**nettl** web studio

"Precisely HOW

# INTERIOR S. I.B.

changed MY BUSINESS"

# **ANTHOLOGY**

of TRUE tales from our fine PARTNERS





## Once upon a time...

There were some people. They were clever people. Maybe they were a bit like you. They were graphic professionals. They designed things and they sold things. They were business people and creatives. And they were good at what they did. Except they weren't a Nettl.

One day, one by one, that changed. Each of them decided to be brave. They decided to join the Nettl family. This is an anthology of their stories. It's what happened next. This is how Nettl changed their lives.



## Hello, I'm Alan

## Nettl of Stirling

### How would you describe your business before Nettl?

I ran a graphic design and print studio from a home office.

Mainly I did design for print. I'd sell my clients the print they needed and upsell the graphic design to them.

#### What inspired you to join Nettl?

I saw the needs of my clients changing. They were less focused on business cards and more focused on websites. I felt it was time to evolve my business to help me retain clients and to win new ones.

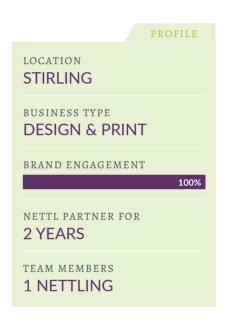
Nettl allows me to confidently win the client relationship with web projects using advice from the army of Nettl Geeks.

### Who would play you in Nettl the Movie?

Okay, so I asked around and this was the common answer...Bruce Willis. I think due to his laid back smoothness rather than his smooth head. Better dust off my white vest in time for Christmas. Yippee ki-yay!

### What challenges were you looking to solve?

My clients wanted one creative relationship. I was concerned that if they found someone who could do it all, I'd lose the client's print spend. I needed to deliver web projects efficiently. I hadn't dabbled previously as the learning curve, setting up installs, hosting and domains were too much of a time burden. I didn't have the support around me which I needed to make it work and move forward confidently.













Since converting to Nettl I've doubled my turnover, with a massive increase in web revenue. My clients tell me that the Nettl marketing is 'on point' and I would not have time to create monthly campaigns myself. It's great to be a part this and I get lots of positive reaction.

#### What has been your most interesting project?

Probably the site build for Gavin at www.canvasart.co.uk in Forfar. They came to me as they wanted to link their till to their website. After a little discussion I discovered that they weren't happy with the look of their newly launched site. So after this discovery we embarked on a full re-design and a complex till integration. Nettls EPOS integration made it possible for me to deploy a high value site with high value functionality.

"Since converting to Nettl I've doubled my turnover."

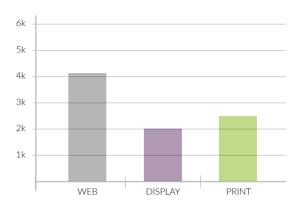
### What's your weirdest client request?

I once had to photoshop a pair of pants onto a model for a strip club 'nudey' calendar. It was a dirty job but somebody had to do it.

## At the Nettl bar what's your drink of choice?

A White Russian please, double. The dude abides.

#### HIGHEST ORDER VALUE



**NEW CLIENTS** 

172

HIGHEST VALUE WEB PROJECT

£4,100

HIGHEST VALUE PRINT PROJECT

£2,498

**REVENUE GROWTH** 



#### How have your clients reacted to Nettl?

My clients were excited by the partnership. They tell me they love the monthly marketing and that being part of a bigger network gives them the confidence to do more work with me.

"My clients tell me they love the monthly marketing."

### What's the best thing about Nettl?

The marketing, the geeks and the branding. It's all helped me build a credible, full service agency. Thanks!

#### What's the worst thing about Nettl?

Hmmm, is that a trick question?

"The training positioned me as the local web and print expert."

#### How has Nettl training helped you grow?

I had 'some' experience creating HTML sites but the Nettl training has helped me master Wordpress and Woocommerce allowing me to become the local expert, and offer higher value projects. This in turn has won me higher value, higher spending clients.

