

BECOME FAMOUS

BACK TO BUSINESS LOOK BOOK





OPEN

BECOME FAMOUS

A band of supporters await ***your next move.***
Your community getting back in the groove.

This time with a twist, now choosing to shop,
with those ***locally found,*** their preferred stop.

'Support local', they chant. So now up to you!
Be just what they need, front of the queue.

With pride in your work, new-found loyalty to repay.
Serve them well, bring them back, more every day.

Shopkeepers, makers, hospitality and the trade.
Neighbourhood businesses, ***it's time to parade.***

Your audience is listening, stand up tall, ***raise a hand.***
Take action, demand attention, shine ***light*** on your brand.

Blow hard on your trumpet, get praise sung vocally.
Be the talk of the town. ***Become famous locally.***



**BRANDED
FACE MASKS**

Custom design fabric
face masks

from £5.56 each





There is something special about spring, don't you think?

Is it the feeling of warm sunlight on your face?

Or opening up the windows for the first time? *Let the fresh air in.*

Flowers in bloom, symbolic of a fresh start. *A rebirth.*

Perhaps more significantly so this year than ever before.

Cautious optimism is in the air. *Momentum* is an invisible force.

Can you sense it? Look carefully, you'll see the signs.

More brave entrepreneurs took the leap in 2020 than in 2019.

More than half of the Fortune 500 companies were started in a recession.

Diamonds are formed under pressure.

Opportunity follows struggle.

You didn't make it this far, to only come this far.

Under starter's orders... *Let the recovery commence.*

ARE YOU MAKING THE MOST OF YOUR OUTDOOR SPACE?

It's possible, once rules relax, that businesses could be spilling out onto pavements, patios, terraces and rooftops to optimise their outdoor space.

Whether it's branded signage, shelter, or seating, contact Colour It In. We can help you do more to prepare your greatest outdoors.

A GIANT DECKCHAIRS £499 each



SEATING



A



B

A **KOLA MAX** High density foam cube with water repellent cover for outdoor use **£205 each**

B **BONDI** Branded deckchairs are ace for indoor and outdoor use. Use to create relaxing chill-out areas **Frame + graphic £115**

OUTDOOR ARMCHAIR BEAN BAG

Child 45cm x 50cm x 45cm **from £87.99 each** £97.76

C Junior 60cm x 70cm x 55cm **from £133.45 each** £148.28

D Adult 80cm x 96cm x 75cm **from £198.82 each** £220.91

CUBE BEAN BAG

Indoor 50cm x 50cm x 50cm **from £69.03 each** £76.70

E Outdoor 50cm x 50cm x 50cm **from £71.69 each** £79.65

F **THE ISLAND** Outdoor bean bag with a water repellent fabric cover **from £145 each**



