

61% of all B2B (Business-to-Business) transactions start 'on-line'...

This does confirm the vital role a trade web site has on UK business Sales.

This does presume you already have a company web site to begin with, for your product or service. To achieve this target of 61% its worth considering an effective clean web site.

53% of all impulse purchases are via in-store Point-of-Sale (POS) displays.

An attractive POS generates instant sales! It creates an immediate attraction for your product or service (which can then be demonstrated by staff). For 53% of all 'impulse' purchases it's worth DESIGNING an attractive POS stand for your product (or service).

50% of all UK business is via targeted 'Direct Mail' leads (i.e. Sales Literature)

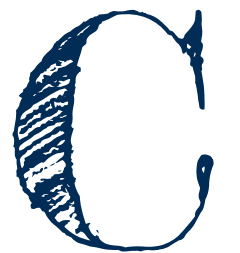
DIRECT MAIL should never be overlooked. It's the proven ADVERTISING medium for increased sales. DESIGNING a leaflet has an impact that can be linked to a local Press-Ad as well as a linked 'target' (promotion) page on your web site for new visitors.

31% of a all new business contacts are via Exhibiting at a Event/Trade Show!

DESIGNING an effective Stand is important. Use your Trade /Event show plans for an effective stand DESIGNED for your company. With more than a 31% success rate its worth considering an effective 'pop-up' stand and an eye-catching display graphic.

My Experience is working for companies working in these key sectors as lead. I don't claim to be a sales or marketing 'expert' (as many do in the promotional world) but I am confident that doing any of the above will increase sales! The importance of DESIGN is a key factor in being distinctive in a crowded marketplace. Even with a strong local demand for your service or product; i.e. baking bread (or cakes) creates its own promotion when surrounded with strong local demand. Establishing any new 'product' or 'service' is always a problem, as your potential buyers cannot 'see' any benefit for any new product or service - unless its properly promoted. Hopefully this leaflet, demonstrates my ability here.

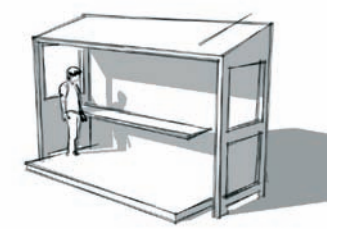
* UK Marketing facts were previously printed in The Times 'RACONTEUR' - a B2B business supplement on 26/07/2018



Printed poster



Industrial 6pp leaflet



3D drawing + CAD Drafts and proposals



Photo poster



Printed Magazine spread

Marketing methods

Artwork & Leaflets

Design & Print

Artworks designed for a wide variety of clients.



Display unit



Box packaging



Store display



Exhibition panel



Exhibition display



Exhibition display



Exhibition display



Digital displays

Static Exhibition & Digital Displays (animated)

Exhibition & Display



Original artwork from the smallest project to an attractive and portable exhibition display unit. **If it's printed we do it.**

I also help create regular newsletters or leaflets for local companies. Some amazing animated digital display boards, as well as traditional signage and standard print displays.

Ideal for your next company exhibition!

I can produce custom packaging for products. Including product manuals & leaflets from start to finish. Concept, design, photo and print.

Finally anything I create as 'Artwork' can be linked to your existing company web site easily. Useful for any EVENT and show. Temporary and permanent web sites created on demand.



Catch me!

If your a local company do get in touch!

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Graphic Design



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