WEB PROJECTS WON

69

PRINT PROJECTS COMPLETED

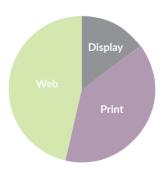
1,598

**DISPLAY PROJECTS COMPLETED** 

92

#### PROJECTS COMPLETED







## Hello, we're Billy and Jake

## Nettl of Cambridge

#### How would you describe your business before Nettl?

We were a print agency. We offered our clients a full range of print, display and exhibition printing sourced from a national trade supplier. Our business was dominant in Cambridge. We'd get our clients the best prices and we'd do some graphic design work for our favourtie clients too.

#### What inspired you to join Nettl?

We wanted to survive and grow. We saw the print shop apocalypse coming, we saw clients go online and we knew that to maintain our cream, and margin, we'd need to diversify our services to fill the profit gap.

### Who would play you in Nettl the Movie?

I think I'd be Jason Statham, because I like to be all action, both in and out of work, and Jake would be Daniel Craig. He already thinks he is cooler but I'm yet to see compelling evidence of that.

### What challenges were you looking to solve?

The start of a new business journey used to be to get business cards and flyers. We were the go-to place. We saw that start to change. Now the first thing that new businesses want is a fancy website. For us to win the client right at the start we needed to lead with websites. Once we've done that we can then introduce them to our range of print services.

Finding a way to start doing web, and then seemlessly market ongoing print and display work, was the way we wanted to grow our business. LOCATION
CAMBRIDGE

BUSINESS TYPE
DESIGN & PRINT

BRAND ENGAGEMENT

70%

NETTL PARTNER FOR
1 YEAR

TEAM MEMBERS
2 NETTLINGS











We've been able to market to more people and win more clients. We added around £30k of websites in our first year, but as a print agency owner, I really embrace the ink on fabric range. Nettl is more than web. It's print, display and exhibitions too. Marketing the exhibition range brought us revenue of £28k purely from our existing client base.

#### What has been your most interesting project?

We've done lots of great projects but our favourite has been an e-commerce site for a track day provider. We only had two weeks to create a fully working e commerce website where visitors could book a track session at our clients venue. The client has seen their monthly sales double via the site since we launched it 3 months ago.

## "Nettl helps us deliver around 5 websites per month."

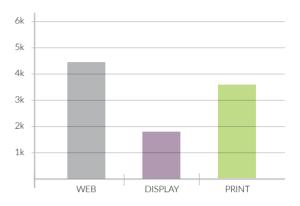
#### What's your weirdest client request?

We were asked to build an e-commerce site for a Sex Shop. They wanted to sell their products and services online.

### At the Nettl bar what's your drink of choice?

We'll both have pints please, with a jager bomb chaser. Can I have one with a sparkler in it, for Jake please?