C

D

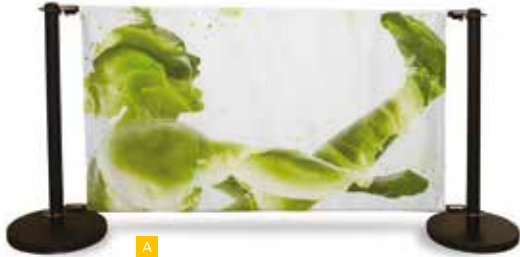
E

10%
OFF

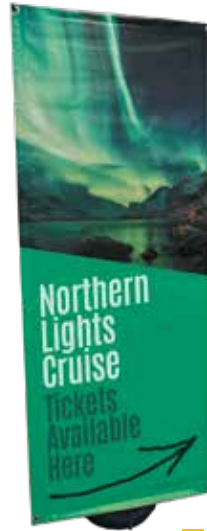


F

BARRIERS & COVERS



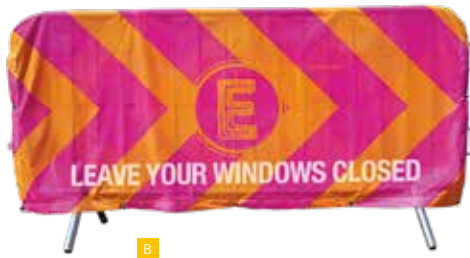
A



C



D



B



E

A CAFÉ BARRIERS from 1.0m x 1.4m assembled, with graphic from **£202**

B BOUNCER 1.0m x 2.2m wrapover crowd barrier cover from **£114**

C EXPOSURE 2.0m x 0.8m outdoor banner stand from **£149**

D SCREEN 0.5m x 1.0m outdoor PVC banner from **£17.10**

E BUILDER 1.8m x 3.2m front-printed site barrier cover from **£114**

Do more in your
**GREATEST
OUTDOORS**

MADE IN THE UK

In our own hi-tech factories

HUGE STOCKS

Live online availability

FREE FAST DELIVERY

Included in all our prices

CUSTOM DESIGN

Full local creative service

*As we **welcome** back customers, with winning smiles*

*Observe a **safe** distance, while bellowing charm*

*Each business, doing their **best** to put on a show
Signs and provisions say we're '**good to go**'*

*Lockdown easing, a restart roadmap to hand
A **brighter** horizon, if we follow what's planned*

*Time spent outdoors, standing **safely** apart
Protects our endeavour, as trade begins to restart*

*Table tops on roof tops, explore your urban space
Break times spent on benches, find the **perfect** place*

*Collections under canopies, **protected** as rain falls
Open air shows, events, now meetings without walls*

*Events and open spaces help businesses do more
With these ideas, make the most of **your** outdoors*

UMBRELLAS

No one likes a soggy client! We *can't* always count on the sun to make an appearance but we *can* be prepared. Keep guests dry with custom branded umbrellas showcasing your logo.

UMBRELLAS 60" umbrellas with alternating colour block panels followed by a white panel to print your logo or graphic. Available in black, royal blue, red, or green **from £15.69 each** £17.43



**10%
OFF**



PARASOLS

Our Parasols are printed with fade-resistant inks on a resilient tent fabric. They'll fit into a standard umbrella hole, or add an optional base which can be water-filled to add stability.



▲ **GLORIOUS**
Large rectangular cantilever parasol
£1276



Weigh down with slabs or shown with optional water filled segments £124



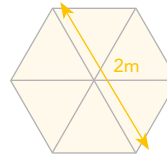
▲ **GLAMOUR**
Square parasol
£358



Shown with optional concrete base £53



▲ **GLIMMER**
Hexagonal parasol
£205



Shown with optional water base £30

Each panel can be individually designed, or have the same pattern repeated.



This gazebo has a fully printed canopy plus one half height wall and one full height wall – £1046

GAZEBOS

Printed gazebos are all the rage at farmer's markets, festivals and fairs. Our range now features new lower cost options, so you can make the most of your marketing budget.

In every case, the gazebo frame is the same. It's compact for storage, then pops up and locks into place.

You've got a choice of a plain black canopy, your name or logo printed on the front fascia or your branding fully printed on all sides and the top too.

Each canopy is a water resistant material that'll keep you and your stock dry if it rains.

Clip on the number of sides you want. A full height wall hangs from the top, or you can choose half height walls, which come with a rail. Why not print a half height wall for the front too, to act as a cool branded counter?

Remember you can buy all the printed parts separately, so you can change your messages for each season or each event, and keep using the same frame. Neat!



Frame contracts to compact size.



Pull the legs outwards - the frame builds itself.



Pop the canopy on top.



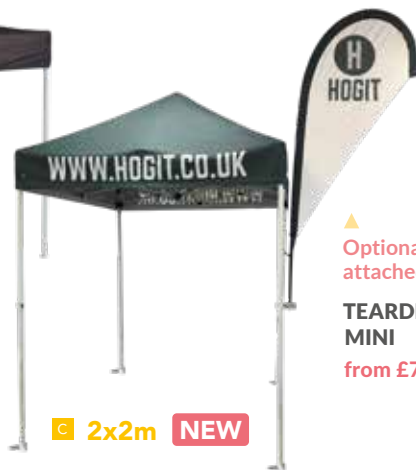
Arrange the corners of the canopy.



