



— FUN, FUNKY & FLIRTY —

HOSPO BRANDING IDEAS

3 SOLUTIONS

VERSION
1.0
2024

from

nettl®



CHECK IN & CHECK OUT

Elevate your brand!

With our digital services and print solutions for Hotels, Restaurants, Bars, Cafés, Guest Houses, B&Bs and more, we have everything you need to elevate your brand—both online and in print.

In this guide we've included some stand-out products and services that cater to the Hospitality industry. We couldn't possibly fit *everything* in here, so if you are after something unique, just get in touch with your local *Nettl* team.



DIGITAL MARKETING SERVICES

Make a lasting first impression.

In today's digital age, most business transactions happen online before you even meet your clients in person.

A seamless online process allows for faster communication and more efficient decision-making, setting the stage for a smoother in-person interaction when the time comes.



A POSTER IN THE DESERT

Putting a website live is like hanging a poster in the desert...

It might look great but unless you drive visitors there, no one will see it. Except maybe camels. And they ain't buying.

That's why most businesses invest in **digital marketing**. They work on **visibility**. On turning browsers into **buyers**.

Over the next few pages we'll showcase effective, **battle-tested strategies** to help you drive more **potential customers** to your website

To boost **brand awareness**.

To increase **leads, calls, and sales**.



“ **Nettl came highly recommended to us and we certainly now pass this on.**

– Janice, Care Industry

START WITH A PLAN

There are many ways to market your website and grow your business.

The key is finding the right mix for you.

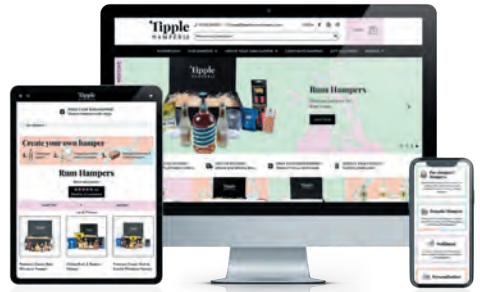
It's about knowing your business, audience, goals, and budget. Claim your **free digital marketing plan now**—just complete our quick survey for instant results. Share them with your local **Nettl studio**, and they'll suggest the best next steps to help plan your path to online success.



WEBSITES & BOOKINGS

Your website is your global shopfront, shaping first impressions in just 50 milliseconds.

Beyond appearances, it should generate leads, manage bookings, and drive sales.



Clients expect to be able to interact with you online, in the same way they buy a cinema ticket, make a reservation, or book an airline seat.

Our booking boffins can add functions to your website that connect your business to your clients. Things like bookings, reservations, appointments, and more.



CREATE FREE QR CODES

Engage your Customers

Include QR codes with links to virtual menus or helpful blogs in the waiting area so your customers can browse, read or watch.



NETTL CARE PLANS

Once your website is up and running, you'll want to keep it safe and secure.

Nettl Care Plans are an easy way for you to make sure that's the case, but also provides peace of mind should the worst happen.



INSTANT WEB QUOTING

Want to know how much a website might cost you?

Get an instant quote for your next website project in 3 quick and easy steps.



SEO VS PPC ... WHICH IS BETTER?

SEO

SEO stands for *Search Engine Optimisation*.

It's the business of ranking organically (naturally, on merit) on search engines, for key words and phrases related to your business. Usually, around 10 organic listings appear on the results page.

PPC

PPC means *Pay Per Click* and is a generic term for paid advertising.

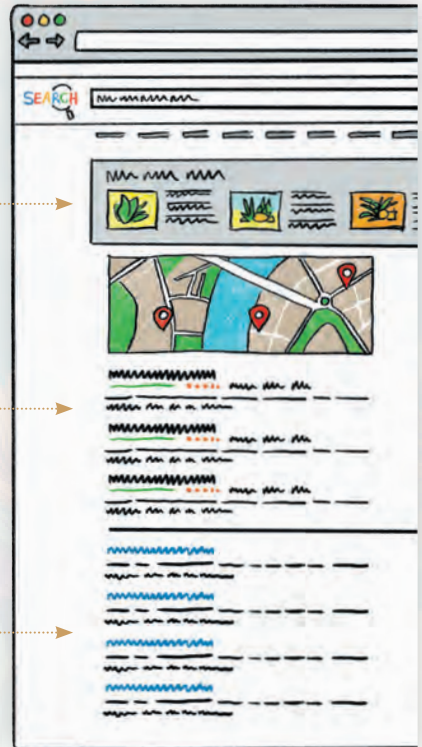
You can of course pay 'per click' or 'per 1000 impressions' (PPM), but PPC is often used as a catchall for referring to any sort of paid ads. Ads are usually found at the top and bottom of a results page.