#### HIGHEST ORDER VALUE



**NEW CLIENTS** 

243

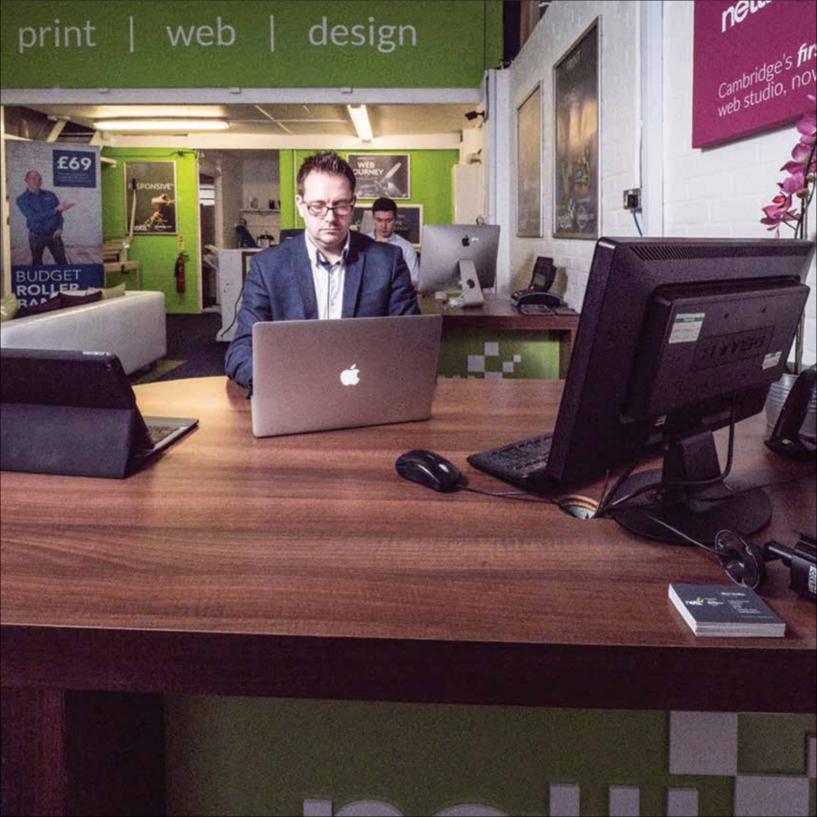
HIGHEST VALUE WEB PROJECT

£4,500

HIGHEST VALUE PRINT PROJECT

£3,796

**REVENUE GROWTH** 



#### How have your clients reacted to Nettl?

They love it. We introduced the new partnership slowly and clients love hearing about our story and our new services.

"The funky Nettl marketing helps us start new conversations."

#### What's the best thing about Nettl?

Firstly the support of the geeks. Jake and I had no prior web experience and we're now creating websites at the same level as the top 5 agencies in Cambridge. (Ours are better, of course).

### What other options were you considering?

We'd looked at sign-writing but the barriers to entry were high and we saw signage in Nettl's plans so it was a no-brainer.

"Diversifing our services helped our print business survive and grow."

### How has Nettl training helped you grow?

As novices, we found that it taught us the basics in a structured way. We've built on that knowledge with every website we do. The Geek channel is also a breath of fresh air. It saves us hours of 'googling' to find that answer that we need to complete a task.

WFB PROJECTS WON

32

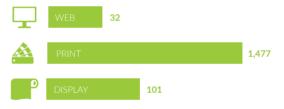
PRINT PROJECTS COMPLETED

1,477

**DISPLAY PROJECTS COMPLETED** 

101

#### PROJECTS COMPLETED







## Hello, I'm Chris

## Nettl of Gloucester

## How would you describe your business before Nettl?

My business was established in 2007 as a web agency. We'd also provide graphic design and marketing. We added print to our services in about 2010. We were ticking along nicely, not setting the world alight, doing some web, doing some design and print. I suspected that we were hitting the same problems that other web companies were hitting too.

### What inspired you to join Nettl?

I was familiar with the team behind Nettl. Over the years I grew to understand the group more. I was impressed at how they operated, their ambitions of growth and also how approachable and supportive they were when needed. (They didn't make me say that, honestly). Ultimately I wanted to do sites under £2k more efficiently, and at the other end, take on bigger projects such as Epos integrations.

### Who would play you in Nettl the Movie?

How about 'NO'. Soz not soz.

#### What challenges were you looking to solve?

I always worried that my business would be vulnerable if my top end web developer left. One day, it happened. We eventually recovered but there were many sleepless nights. I needed to de-risk and Nettl helped me to turn my graphic designers into web designers. With all the clever knowledge being in the Nettl system, rather than in someone's head, I was able to start sleeping again at night!













Behind the scenes, Nettl has provided us stability and support. This has enabled my business to move forward profitably. Nettl provides us with great marketing collateral, brochures and emails all ready to go and we still have the unique offering of being an independent, yet nationwide, studio. This gives us credibility and provides peace of mind to our clients. We were initially protective about our name and brand, which had built-up locally, but ultimately we are still an independent business. However, being backed up by a national brand gives our clients the confidence to do more with us

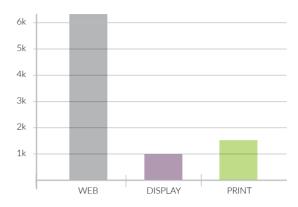
#### What has been your most interesting project?