B 3x3m



A 3x3m



C 2x2m **NEW**

▲ Optional flag attached

TEARDROP MINI
from £79



C 3x6m

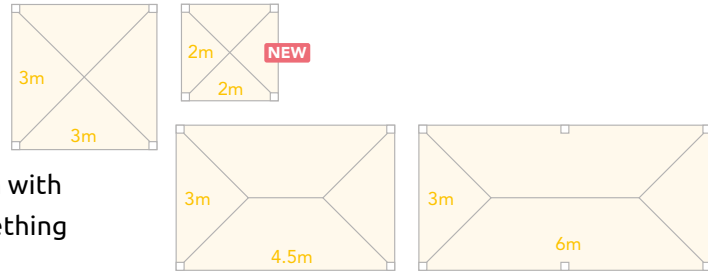


C 3x4.5m

DESIGN YOUR GAZEBO

1 Choose your **SIZE**

Our bestseller is 3m x 3m, bigger than typical domestic gazebos. Go double-width with our 6m edition and for those that like something in-between, the 4.5m edition.



2 Choose your **CANOPY**

Our lowest price is a black unprinted canopy. Upgrade and get the fascia pelmet printed. Or opt for the whole top and pelmet printed on all sides.

	NEW				
		2x2m	3x3m	3x4.5m	3x6m
A	Black unprinted	£276	£291	£417	£550
B	Fascia printed	£316	£346	£470	£622
C	Fully printed	£648	£714	£905	£1146

3 Then add your **WALLS**

Most people finish their gazebo with walls but side panels can be left open for ventilation. Mix and match full height and half-height panels. Half height walls include a hanging rail – to hide a table if you're selling stuff over the counter.

	NEW							
		2x2m	3x3m	3x4.5m	3x6m			
		SINGLE SIDED	DOUBLE SIDED	SINGLE SIDED	DOUBLE SIDED	SINGLE SIDED	DOUBLE SIDED	
Half height	£110	£157	£154	£233	£206	£320	£306	£463
Full height	£127	£206	£189	£340	£267	£528	£376	£677



NEW



▲ HI VIS WORKWEAR

Search 'Hi Vis' at nettl.com to browse printed high visibility workwear from **£5.86 each**



A

B

C



D



OUTDOOR SIGNAGE

No sellotaped home-printed posters.

No makeshift signs, wobbling in the wind. Ink smeared. Looking sad.

Make sure your outdoor signage gives them confidence to visit.



A **A1 A-BOARD** Silver aluminium pavement sign **from £99**

B **'A' FRAME POSTERS** Replace your existing posters with waterproof outdoor grade vinyl, A1 size **from £18.90 each**

C **PAVEMENT STICKERS** Outdoor grade Alufoil vinyl has extra strength adhesive for use on flat outdoor surfaces like tarmac **8 from £85.50**

D **BOLLARD COVERS** Weatherproof sleeves fit round your bollards or lampposts and make eye-catching low-cost signs **from £44.10 each**

E **FLOOR STENCIL** Spray your message directly onto indoor or outdoor floors, through a custom-cut 3mm foamex stencil **from £18 each**

F **CONE SIGNS** Fluted signs fit over traffic cones. Ideal for aiding navigation and defining designated collection spaces **5 for £86.40**



FLAGS

Fluttering flags prominently display your crowd management policies and collection points, your separate entrances and exits.



▲ CAR FLAG

Pack of 10 car flags, single or double sided print

from £50.84 per pack of 10





◀ **EMPIRE A**
3.5m standing flag
from **£99**
Base from **£22**



TEARDROP ▼
2.7m standing flag
from **£99**
Base from **£22**



TEARDROP GRANDE ▼
Massive 3.6m tear-shaped flag. One is great, looks best in pairs
from **£179**
Base from **£22**



QUILL ▶
Standing flag
from **£89**
Base from **£22**



QUILL GRANDE ▶
Our tallest flag at over 5m, towers above all the others
from **£179**
Base from **£22**





A

B



OUTSIDE

Improve kerb appeal by sprucing up your signage. Make windows inviting. Announce you're open, pitch promotions, indicate where to park. Display enticing pictures and clear messages to attract footfall.