SEO Includes:

- ✔ Organic clicks are 'free'
- ✔ SEO efforts yield residual results
- ✔ Organic results attract more clicks

PPC Includes:

- ✔ Get listed instantly
- ✔ It's easier to get going than SEO
- ✔ A large amount of customer targeting options



“ Helped me secure the top spot on Google. ”
- Julie, Celebrancy Industry

GOOGLE BUSINESS BOOSTER

Drive more views, clicks, and calls to your business with Google Business Booster.

When searching for a local business, most customers head to the map pack (or local pack).

So if you run a business where people search locally for what you do, you'll want to appear here. **Google Business Booster** includes:



- ✔ **SEO Console bundle**
- ✔ **Keyword research**
- ✔ **Google Profile setup**
- ✔ **Weekly posts**
- ✔ **Review management**
- ✔ **Monthly reports**

“ **Sage Snippet:**

Ideal for small businesses, trades, and retail locations who serve customers in their local area.



When searching for local businesses, most customers look HERE!

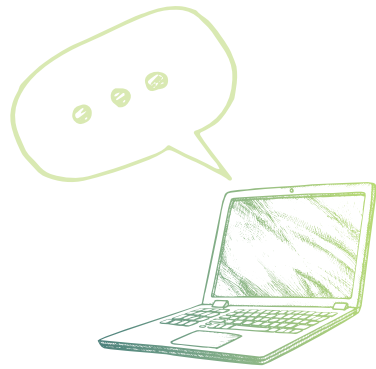
SOCIAL MEDIA

Build brand awareness and engage with your audience.

Social gets a lot of attention but it's not just a popularity contest.

It's a place where prospects often look to start a conversation, ask a question or research what you're about as a business.

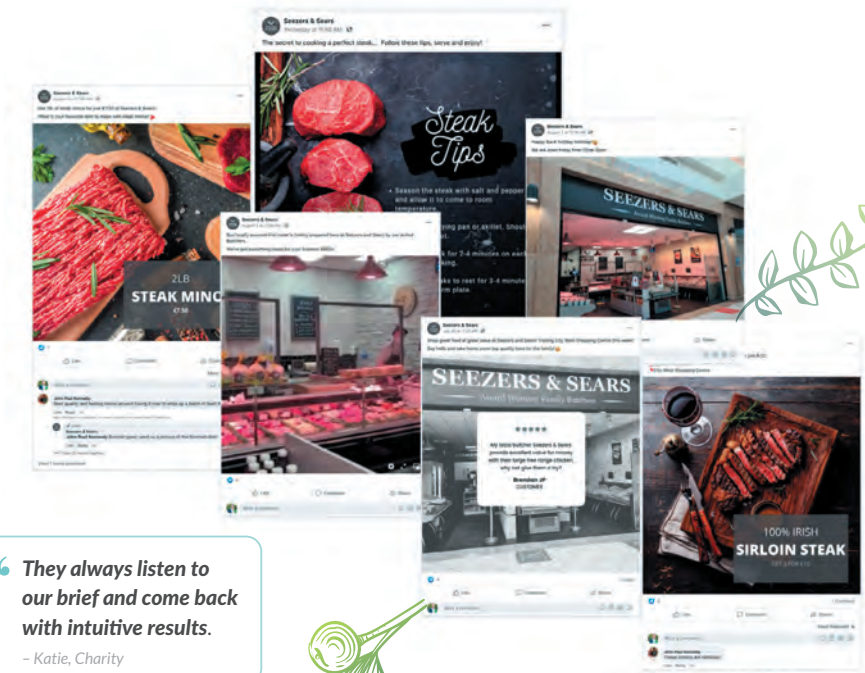
Sometimes, they are simply checking that you are still in business - active social media shows that someone is there, and they care.



Let us build a social media identity that fits your brand and tone of voice.

And, crucially, one that engages your audience.

Both organic and advertising strategies can be implemented to help you achieve your goals.



“ They always listen to our brief and come back with intuitive results.

– Katie, Charity



WARM WELCOME FOR YOUR GUESTS

Create a memorable check-in with printed essentials designed to welcome guests at your reception desk.

