up to Christmas, where an insane amount of stuff is sold. In 2015, shoppers spent a cool €3.9bn over the weekend, which was up a third on the previous year. This year experts are predicting those sales to top €6bn. That's Six. Billion. Euro.

The phenomenon was imported from the US, where Black Friday is said to signify the day a retailer 'went into the black'. It marks the official start of the holiday retailing season, usually the most profitable time for retailers.

Last year marked a big change in consumer behaviour. More punters than ever decided not to brave the cold high street. Instead, digitally savvy consumers chose to browse in the comfort of their home or work and shopped online. >



Key Dates

Cyber Weekend starts

Thursday 24th November 2016

Experts are expecting things to start a day earlier this year.

Black Friday

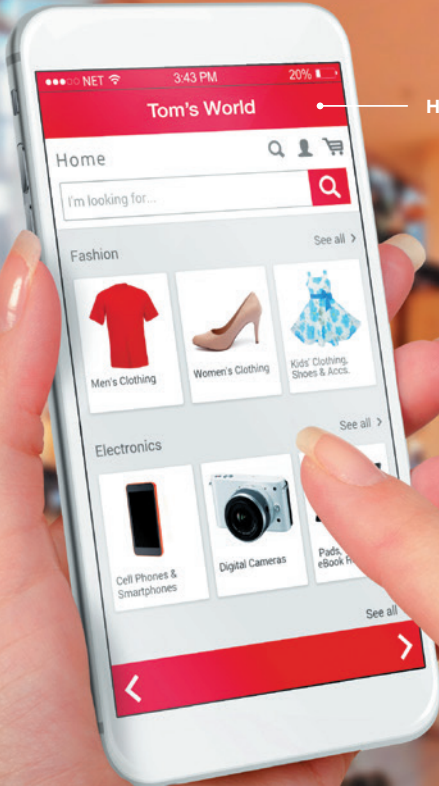
25th November 2016

Traditionally this is the date that high street retailers have flash sales.

Cyber Monday

28th November 2016

Online retailers focus their sales on the Monday after Black Friday.



Have you opened a web shop yet?

So this all sounds like great news for retailers? Well. That's until you hear that small businesses are losing out. Oh.

According to research by the Department for Business, Industry & Skills, nearly half of small businesses still don't have a website. For those that do, two thirds don't have one which is transactional – people can't make purchases via ecommerce on it. Worse still, many of those that can, don't work properly on a mobile phone, despite more than half of all transactions now being done on mobiles or tablets.

There's still time. Your local studio can help. We work with businesses of all shapes and sizes and we help them to sell online. If you've looked at ecommerce in the past and thought you couldn't afford it, things have moved on. It may not cost as much as you think. Tell us what you want to sell, how many products you have and we'll give you a proposal.



Experts are predicting cyber weekend sales to hit €6bn



Cyber weekend checklist

To make the most of the cyber weekend, start planning now. We can help with some or all of these things, depending on what you need.

- Mobile-friendly website
- Ecommerce capability
- Take payments online
- In-store posters
- Integration with EPOS
- Email marketing campaign
- Flyers to hand out
- Direct mail
- Window posters
- Outdoor flags



photo: Matt Pereira

How to style your brand for printing

by Fiona Humberstone



You're on the cusp of something big

Perhaps you're launching a new business or blog. Maybe you're changing direction or, having run your business for several years, you're ready to up your game.

You understand that a smart, stylish and distinctive brand identity will get you noticed. You know that it'll help you attract the right sorts of clients and show the world how serious you are. But how do you make sure that the time and money you invest in your branding will pay off? How do you make sure it'll be an accurate reflection of your aspirations? That it'll appeal to your most profitable clients, and more like them? How do you make sure you pick the right designer, brief them effectively and communicate your brand in a way that really represents you and your business?

You need a little focus, some insider knowledge and an experienced hand to guide you through the process.

Create a distinctive identity

Most of us understand the importance of having a smart and professional logo, website and business card. But if you want to realise the true potential of your brand then you need a brand identity that's more than smart.

You need something that shows your personality, evokes the senses and captivates your clients. Styling your brand well is about reflecting what your business is all about and also your aspirations for the future. It's about creating an emotional connection between you, your business and your customer. It means capturing the essence of what you do and communicating that through every design decision you make for your brand. It's about tapping into the overwhelming majority of customers who buy with their hearts and not their heads.