Pop out banners are compact and self erect like magic. Choose from a tall or wide banner. Double-sided, flexible wayfinding signage that can appear anywhere in an instant.

- A WINDOW POSTERS** Printed with UV-stable inks, for longer life **from £15.30 each**
- B HANGING RAILS** Change posters easily – each kit comes with a top and bottom rail, with hooks to hang **from £42 per pair**
- C WINDOW DECALS** White or full colour cut-out letters - apply to indoor or outdoor windows **from £40.50 each**
- D A1 A-BOARD** Silver aluminium pavement sign **from £99**
- E 'A' FRAME POSTERS** Replace your existing posters with waterproof outdoor grade vinyl, A1 size **from £18.90 each**
- F JELLY** Fat and low **£174 each**
- G LOLLY** Tall and narrow **£174 each**





BUNTING & CUSHIONS

Plump comfy cushions for pampered posteriors. Luxurious, smooth and fully customisable linen fabric, available in two sizes.



A BUNTING 10m textile bunting with 18 pennants.
Choose from triangular or rectangular shaped.

from **£22.91 per 10m** £25.45

B 60CM CUSHION
from **£19.92 each** £22.13

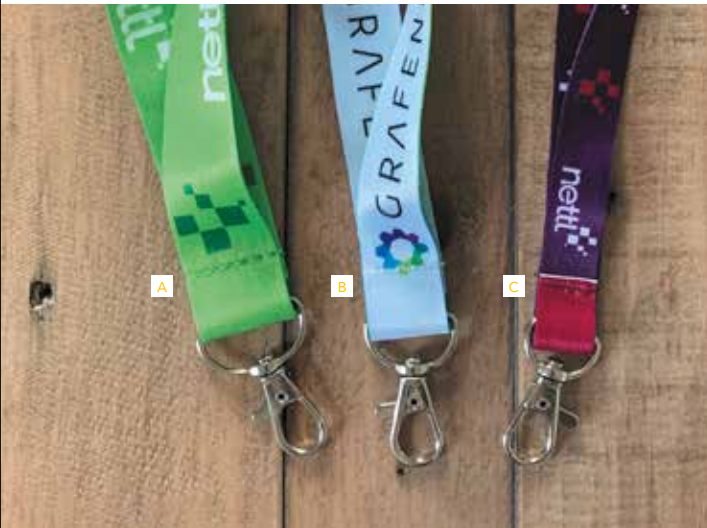
C 40CM CUSHION
from **£11.99 each** £13.32

LANYARDS

Add some whoosh to your Zoom. Some wow to your workwear. Or give away branded lanyards as corporate gifts. Printed both sides in fabulous full colour.

- A** 25mm LANYARDS from 59p each
- B** 20mm LANYARDS from 49p each
- C** 15mm LANYARDS from 42p each

Lanyard card holders also available



POLAR FLEECE BLANKETS

Perfect for keeping you warm on a chilly day. A soft and cosy gift or giveaway.

- D** 1000 x 1500mm FLEECE BLANKET from £18.61 each ~~£20.68~~
- 1200 x 1750mm FLEECE BLANKET (not pictured) from £23.81 each ~~£26.46~~



BALLOONS NEW

Get businesses ready to celebrate their big reopening with our branded balloons. Draw attention to an event or decorate outdoor space with these eye-catching additions.

Available in 2 colours, our eco-friendly biodegradable latex balloons can be screen printed with up to 4 colours, either one side or both sides of the balloon.

A PRINTED STANDARD LATEX BALLOONS
Available in a wide range of colours **from 10p each**

B PRINTED CRYSTAL LATEX BALLOONS
Translucent finish **from 11p each**

C CARDBOARD BALLOON HOLDERS **from 9p each** *Other accessories available*



A

15%
OFF



B



C



D

WRISTBANDS

Our 1" Wristbands are a great way to keep admission to events safe and secure with a personalised touch. All are extremely tough and water-resistant. We have 3 versions to choose from. Mix and match for different admission tiers.