A RACK CARDS

Thick card, full colour both sides.

DL 500 for \$163 DRCDL4

A5 500 for \$268 A5B34T

B DESKTOP CALENDARS

150gsm, full colour both sides, wire bound with 350gsm white backing card.

DL 25 for \$263 MTDLE0

C STARMARQUE BUSINESS CARDS

Thick card, matt laminated both sides with Spot UV gloss highlights on one side.

STANDARD 1000 for \$330 SMB47

SHAPED 1000 for \$371 SMSBC47



D FOLDED LEAFLETS

A4 folded, 130gsm gloss leaflets in full colour.

1000 for \$478 MBGA4BPT

2000 for \$610 MBGA4BPT

E POSTCARDS

Printed full colour on 235gsm, matt or gloss laminated on one side.

120 X 160MM 250 for \$165 XMPPC4T / GPP2?



PREPARE YOUR SALES TOOLKIT

Arm your sales team with professional print solutions tailored to impress clients.

A CAPS

Crusade Flat Peak Cap.
branded **from \$6.54 each** 114232

B GIFT VOUCHER HOLDERS

235gsm Board, full colour both sides.
HOLD DL **500 for \$964** X7GVH4T

C INVOICE BOOKS*

235gsm Board, full colour on NCR paper.
Commonly printed A5 size in a 'book'.

2 PART 10 Books for \$240 INKA572

3 PART 10 Books for \$308 INKA573

**We can also produce NCR 'Sets' and 'Pads'*

D JUST-A-FEW GLOSSY STICKERS

Full colour on crack back glossy sticker stock.

A7 100 for \$105 DGS7A70

A6 100 for \$130 DGS7A60

E PRESENTATION FOLDERS

Full colour both sides. Creased with interlocking flaps to hold A4 sheets. Add Lamination or StarMarque highlights. Very impressive!

250 for \$1262 PFNP247

500 for \$1419 PFNP247



Ask us about
Gift Vouchers
to pop inside.



MAKE THEIR STAY MEMORABLE

Enhance the guest experience with in-room print materials that combine functionality and style.

A DOOR HANGERS

Full colour both sides & laminated.

MATT OR GLOSS **500 for \$461** ?LSDLT4

STARMARQUE **500 for \$461** SMLSDL74



B

B CANVAS PRINTS

Full colour premium framed canvas.

SQUARE SMALL **1 for \$74** CANSSO

PANORAMA SMALL **1 for \$114** CANSPAN



A



C

C NATURA CANDLE

Aromatherapy vanilla-scented candle in a stylish speckled ceramic vessel with a natural bamboo lid.

branded from **\$9.92** 125317



D



E

D GREETING CARDS

Choose a size and crease in half.

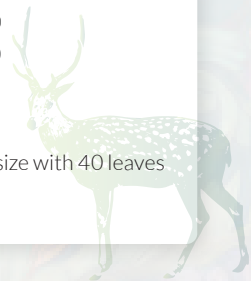
A6 **100 for \$144** DCRCA50

A5 **100 for \$169** DCRCA40

E NOTEPADS

Available from A7 to A2 size with 40 leaves

A6 **50 for \$243** DPPA6



RESTAURANT DELIGHTS

From menus to table displays, elevate your restaurants' ambience with beautifully printed materials that reflect your brand.

A MUNICH BEER MUG

400ml with Natural Etch engraving.

branded from \$7.63 each 105657

B COTTON TEA TOWEL

Absorbent tea towel manufactured from 180gsm cotton twill.

branded from \$3.95 each 112227



Ask us about
**FOOTPATH
Signs**

C MENU HOLDER

Full colour printed card creased with slits to hold 1 or 2 removeable menus.

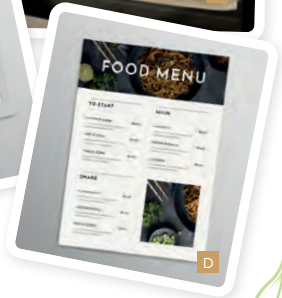
HOLD DL Inserts 125 for \$793 ?MHDLT2

HOLD A5 Inserts 125 for \$835 ?MHA5T1

D MENU INSERTS

DL 250 for \$183 PMI3A0T

A5 250 for \$255 PMIA50T



BOLD EXHIBITION DISPLAYS THAT GET NOTICED

Indoors or outdoors, it doesn't matter. Stand out with durable, eye-catching signage or displays that make a bold statement.