Given that we were already very experienced in web our first Nettl project was an EPOS integration. This was the largest website project we'd been involved in to date. However, the two most interesting websites have built on that knowledge; one looks cool and sells outdoor camping gear, (www.angloforro.co.uk), and the other is a local premium shoe shop that integrates the website with iPad tills and offers click-and-collect, (www.cottersshoes.co.uk). Both sites also speak to their respective Amazon and eBay shops to tie all the stock management together. We couldn't have done any of this without our Nettl partnership

#### What's your weirdest client request?

Being an approachable and visible web studio, on the high street, I guess weird requests are standard. Of course we've declined working on many adult content websites but we did do a one-page website for an artist. It did nothing of technical note, it just showed a static frankfurter style black sausage on a pink background...does that count as being a weird request?

#### HIGHEST ORDER VALUE



**NEW CLIENTS** 

377

HIGHEST VALUE WEB PROJECT

£10,050

HIGHEST VALUE PRINT PROJECT

£1,599

**REVENUE GROWTH** 

**50%**↑



#### What's the best thing about Nettl?

The culture. What a great bunch to work with and have in our corner. The team are approachable and supportive. We loved the impact Nettl made to our business.

#### How did your team react to Nettl?

The team enjoyed the transition. We were so confident that this was going to work that we jumped in first. The team tell me they love the systems and support which help us do what we do, but better. Up-skilling my graphic designers also freed up my top end web developers to work on the bigger, sexier projects.

#### What's the worst thing about Nettl?

Keeping up! Nettl is constantly developing. New innovations, new products, new software and new solutions. With everything they do we've always got something new to talk to our clients about.

### How has Nettl training helped you grow?

We use the Nettl surgery webinars to teach us new things and we use the Nettl resource and support forum when we need to. We put two of our junior members of staff through the Nettl Cadet Training Academy. This taught them what they needed to know to market, sell and build websites. Even our top optimisation guys learnt something new on the Nettl SEO course.

## Anything else?

Like many web agencies we were solving problems for each client as we went along. Now Nettl pre-solves the common problems for us which means we give our clients more bang for their buck. Nettl also helped us build revenue from print and display by providing all the marketing and support to help us leverage more sales from the people we sell web to. Our average client spend has risen. Perfect.

WFB PROJECTS WON

251

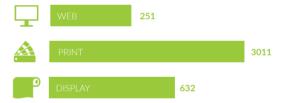
PRINT PROJECTS COMPLETED

3011

**DISPLAY PROJECTS COMPLETED** 

632

#### PROJECTS COMPLETED







## Hello, I'm Raj

## Nettl of Stockport

### How would you describe your business before Nettl?

Before becoming a Nettl partner we were a printing franchise which was bolted on to my greeting cards business, Davora Ltd. We provided our clients with design and print, both litho and digital. My Nettl team currently consists of 3 people: me, the owner and Toby, my Studio Manager. We're expecting our lead graphic designer to be back after having her baby in a couple of months.

### What inspired you to join Nettl?

I was a highly impressed customer of the network. As a customer, it ticked all the right boxes – cost effective, great quality, guaranteed turnaround times on all the print. Becoming a partner was a no-brainer when the opportunity came up. It was all very timely as we had just started building websites for some of our clients and we could see the demand growing.

## Who would play you in Nettl the Movie?

I'd be Bill Murray in his role from Groundhog Day because every day is the same but different. Toby would be Zach Galifianakis of course.

#### What challenges were you looking to solve?

Our customers were increasingly asking us to help with their website needs. We were using third party services which left us a little vulnerable. As a Nettl, we can now offer the full service experience to our clients which they tell us they love.

LOCATION
STOCKPORT

BUSINESS TYPE
DESIGN & PRINT

BRAND ENGAGEMENT

90%

NETTL PARTNER FOR
2 YEARS

TEAM MEMBERS
3 NETTLINGS











We've been able to market to more people and win more clients. The new look has been a great talking point locally and with our customers. We're also now more able to articulate the services we do - we're no longer a "printer that also does websites on the side". We're now a full service provider.

