



e-brochure 2012



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CLANN - n. - Middle English,
from Scottish Gaelic clann, family,
from Old Irish cland, offspring,
from Latin planta, plant.

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WHAT can we do for you?



- increase your profits
- increase your customer base
- increase and expand your products and services
- help you develop and implement your marketing plans
- business planning and financial resourcing
- help your company to 'punch above its weight'
- we specialise in working with start-up and owner-managed companies

- contact us NOW!

HOW do we do it?



- we talk to you, we listen to you, and we work with you to develop a marketing strategy
- we design, develop and manage your website AND your printed literature
- we optimise search engines so they can find you and bring you customers
- we produce animations, illustrations, photography, or photo-graphix combinations
- we create publicity material that harmonises and integrates with your website - data sheets, sales literature, logos, signage, branding, etc.
- We create e-brochures and e-catalogues and e-market them so that all your contacts are kept up to date by regular contact
- we produce video testimonials that show your happy customers telling others how good it is doing business with you!

- **contact us NOW!**

WHO are we?



- we are Clann Associates - a family business based in Hampshire and with associates around the UK
- we specialise in working with start-up, SME's and owner-managed companies
- we use the very latest design and development tools, ensuring efficiently produced, creative, low cost solutions that work!
- for your FREE survey and discussion about how we can help you to start developing your business and increasing your profits - **contact us NOW!**

services - financial

Beating the Recession! - Some strategies to consider.



These are difficult times for all companies, large and small, but there are some key actions that can be taken to reduce the risk of financial problems. Small companies have the advantage of being lighter on their feet and able to respond to situations more swiftly. Follow this plan to ensure your business is better equipped to tackle the recession. There are no magic formulas but there are a number of strategies that successful companies follow to survive. [more...](#)

Financial Planning and Tax Management

Most small business owners regard the accountancy function as a necessary evil and restrict the activity to discussions at the end of the financial year. This could be a mistake, as more frequent and regular contact with a good accountancy firm, who really understand your business, could provide many opportunities for saving money.

Basingstoke based Chartered Accountants Lane Monnington Welton offer a number of services tailored specifically to owner-managed businesses. Offices are situated on the edge of Basingstoke in Hampshire, less than a mile from Junction 6 of the M3 and LWM offer the following range of services...

- Annual Accounting and Audit
- Business Finance and Taxation
- Personal Taxation and Wealth Retention
- Management Accounting and Business Planning

For further information and an informal, cost-free, discussion about your needs, please contact Mark Lane at info@lmwca.co.uk or visit www.lmwca.co.uk



services - marketing

marketing is "what we say to our customers - and how we say it"

We make no apologies for putting a lot of words on this page - good marketing is of vital importance to every business but it is an enormous topic and on a single page we can only scratch the surface. Here are a few simple ideas just to get you thinking, but if you find that you want to know more - or DO more - then please contact us.

Solve your customer's problems

Your products and services will solve your customer's problems. Perhaps they don't even know they have problems, or perhaps you don't fully realise the value of the benefits that your products or services can provide. We can help you to properly evaluate these benefits. It isn't that we know better than you - of course not - you will know your own market better than anybody. It's just that sometimes a fresh look by trained eyes can be quite revealing.

Find your USP

One of the most important issues to discuss is why your product or service is different from others. What makes it special, and preferably unique? What is the Unique Selling Proposition (USP) about what you sell? If you don't have one or don't know what it is then don't worry, we can help you find or create one, but you HAVE to be different. 'Me too' won't sell in today's highly competitive environment. The USP leads to a definition of your Corporate Identity and Brand Names. Are they appropriate to your targeted market? Are your names and images consistent across your literature and website? Is your logo clear and memorable?

Happy customers make good sales people

Do you have happy customers? Of course you do. But do you talk to them frequently enough and remind them why they are happy? Do you thank them occasionally and use them as references? Past customers can be our best sales people, and they don't ask for commissions either!