Styling your brand well means creating a look and feel for your business that's utterly irresistible to current and prospective clients. In short, it makes doing business easier. > 29

THE ANATOMY OF A WELL-STYLED BRAND

A powerful brand identity is more than just the logo and a couple of colours, it's made up from a number of elements which add depth, texture and personality. And it's the sum of all of these parts that creates a brand identity that will really resonate.

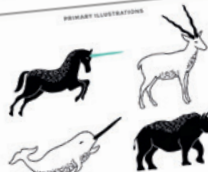
JILL SMITH

COLOR PALETTE



A comprehensive **colour palette** that supports your brand messages.

PRIMARY ILLUSTRATIONS



Illustrations to add interest and personality.

SECONDARY ILLUSTRATIONS & ICONS



Devices and icons to add visual texture and further reinforce your brand. This might be an icon, a 'stamp' of some description or a set of illustrations.

BRAND TYPOGRAPHY

GOTHAM JILL SMITH Pro KNOCKOUT

Brand patterns to add texture and flair. You'll use these perhaps on your website, your packaging or on the back of your business cards.

SECONDARY ILLUSTRATIONS & ICONS



TAGLINES

a design endeavor the magic of design

Logo – of course! Think of your logo as the fullstop of your brand. It's instantly recognisable, it's distinctive but it doesn't need to tell your whole story – that's what the other elements are for.

A range of **typefaces** for body copy, headings, subheads and accents to enhance your brand identity and add character.

Photography that adds an element of consistency and depth.

RAINBOW RAINDROPS Designer and letterer Jill Smith's brand identity is packed with personality. Quirky icons, off-the-wall illustrations and colourful patterns (including said rainbow raindrops) create a fun, witty and long-lasting impression.

photo: Matt Pereira



So what is brand styling?

Brand Styling is the art of using type, colour, pattern, illustration and texture to communicate a carefully considered and highly intentional message. One that will help you attract the right sorts of clients, compels them to do business with you and enable you to get where you want to be, faster.

Brand styling involves more than creating a smart logo, although that's certainly at the centre of your brand identity. A well-styled brand pulls together typefaces with just the right character; colours that resonate and communicate your brand values; patterns that add depth and flair and illustrative elements that bring personality and style.

Essentially it's about creating a distinctive look that reflects what your business is all about.

The brand board opposite shows some of the different elements that make up a well-styled brand. Your brand may include some, or all, of these elements depending on what you do and how you want to come across.

I've been styling brands for fifteen years now I'm consistently amazed at the effect a well-designed brand will have on a business. It's the difference between fighting for every project and competing on price, or attracting a steady stream of clients who value what you do and are prepared to invest in the difference your product or service makes. >

Expect your brand identity to include some or all of the following:

- A distinctive **logo** that's instantly recognisable.
- A **colour palette** that supports your brand values.
- A range of **typefaces** to add character.
- **Illustrations** perhaps to add interest and personality.
- **Photography** to add consistency and depth.
- **Patterns** and devices to add texture and flair.

You may not need all of these elements, but if you want to communicate in a compelling way you'll need to think about something that's more comprehensive than simple your logo and a couple of colours.



PRIMARY LOGO



SECONDARY LOGO



HORIZONTAL LOGO

BAYNTUN FLOWERS

NOTES



TYPEFACES TO USE WITH LOGO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLOUR SPECIFICATION



ALTERNATIVE TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Minimum width

Minimum height



Bayntun
FLOWERS
www.bayntunflowers.co.uk

ASK THE EXPERTS

When your brand identity is crafted with focus, flair and purpose it becomes an asset to your business. Enabling your current and prospective clients see your business the way you do; building value; setting you apart from the competition and helping you gain in confidence.

How to Style Your Brand

Start by getting focused. Essentially, you need to ask yourself: what do I want to be known for? What makes you different? What do your clients love about what you do and how do you want to come across?

Just take a moment or two to write down three words that encapsulate how you'd like your business to be seen. Three words that sum up what you want to be known for:

1.
2.
3.

Create a vision. How should your brand look and feel? Without being too prescriptive, try to pull together a mood-board that reflects your vision for your company. This isn't just about showing what you do, it's a powerful jumping off point for your creative process so think big and let your imagination run wild! >



Ask yourself:

- What impression do my current website and marketing materials give about my business?
- Are they consistent?
- Do they reflect what I want to be known for?
- Am I winning business because of, or in spite of, my current brand identity?
- Do I find it difficult to get my clients to see the value in what I'm doing?
- Am I proud of my website, business card, logo and marketing literature?