#### What has been your most interesting project?

We built a membership site for the Four Heatons Traders
Association, a local business group of which we are also a member.
The challenge was to reduce the effort required to become a
member or maintain members – previously an onerous annual
paper based task with mixed results. The new website allowed
members to set up an online subscription and self-manage their
memberships, giving them access to member-only content.

"Our position in the local print market place was under pressure, we needed to change."

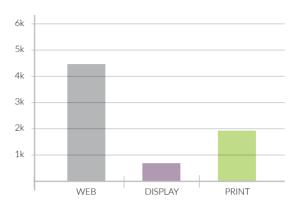
### What's your weirdest client request?

We were once called by a very panicked existing client on a business trip to Canada. He couldn't find the "@" symbol on the US keyboard. Safe to say, we saved his career.

### At the Nettl bar what's your drink of choice?

I'll go for 'The Godfather' (I'm going to need one after this survey!) Toby usually has a glass of Rioja. Straight up. Hold the rocks.

#### HIGHEST ORDER VALUE



**NEW CLIENTS** 

189

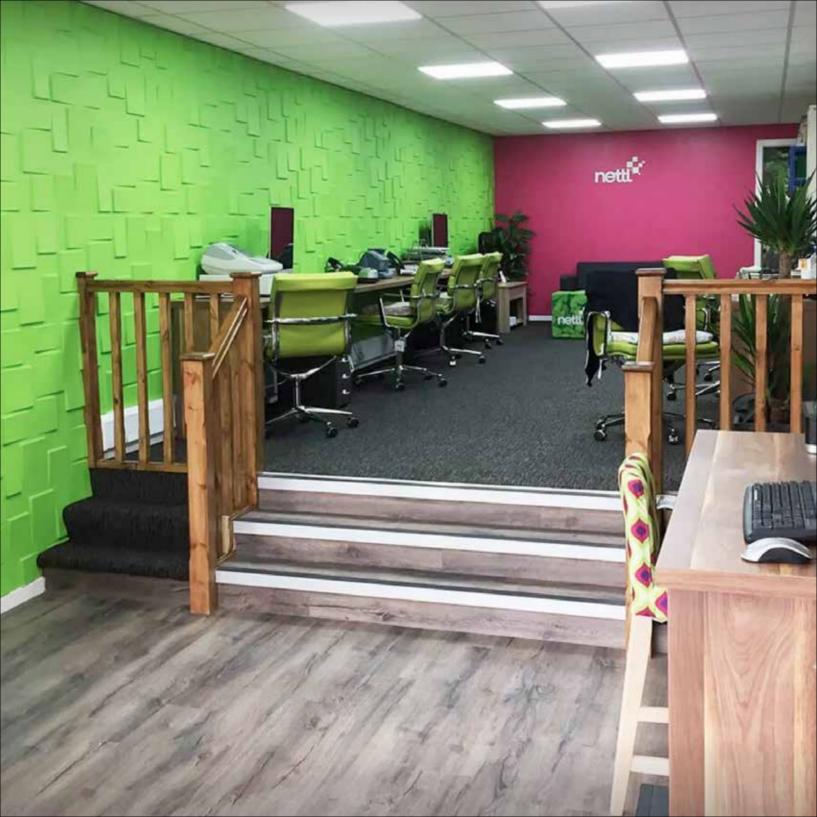
HIGHEST VALUE WEB PROJECT

£4,200

HIGHEST VALUE PRINT PROJECT

£1,967

MARGIN GROWTH



#### How have your clients reacted to Nettl?

They've loved the new look and feel. It's a complete transformation from our printing store and a great conversation starter.

"The support we get in running our studio is superb."

#### What's the best thing about Nettl?

I really like how there's always something new on the horizon, such as the new fabric printing, signage and SEO. It all gives us more reasons to speak to our clients and less reasons for them to shop around. The support we get from Nettl in running our studio is superb.

#### How did your team react to Nettl?

Very positively! We needed something that re-invented our business and Nettl was just the ticket. The team are more enthused than ever and this reflects positively on our clients.

"We're no longer a printer, we're now a full service provider."

### How has Nettl training helped you grow?

The online world is as vast as the ocean. Nettl has helped us to focus on what's important and provided the necessary training to allow us to be confident in the services we offer.