Advertising is important

You might have the best product in the world, but if nobody knows about about it then nobody will buy it. That's stating the obvious, but the whole point of advertising is to ensure that the right people - your target market - knows about your product or service and to make it the first choice in their minds. Large corporations will be more concerned with Identity and Brand Image but smaller enterprises need to ensure that the market has knowledge and is then motivated to take immediate action. We can help you decide which form is right for your situation and how to spend your budget wisely. These days, with web-based advertising becoming the dominant force in the market place there are a number of e-marketing methods to chose from. We can set up and manage your Google Adword or Microsoft AdCentre advertising campaigns and send you regular reports.

services - website design, development and management



- Before any design activity takes place it is vital to understand the purpose of the website and the needs of the market and to draw up a detailed specification.
- Details will include the site structure, navigation and the general look and feel of the site. A prototype site will be established for clients to inspect, on the web, before detailed design and development takes place.
- Regular maintenance is important in order to keep the website fresh and up to date.
- Incorporation of pay-per-click advertising such as Google-ads is an important feature of modern websites and management of keyword strategies is carried out closely with the client. Search engine optimisation, SEO, is a dynamic and ongoing activity which, if successfully managed can bring many more customers to your door.
- Consistent corporate identity is ensured by maintaining a close harmony with printed material and the website.
- Clann Associates boast an excellent range of skills and utilise modern, efficient design tools for low-cost solutions.

- contact us NOW!

take a look at some of our website development work...

www.chaletfisher.com

www.hampshiretables.co.uk

www.optimalsportstherapy.co.uk

www.lboro.ac.uk/research/iemrc

www.theoakandpinebarn.co.uk

services - publicity material



- **Sales Literature**

Technical products need special care where sales literature is concerned. There is always a risk, with technically complex products, that the specifics of the technical design will dominate the discussion and submerge the sales arguments. In this example, any mention of a technical feature is always accompanied by a discussion of the benefits that are derived. Customer feedback is provided, from three independent sources, and the rear page is dedicated to the last of the four page document.

- **Technical Data Sheets**

In this example - a cryogenic pump for the transfer of liquid nitrogen under controlled pressure - attention has been paid to the graphics as well as the written content. A picture is indeed worth a thousand words, but only if the image is clear and properly illustrates what is happening. Here, photo-graphix - a combination of photographic images with illustrations - is used to provide a cut-away of the inside of the vessel to show a heating element vapourising the liquid.

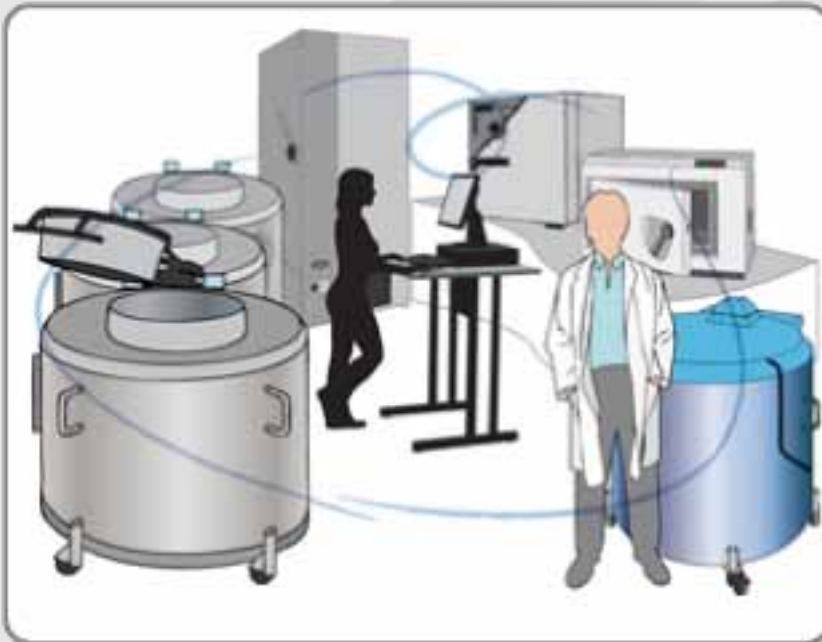
- **Flyers and hand-outs**

Typically A5 in size, double-sided and in full colour, for maximum impact flyers are an excellent, low-cost way way of getting important sales messages across to prospects. Flyers can be used at exhibitions and presentations or can be sent as direct mail shots to targetted markets. The message needs to be clear and to the point so that the prospect sees the benefits quickly, before they get bored. There should always be a follow up area and a call to action, to encourage the prospect to act immediately.