A ARCHES

Curved (pictured), Square or Rounded.
Printed full colour, both sides.

Stand + Graphic 1 for \$1840 ARCHCF44

Graphic only 1 for \$894 ARCHC44

B HYDRA SPORTS UMBRELLA

Your logo on the go with the premium sports umbrella with automatic opening.

branded from \$17.79 each 107909





C POP-UP MARQUEES

Printed Roof with optional single or double sided, half or full printed walls.

Stand & Graphic 3x3m from \$2092 MARQUEE3

Graphic only 3x3m from \$1231 MARQUEES

D BOOTHS - CURVED

Curved (pictured), High-Side or Semi-Curved. Printed full colour, both sides.

Stand & Graphic 1 for \$3349 FBCBF44

Graphic only 1 for \$2035 FBCB44

E WALLS - CURVED

Curved (pictured), Straight or S-Shaped. Printed full colour, both sides.

Stand & Graphic 3m 1 for \$1656 FWCL3F44

Graphic only 3m 1 for \$963 FWCL344

F NIAGARA FOLDING CHAIR

Robust folding chair with comfortable arm rests & two mesh beverage holders.

branded from \$44.45 each 117602

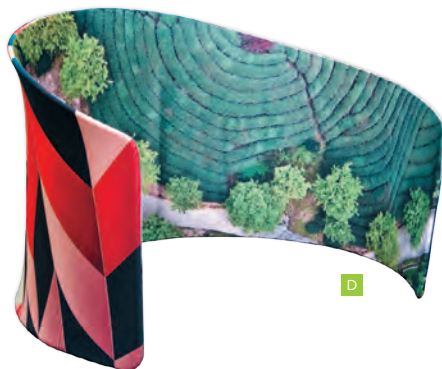
G CORFLUTE SIGNS

Latex Print direct to Corflute, suitable for use indoors and outdoors.

A2 1 for \$49 CF5MA2

A1 1 for \$62 CF5MA1

A0 1 for \$87 CF5MA0



Add a light?

Need lights that clip to the top of your wall? Ask us for a quote.



BRANDED PRODUCTS FOR YOUR NEXT HUI

Deck out your Conference room or jazz up those delegate bags with some snazzy, branded collateral.



A RPET BOTTLE

650ml clear RPET bottle with a natural Bamboo lid and a silicone seal.

branded from **\$5.52 each** 122384

B DOCUMENT WALLETS

Hold your conference materials together. Full colour with Gloss, Matt, Spot UV or Unlaminated Finish. Supplied flat with interlocking flaps.

TO FIT A4 **125 for \$1406** 7DFLBE12

TO FIT A5 **125 for \$1286** 7DFLBE11

C TABLE CARDS

Use as 'Name Tents', 'Calendars' or simply critical advice to sit on your desk. Supplied flat.

Matt or Gloss **250 for \$600** TCXM47

D MONZA JUTE TOTE BAG

Classic laminated jute tote bag with a large gusset and padded cotton handles.

branded from **\$7.73 each** 108037

E PERSONALISED NOTEBOOKS

Wiro bound notebook with a card cover, printed full colour both sides.

A5 **25 for \$358** PNBA5P4E

A4 **25 for \$410** PNBA4P47





C

F CURVE PEN

Retractable ballpoint pen with contoured barrel, soft rubber grip and shiny chrome trim. Just add your logo. Available in 7 colours.

branded from \$0.75 each 114036

G RPET LANYARD

20mm wide lanyard made from RPET material which is produced from recycled water bottles and food packaging. Comes with a metal clip and a safety clip. Choose from multiple colours.

branded from \$2.00 each 118535

H TRAVEL MUGS NEW!

Vixen Vacuum Coffee Cup.

branded from \$13.12 each 125315



D



E



F



G



Ask us about ID Cards to go with lanyards



H



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Check out our HUGE range of Hospo merch here!



call us FREE on

0800 466 388

or order at

nettl.co.nz

The small print: We don't build every eventuality into our low printing prices - we think it's best you choose what you need - so we haven't included artwork (which we'd love to do for you), disk handholding (to make sure your file works), delivery (you can pick up free from your local store) or GST. Photos may not represent actual price points. Props not included. Prices subject to change and correct as at November 1st 2024. See full product specifications online. Turnaround times can vary with additional finishing. Errors and omissions excepted. To read our full Terms and Conditions please head to www.nettl.com/nz/terms.