WEB PROJECTS WON

54

PRINT PROJECTS COMPLETED

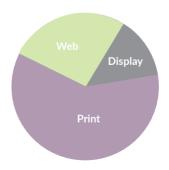
733

**DISPLAY PROJECTS COMPLETED** 

65

#### PROJECTS COMPLETED







## Hello, I'm Dally

## Nettl of Leeds

### How would you describe your business before Nettl?

We were a print and creative agency. However, it was more everyday print essentials over creative. We dipped our toes into a little bit of web, maybe doing a couple of sites a year.

#### What inspired you to join Nettl?

We needed to switch things up. We saw the market changing rapidly. We saw our creative service declining. We knew that we needed to change if we wanted to grow and meet the demands of consumers.

#### Who would play you in Nettl the Movie?

Elastigirl – aka Mrs Incredible. A hard worker and hugely motivated. She's really experienced and agile – her focus is always about keeping her family safe. My team here at Nettl of Leeds is also a little family which I like to protect.

## What challenges were you looking to solve?

We were the people that customers thought of when they needed something quickly and at a low cost. That was great but we aspired to be the full service creative design, web, print and marketing agency which won higher value projects for higher value clients.

We found more and more clients were outsourcing design and web to a freelancer or another agency. We wanted to work with brands from the very start. We wanted to be part of their journey and bring their visions to life, not just be their low cost, quick printer.

PROFIL

LOCATION LEEDS

BUSINESS TYPE

DESIGN & PRINT

BRAND ENGAGEMENT

20%

NETTL PARTNER FOR 2 YEARS

TEAM MEMBERS
4 NETTLINGS











Nettl has absolutely transformed our business. I have been in design and print for 12 years and had no prior web experience. If you talk to me about code / CSS I would switch off.

I can now turn around websites within hours. We are winning more branding projects than ever before. We're so confident selling due to the resources and support that we get from our Nettl partnership.

#### What has been your most interesting project?

We're fortunate to work with many, many businesses week in and week out so I don't think I could pinpoint the most interesting project. I think for us, the most fulfilling are the ones we start from scratch. The client literally comes in with an idea and we take it from there. We've even named some businesses, which is pretty cool.

"We wanted to be back at the front of the queue, to deliver all the things our clients now needed."

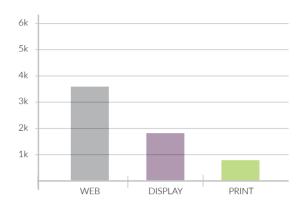
#### What's your weirdest client request?

A client panicked after receiving our design for 10,000 flyers. We'd printed the word 'Hedgehog' on them. He claimed the real spelling was Edge-hog and that we'd made an error. In the end he is still a client – and there is still an H in hedgehog.

### At the Nettl bar what's your drink of choice?

Prosecco of course! Unless you're buying - I'll take Champagne!

#### HIGHEST ORDER VALUE



**NEW CLIENTS** 

357

HIGHEST VALUE WEB PROJECT

£3,699

HIGHEST VALUE PRINT PROJECT

£699

REVENUE GROWTH



#### How have your clients reacted to Nettl?

They love the quirkiness of the brand, especially the writing style in all of the marketing. They tell us that we're talking their language, so that's positive. We lead with our own brand in the studio's design but we've complimented our style with the Nettl ethos and carefully selected Nettl logos, furniture and marketing.

"We needed to change. For us, the Nettl Partnership has really been the saviour of our business."

#### What's the best thing about Nettl?

The support. Nettl feels like one big family. I often reflect and think about how my business would survive without the Nettl CRM system and our access to the speedy support team. The geeks are a life saver (we bribe them at Christmas with treats).

#### Anything else?

Well, Nettl does all the market research and reacts to what consumers need from the marketing, to the message, to the future. Being part of it is fantastic.

#### How has Nettl training helped you grow?

The training is led by real experts. The days have been extremely beneficial, intense and full of information. The development is like having your own business coach. We've learnt how to structure our days and our business to ensure our clients get the best possible experience when working with us.

