



Summer MARKETING MASH-UP

8 Great sizzling sales strategies

HOT
DISCOUNT
FABRIC
INSIDE

COOL
IDEAS
inside

Don't miss
the Party

nettl®

LET YOUR **BUSINESS Bloom** THIS SUMMER

Believe it or not, summer is upon us. Give or take a few weeks.

Who goes by the official seasons now anyway?

The point is, warmth beckons. Igniting opportunities for your business to bask in its sunny glow. *Don't be left in the shade.*

Now is the perfect time to make sure your business *gets noticed.*

In this guide, discover **8 dynamic strategies**, each accompanied by a myriad of marketing tactics. From networking to social media, outdoor advertising, direct mail, and beyond. We've curated a **comprehensive toolkit** to elevate your summer campaigns.

Kick things off with our **growchart** to pinpoint a suitable strategy for you. Uncover **exclusive offers** on seasonal favourites and innovative ideas. Plus our 'cherry' on the cake: We've got some fabulous savings in our **Fabric Exhibition Range** - (see opposite for details).



Our FABRIC RANGE BULK BUY OFFER

To celebrate the season of summer, we're offering a **10% discount** on any item in our Fabric Exhibition Range when you buy **2 or more different products** at the same time.

For example, you could get a *Fabric Wall* and a *Counter*, and we'll knock **10% off the print costs**.

All you have to do...

Get in contact with your local Nett! Studio!

call us **FREE** on
0800 466 388



Offer small print:

Discount applies to orders sent to print before the end of **April, 2025** or at the discretion of the Nett! Studio and cannot be used for multiple copies of the same artwork. Discount is for print costs only and does not apply to any additional extras like Design, File Setup, Delivery etc. Promo does not apply to orders placed online, please call in store or email your studio directly to discuss.



GROW *with the* FLOW

START HERE

Do you primarily sell products *online*?



YES

Summer-ify your *e-commerce website* with summer graphics and offers – [See page 6](#)



NO

Do you serve primarily *local* customers?



MOSTLY YES

Do you have a *physical* shop?



YES, THE CENTRE OF OUR UNIVERSE

Focus on *alfresco attention* with outdoor ideas – [See page 11](#)



NOPE WHEREVER

DUH! WE'RE PRACTICALLY INFLUENCERS

Do you have a strong *social media* presence?



WELL, WE DO HAVE ONE FRIEND ON MYSPACE – DO YOU KNOW TOM?

NOPE, NOT OUR THING

Do you offer a *trade*?



MORE D.I.WHY NOT CALL A PROFESSIONAL, ACTUALLY

YES

Get people talking about you (In a good way of course!) – [See page 8](#)





Run a *social media competition*
– See page 10



Great! Showcase your beauties with *travel-style postcards*
– See page 12



WE CERTAINLY THINK SO

Perhaps you make or provide a *visually appealing* product or service?

MORE BRAINS, THAN BEAUTY



free website audit



So maybe you sell a service nationally, but it isn't pretty. Document storage, or insurance, for example. No offence, admin fans!

SEO and PPC puts you in front of prospects, wherever they are.

Start your journey at nettl.com/nz/seo

B2B business perhaps?

YES



Make local connections
– See page 7



STILL NO

Hospitality or leisure industry?



FINALLY, YES!

OK. Go UGC:
Up your 'gram game by encouraging sharable content – See page 9





'SUMMER-IFY' YOUR ECOMMERCE WEBSITE

The start of summer is a splendid time to freshen up your eCommerce website. Warmer, brighter days have a hugely positive effect on people's moods. Capitalise on these good vibes by updating your website with summery graphics, featuring a summer sale, and using summer themed emojis in your email subject lines and social media posts.

Once your eCommerce website has a new summer wardrobe, you'll want to show it off, right? Channel more summertime surfers to your website with pay-per-click (PPC) advertising. Your advert will be shown to potential buyers, just as they're searching for the products you sell, but you only pay when a user is placed on your website.

Read more at: nettl.com/nz/pay-per-click





MAKE LOCAL CONNECTIONS

If the idea of networking brings you out in a cold sweat, we have good news for you. It doesn't have to be awkward. Or boring. Networking can take many guises.

Consider hosting a summer BBQ and inviting people from the local community. Form partnerships with other businesses and organise an event in a local wine bar or cafe on a mid-week evening. Or hold a summer-themed workshop or class, such as gardening, outdoor yoga, or DIY crafts.

These ideas will not only help you make new connections and attract potential customers, but also position your business as a valuable resource within the community. Plus, you might just have some fun.

SEARCH OUR ONLINE SHOP AT NETTL.CO.NZ



NETWORKING ESSENTIALS:



▲ STARMARQUE BUSINESS CARDS



▲ FOLDED LEAFLETS



◀ POSTERS



▲ INVITES



LINKEDIN



▲ MARQUEES





GET PEOPLE TALKING ABOUT YOU

In a good way of course. We're not encouraging tawdry gossip here! Local referrals are essential for tradespeople. In fact, many rely solely on this marketing strategy to generate new business. Try hanging a banner outside of the premises you're working on. So passers-by can see who's responsible for the excellent handiwork. Whilst you're there, drop some leaflets into the surrounding houses too.