- **Outside Signage**

It is very important to maintain a consistent brand image. Prospects and customers are becoming overwhelmed with information and are spoilt for choice in most commodity decisions. As the number of choices increases, so the time prospects are prepared to spend making a decision reduces. A consistent image helps in a number of ways. A strong logo helps the brand to be remembered and consistency across all publicity media, signage, sales brochures, letterheads etc. gives an impression of a strong reliable company.

services - digital imaging



- illustrations - created from your products or from library images
- photography - stock photos from our library or new images shot from your location
- logo design and refurbishment
- animations - help to draw attention - just where you want it
- photo-graphix - a unique combination which helps focus customer attention

Video Testimonials - instant productions from Clann Associates.



Nothing works quite as well as a recommendation from a satisfied customer. We are all reassured to know that others have successfully done business with the company we are thinking of trading with - and survived!

Are your customers sufficiently pleased with your products or services to say so in front of camera? Video testimonials are the way to secure the confidence of new prospects.

You find the happy customers and we can take care of the details - cameras, lights, ACTION!

- contact us NOW!

e-brochures - now available from Clann Associates.



SAVE THE PLANET! Reduce your company's paper footprint, and printing costs too, by publishing your literature as e-brochures and e-catalogues.

Have a good look at this example and start to imagine how your own words and picture might come together.

We can manage the whole production for you - helping to write the copy and take any extra photographs - then publish it all in one simple file that can be downloaded or sent as an email attachment.

- contact us NOW!



Beating the recession! - some strategies to consider.

Here are some suggestions for surviving during difficult times...

1. CASH FLOW is KING!

All sorts of other business parameters are important, but poor control of CASH FLOW kills more businesses than any other single factor - it is even more important than profit! A positive cash flow is more important to your business than anything else. Reduce stock and debtors as much as is possible in order to release cash for marketing and development.

2. Minimise DEBT.

Maintain a regular dialogue with all your creditors and minimise any risk of any of them PULLING THE PLUG! Reduce your debts, if possible, but keep talking to your creditors. This won't cost you anything apart from your time - which is valuable, I know - but it will continue to convince them that your business is valuable and that their investment is safe. If ever they think that you are trying to fool them they will want their money back quickly, so always be up-front with them and reassure them that you are in control of things.

3. Maintain your PRICES.

Accept the fact that there is less business being done and that the market place will be more competitive as time goes on. The most dangerous strategy is to CUT YOUR PRICES - even though this may be the easiest, DON'T DO IT! Far better is to JUSTIFY your prices as they stand. What is it about your product or service which warrants your current price level? Make sure you know and make sure your customers know. Price cutting is a slippery slope that your competitors might well join in with, and before long nobody is making money. JUSTIFY your prices, RETAIN your margins and INVEST in your business.

4. INVEST in your future.

As far as you can, maintain your investments in your future - whether development or marketing - and don't be too quick to kill projects that require an ongoing spend. Think of the waste of investment made so far if initiatives do not reach a conclusion. Try to become more responsive to customer needs. In a market where everybody is fighting for a reduced level of orders it will be the BEST businesses that win more opportunities. It may be appropriate to reduce your marketing costs by moving to a lower cost provider but don't reduce your longterm plans or short term initiatives.

5. Make more of your website.

For most small businesses the web is now the most cost-effective tool for successful marketing. Have you been planning to upgrade your website but haven't got round to it yet? DO IT TODAY! If your website is not producing new sales or leads then get somebody in to have a look at it and get it put right. You should be aiming to increase your market share during the recession and then you will reap the profit when the upturn arrives - **contact us NOW!**