ASK THE EXPERTS

Use colour psychology to help you make sense of where you're headed. Translating your brand values into tangible fonts, colours, patterns and textures can be challenging. How can you be absolutely sure that what you pick sends out the right messages? Colour psychology is your friend. It'll bring a very objective process to something that's so fraught with subjective whim.

Pull in elements with intention. Think carefully about the choices you make when crafting your brand identity. You want to create a specific impression – whether that's cutting edge, masculine and ergonomic or delicate, distressed, laidback luxe (and everything in between). Ask yourself: does this create the impression I want?

Review against the brief. Always! It's always about mixing a blend of heart and head. You need to love it – it's your brand identity, but it doesn't need to reflect every nuance of your personality and most importantly, it needs to create the right impact with the people who are going to invest in your business.



About the author

Fiona Humberstone has been styling brands and running workshops since 2000. Having founded, grown and sold one of the UK's most successful brand styling companies, Fiona now consults for design agencies and runs game-changing courses around the world and is available for speaking engagements. Her bestselling book, *How to Style Your Brand*, is available from Amazon and good book sellers.



On the trail of your lost customers

Understanding why your customer has stopped buying from you is the key to winning them back.

Losing a customer is never a nice feeling

Even the best businesses lose customers, often through no fault of their own.

For every customer lost, another has to be found, otherwise your customer base would dwindle to nothing.

Sometimes it's easy to be focused on answering the front door to new customers, and neglect existing customers leaving by the back door.

We all know that existing customers are easier to sell to – they know you and you know them. And loyal customers tend to be more profitable. So how do you increase the likelihood of them staying put?

How many customers have you lost?

First you need to determine what you'd consider to be a 'lost customer'. If you keep records of each customer's transactions, you'll get the most accurate results. If you don't, just make some sensible judgements.

On average, how often do your customers buy from you? Once a week, once a month, every 9 months? We'll call this their '**frequency**'. Ok, now when did each customer last order? We call this their '**recency**'. So if a typical customer's frequency is an order every 3 months, and the recency of their last order was 5 months ago, we may have problem. >



Are you in the dog house?

CUSTOMER RETENTION

So, why haven't they called? Is there a good reason why they've gone AWOL? It's probably one of these common reasons, so here are a few ideas on how to stop them walking...

1. You messed up

It happens to the best of us so don't get disheartened. See it as a great opportunity to make it up to them and convert them into your number one fan. Remember though, just because they haven't complained doesn't mean that they are happy. However, research shows an unhappy client who has their problem resolved is more loyal than one who has never had a problem.

2. They just forgot about you

Ouch. Try to keep in touch as much as possible (without stalking them). Encourage them to follow you on social media and have them on your marketing mailing list.

What would mailing them once a month do to your business? It's a great way to stay on their radar. Add yourself to their mailing list too so you know what's going on in their lives.

3. They've found it cheaper

Don't panic. Especially in these times, it's tempting to discount yourself out of business just to win them back. If you're competing solely on price, there'll always be someone to undercut you and the downward race to the bottom continues.

Give quality of service and value for money that they can't get anywhere else. If they really want the cheapest then have the balls to say goodbye – it's absolutely fine to 'fire' unprofitable customers. If your competitor lets them down, or your customer is disappointed with their quality, you'll still be there with a box of tissues. Just don't gloat... nobody likes a smartie pants.



Top Tip #1

Try sending them an anniversary card on the date they first ordered and thank them for their business. They'll feel loved and appreciate that you remembered. Give them a gift and they'll love you even more. Or remember their birthday with a special treat or promotion just for them.

Top Tip #2

Rather than discount on price – offer free upgrades instead. Encourage your customer to try premium products, which might persuade them to order the alternative in future. Or, offer 'value-added' bundles, where buying a few things together qualifies for lower prices, but increases the size of the total transaction.

Calendar

14 Month Calendar
www.fox.com



JANUARY



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1						
	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Need to raise some funds?

Ever thought about selling calendars instead of giving them away?

Many of our customers use calendars to raise funds or make some money. Here are a few ideas on ways you could boost your income – and raise your profile – with a little bit of effort.