WEB PROJECTS WON

115

PRINT PROJECTS COMPLETED

2,021

**DISPLAY PROJECTS COMPLETED** 

51

#### PROJECTS COMPLETED







## Hello, I'm John

## Nettl of Altrincham

### How would you describe your business before Nettl?

I worked for a web and print agency in Manchester where we offered printing and design as our main services. We started offering more web related stuff towards the back end of my time there which is what gave me the taste for this Nettl malarkey.

### What inspired you to join Nettl?

I always had a desire to work for myself. I cut my teeth working for 'the man' and I wanted to big or go home. I could see that to launch my own business I needed the right systems and software and that I would also need assistance with marketing and promotions. I saw the Nettl solutions and knew that with the backing from a great team like Nettl I could achieve my goals.

### Who would play you in Nettl the Movie?

Easy. Brad Pitt, obvs.

### What challenges were you looking to solve?

The clients at my former agency had started becoming 'web first'. Web was the thing that my clients wanted to talk about and it was the first thing that a new business wanted to put in place. From there we could move the relationship onto printing, design, exhibitions and all the other things that a client needs. I wanted to win clients and do everything for them. Nettl provided me with the 'big business infrastructure' and integrated supply chains for 'small business prices'. I've not looked back.

LOCATION
ALTRINCHAM

BUSINESS TYPE
DESIGNER

BRAND ENGAGEMENT

90%

NETTL PARTNER FOR
2 YEARS

TEAM MEMBERS
1 NETTLING











Nettl has helped me to confidently deliver websites, printing, exhibition and SEO solutions to all of the clients that I've won. The systems help me to operate the business; everything from CRM to GDPR compliance, to generating invoices and collecting payments that I'm owed. Reducing all the admin faff has allowed me to focus on winning new clients for my business.

### What has been your most interesting project?

I work with lots of health and fitness clients. It's hard to pin this down to one project. I enjoy all the marketing and web jobs I do in this sector as it's an area which I enjoy learning about. (You've seen my massive arms, right?)

"Nettl systems help me run my small business. The software for CRM, GDPR, invoicing and payment collections is all included."

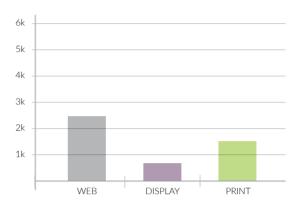
### What's your weirdest client request?

I got asked to attend somebody's wedding after doing a bit of work for them. To be honest, I was hoping for the role of Best Man.

### At the Nettl bar what's your drink of choice?

It all depends on the type of day I've had. It could be a pint of Estrella, it could be a pint of vodka!

#### HIGHEST ORDER VALUE



**NEW CLIENTS** 

144

HIGHEST VALUE WEB PROJECT

£2,499

HIGHEST VALUE PRINT PROJECT

£1,499

**REVENUE GROWTH** 



#### What's the best thing about Nettl?

The Geek support. Knowing that there's support and assistance for any challenging client brief helps me to sell more confidently. I then have all the marketing I need to win the client's print and display work. Or maybe the client needs a deck chair. Or a bean bag. Or some branded curtains. I can do it all now.

"My clients had become 'web-first'. Once I'd won that, the print and exhibition work followed."

#### How did your team react to Nettl?

I bloody loved it.

#### What's the worst thing about Nettl?

Having to fill in a questionnaire for this booklet when I should be watching the dramatic conclusion of the ITV hit drama Liar...

"In addition to web tools Nettl provides everything I need to win the print and display work too."

#### How has Nettl training helped you grow?

I trained on the job for 8 years but the Nettl training academy and webinar learning has helped me to learn new skills without impacting on the day to day running of my business.

WEB PROJECTS WON

85

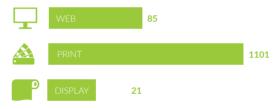
PRINT PROJECTS COMPLETED

1101

DISPLAY PROJECTS COMPLETED

21

#### PROJECTS COMPLETED





To find out how a Nettl partnership could help your business grow, contact us at;

> partner@nettl.com 0800 211 8060

