

COMMUNICATIONS

When it comes to selling into schools a good website is vital, and a blog adds a further 10%

If you are advertising to schools then a good website and on-line shop are essential. This has always been the case with email advertising but now, with the advent of OPEN and other government on-line initiatives relating to school purchasing, it is essential.

But, just as sales letters and emails are more than announcements of what you sell, so websites are more than just product announcements. The layout, the text, the colours, the pictures - they all affect the way the teacher will see you and your site.

What's more, these factors affect your position in the rankings. The higher you are up the Google and Yahoo! search listings, the more people are likely to discover you when making their searches.

Then, in addition to the website, there is the question of the blog. A regular blog can help to build up a regular readership as well as attracting new readers who find your blog through a search engine or because an article is forwarded by another teacher.

A particularly well-written blog will not only attract readers, but also result in people forwarding your messages to others, which can result in more and more people discovering your services.

But I don't have a website

You might not have got around to setting up a website yet, or maybe feel they are more trouble than they are worth, but we can design a simple site for you and get you on-line very quickly.

Free consultancy

Alternatively if you'd like to talk to us about your website or your blog, just give us a call and we will be pleased to take a look at and give you our comments. We'll tell you, without any obligation or charge, what changes could be made in order to:

- Ensure that more people come to your site
- Ensure that more people buy from you having looked at your site
- Ensure that more people return to your site.

Then, if you would like us to go further, we'll quote you for undertaking this work. If you don't want to proceed – that's fine – but if you do we'll be happy to work with you.

If, however, you would like us to work with you not just on your website but also on other areas of your marketing, you might like to consider the Velocity programme through which for a monthly fee we can undertake work in various aspects of your company and be on call throughout the working day for any issues you want to raise.

Simply call 01536 399 000 and ask to speak to one of the Marketing team.

Phone: 01536 399 000. Fax: 01536 399 012. Email: Sales@hamilton-house.com

Website design service: www.hamilton-house.com/gateways/webdesign.html

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