See our full range over the next couple of pages.



TOP FIVE TIPS

1) Run a design competition for kids

Put the best paintings or artwork into your calendar and sell them to parents (and a second copy to Granny).

2) Sell adverts to local businesses

Ask local businesses to buy adverts – put a different one on each page, or around the side of wallplanners.

3) Photograph kids on their birthday month

Snap everyone with a June birthday together, print on their birthdays, then flog the calendars to Mums and Dads.

4) Strip off like the calendar girls

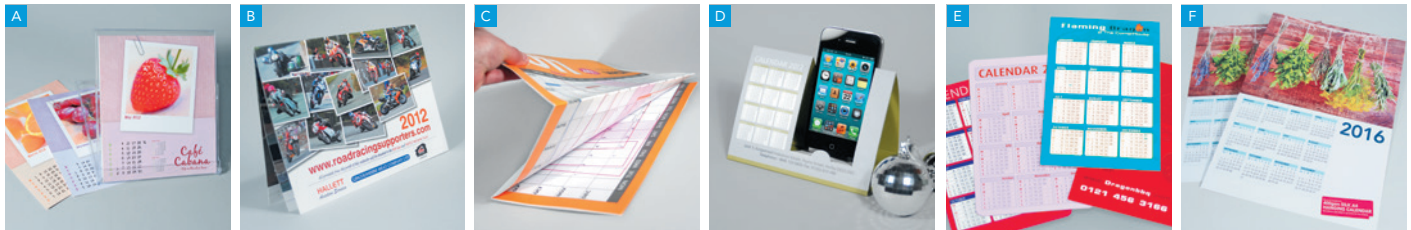
Get your colleagues to flash a bit of flesh in the name of charity.

5) Double up as recipe books

Pop on some seasonal recipes on each month and make the calendars even more sellable.

CALENDARS LINE UP

No matter your budget, calendars are an effective way to give a branded gift that lasts a whole year. Here's our most popular sellers – fancy something else? Ask us.



- A CASE CALENDARS** A separate card per month with a front and back cover, all presented in a neat acrylic case **250 from €369** PRODUCT CODE ZCASSM0
- B 14 MONTH CALENDARS** Starts in December and runs 'til January 2018 – up a month earlier, stay a month later **250 from €342.90** PRODUCT CODE Z14C5RPT
- C WALLPLANNERS** A massive billboard on your customer's wall, with the whole year to view (as well as your brand) **250 from €186.30** PRODUCT CODE ZWPA2
- D MOBILE PHONE HOLDERS** Somewhere to rest their phone, with the whole year at a glance **250 from €312.30** PRODUCT CODE ZMOBPH0
- E POCKET CALENDARS** To keep in the wallet or purse – your details one side an annual calendar on the back **250 from €41.40** PRODUCT CODE ZPOCKX0T
- F HANGING CALENDARS** Our lowest cost hanging calendar – a nice picture and a whole year to stick up **250 from €112.50** PRODUCT CODE ZHCA5

NEED TO SEE SAMPLES? Ask your local studio for a FREE sample pack.



BESTSELLERS

Make sure you're stocked up.
Here's our best sellers of the season.

- A PROMO FLYERS** Great for handouts – a medium weight 280gsm gloss artboard, double sided as standard **5,000 A6 from €120.60** PRCA644V
- B LUXURY BUSINESS CARDS** Matt laminated on thick 400gsm board – now starting as low as 50 **500 from €46.80** PRODUCT CODE BCLX4F
- C STARMARQUE BUSINESS CARDS** Spot gloss highlights catch the light and look sophisticated **500 from €70.20** PRODUCT CODE BC5M4F
- D CORPORATE LETTERHEADS** Thick super smooth wove letterheads, look elegant and professional **1,000 A4 from €97.20** PRODUCT CODE STCPA40D
- E PREMIUM GLOSS LEAFLETS** Photos look best with a high gloss coating on these 150gsm beauties **5,000 A5 from €120.60** LEGA54V
- F PREMIUM SILK FOLDED LEAFLETS** 170gsm silk – perfect for brochures, price lists and chic marketing **1,000 A4 from €155.70** PRODUCT CODE MBSA44T
- G GRAND SUEDE BUSINESS CARDS** New soft touch lamination applied to 450gsm artboard feels sublime **500 from €67.50** PRODUCT CODE BCGU4F



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