For people who'd rather talk about you online, make sure you request Google Reviews from happy customers. We have a clever solution for monitoring, tracking and responding to all online reviews.

Read more at:
nettl.com/nz/seo-console

REFERRAL ESSENTIALS:



▲ BANNERS



▲ BUSINESS CARDS



▲ VEHICLE SIGNAGE



▲ LEAFLETS



▲ GOOGLE REVIEWS



▲ REFER-A-FRIEND VOUCHERS



UP YOUR 'GRAM GAME

People love to share; their jolly exploits on social media that is. Food. Not so much. Create a fun Instagram-worthy feature for your followers to engage with and... BOOM! Your brand will be shared across social media without you having to do anything. If you have room, then Fabric Booths are a popular selfie setting. Or, if space is limited, try a selfie-frame or a cut-out figure to create a fun scene.



SEARCH OUR ONLINE SHOP AT NETTL.CO.NZ



INSTAGRAM ESSENTIALS:



▲ SELFIE FRAMES



▲ FABRIC BOOTHS

SAVE
buy in bulk
- FABRIC RANGE -
DISCOUNT
See page 3



ASK FOR A QUOTE



▲ CUT-OUT FIGURES



▲ DISPLAY STANDS



ASK FOR A QUOTE



#WIN

Oh. And people also love free stuff. Why not get some summer themed branded merch to give away in a social media competition?

Custom t-shirts, baseball caps and water bottles would all look great with your logo or slogan on.

Entries can be exchanged for likes and follows to grow your social media reach.



Need help managing your social profiles? Discover our tailored social media management packages at: nettl.com/nz/social-media

Looking for branded giveaway ideas? Head to promobynettl.com

COMPETITION ESSENTIALS:



▲ T-SHIRTS



CAPS ▲



▲ WATER BOTTLES



▲ POOL TOWELS



TAKE IT ALFRESCO

Warmer, sunny days will draw more people outside. If you're a retailer or own a hospitality venue, now's a great time to invest in some outdoor signage to capitalise on this higher footfall. Advertise a special summer menu, alfresco events, or simply raise brand awareness in your local area.

Explore outdoor weather options for enticing ways to expand your audience.

FABRIC ARCHWAYS ▶



SAVE
buy in bulk
- FABRIC RANGE -
DISCOUNT
See page 3



OUTDOOR ESSENTIALS:

CORFLUTE SIGNAGE ▼



▶ BRANDED
FOLDING
WINE TABLE



▶ FOOTPATH
SIGNS



◀ COOLER
SEATS

See more
OUTDOOR
IDEAS
page 14

🔍 SEARCH OUR ONLINE SHOP AT NETTL.CO.NZ



WISH YOU WERE HERE!

Channel some summer holiday vibes by sending travel-style postcards or mailers to your customers and potential clients.

They could showcase your work, products or venue. Include a special offer or voucher code to increase engagement and keep track of your ROI.

Make it stand out from other post by using a special finish, like gold or silver print, or have fun with an unusual design. A leaflet disguised as a mini picnic basket, anyone? Or a booklet that looks like a travel catalogue.

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DIRECT MAIL ESSENTIALS:



▲ POSTCARDS



▲ GLOSSY LEAFLETS



◀ BOOKLETS (LIKE THIS ONE)



THINGS TO DO NEAR ME

People will be looking for things to do on sunny weekends, light evenings and during the school holidays. If your business lends itself to putting on events or hosting guests, use this to your advantage in the summer months with some local SEO. Tailor some of your content to include recommendations for local summer activities and attractions. This can help attract local audiences searching for things to do, or places to eat, in their area during the summer months.

Read about our SEO packages at nettl.com/nz/seo

free
website
audit
↓



LOCAL SEO ESSENTIALS:

- ✓ LANDING PAGES
- ✓ BLOG CONTENT
- ✓ SEO PACKAGES
- ✓ SEO CONSOLE
- ✓ GOOGLE BUSINESS BOOSTER



Advertise your brand with
**OUTDOORSY
EYE-CATCHING
OPPORTUNITIES**



▲ TABLECLOTHS ▲

SAVE
buy in bulk
- FABRIC RANGE -
DISCOUNT
See page 3

▲ **MARQUEES**

MARQUEE?
Image for illustration purposes only.
Available in 3x3m or 3x6m sizes, with
or without an Aluminium frame. Choose
full or half size walls on all four sides,
printed 1 or 2 sides, full colour.



▲ **UMBRELLAS**

Summers in
New Zealand
am I right?



▲ KIDS HOODED TOWEL



▲ PICNIC BAGS



◀ FABRIC COUNTERS

ASK FOR A QUOTE

▲ FLAG BUNTING

SAVE
buy in bulk
- FABRIC RANGE -
DISCOUNT
See page 3



◀ TRAVEL MUGS



▲ FLAGS

TOP
SELLER

CAMPING MUGS ▼



JANDALS ▲



◀ SOFTSHELL JACKETS



▲ PUFFER VESTS

🔍 ALL THIS AND MORE ONLINE AT PROMOBYNETTL.COM



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Haven't found what you want?



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 hand-holding (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 March 1st, 2025. 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.