A FULL COLOUR PRINTED PAPER WRISTBANDS

Printed full colour one side with a white reverse **from 6p each**

B PRINTED BLACK PAPER WRISTBANDS

Black base colour wristbands can be printed with white or full colour **from 6p each**

C PRINTED STOCK TYVEK WRISTBANDS

Printed in black ink. Choose from 11 bright base colours **from 3p each**

D SEQUENTIAL NUMBERING All wristbands come sequentially numbered as standard



EMBRACE ECOMMERCE



No one will ever buy shoes online.

Or at least they didn't, until Nick Swinmurn, founder of Zappos, believed they would. Free delivery, free returns, unparalleled customer service and 12 years later the Amazon acquisition boast annual revenues of over \$2 billion.

So how do you feel about buying a car?

Do you enjoy perusing the forecourts? Trying the seats for size? The free coffee, a test drive? (Even if you do have to put up with the ever-so-attentive sales assistant). Let's face it, once you're driving the thing around you're sold, right? Hmm, maybe the thought of the sales process is enough to put some people off, but how can anyone resist that new car smell?

Well, it appears that smell is surplus to pre-sales requirements, as thousands flock to buy their next car online. No fuss, no haggling, no test drive. Just next day delivery. It's a game-changer.

If you can buy shoes online, and cars online, you can sell your thing online too. Not just 'can sell'. **Must sell.**



The relentless march online has been underway for years. £3 of every £10 is now spent online. 50% more than before the pandemic. Ecommerce was already growing substantially. The pandemic simply accelerated things. New online shoppers were forced to try it. And they liked it. Once habits form, behaviour changes forever. It seems certain more sales will happen online. And not just consumers. Because behind every B2B transaction is a human.

And even if you don't sell products, you should be offering online bookings. Webinars, demos, or free trials. All smoothly transacted online. The successful churches we mentioned earlier all signed up to enable online donations. eCommerce isn't just essential, it's a post-pandemic survival skill.

Starting to sell online may cost less than you think. Contact us to get started, or head to

www.colouritin.co.uk

ROCKING THE WFH LIFE

The nation has seen more live home-schooled cameos during conference calls than ever before. Yet, working from home looks here to stay.





**fünki
comfi**

DESIGNER WFH WEAR by **nettl**

NEW FOR 2021

DESIGNER WFH WEAR

A far-flung fantasy for some, working from home, or 'wfh' quickly became a thing. Now, it looks like we might be wfh for a while yet, perhaps even beyond the pandemic.

Fünkicomfi is a range of comfy, designer wfh wear that allows you to represent your brand whilst on virtual events and customer calls. All pieces are made from relaxed, cosy materials and feature your embroidered logo.



FREE STITCH PATTERN



EMBROIDERY INCLUDED



FREE DELIVERY





TOPS

Everyone knows by now that it's what you wear on your top half that really matters when wfh. Our range of Fünkicomfi tops allow you to put on a respectable on-brand Zoom appearance with minimal effort.

- A EMBROIDERED T-SHIRTS** For warmer days, or for those who like to crank up the heat in their home office, embroidered t-shirts are a cool take on the work uniform **from £12.05**
- B EMBROIDERED POLO SHIRTS** Men's and women's fit, leisure and sport styles. Contrast or tipped. Choose designs and colour combinations that coordinate with your brand **from £23.53**
- C EMBROIDERED UNISEX HOODIE** It can get chilly when you're sat at a desk all day **from £29.09**
- D EMBROIDERED UNISEX ZOODIE** A modern way to keep cosy whilst representing your company. Embroidered in one location for no extra cost **from £37.42**

BOTTOMS

We know. Generally speaking, no one is going to see what you're wearing below the desk. But sitting on a chair all day can get pretty uncomfortable. And being uncomfortable is one of our pet hates. So we aim to resolve that with Fünkicomfi bottoms.

Great for lounging at your desk. Even better for those spontaneous stretching sessions. And if you need to pop out for a quick site visit, you'll still look the part.

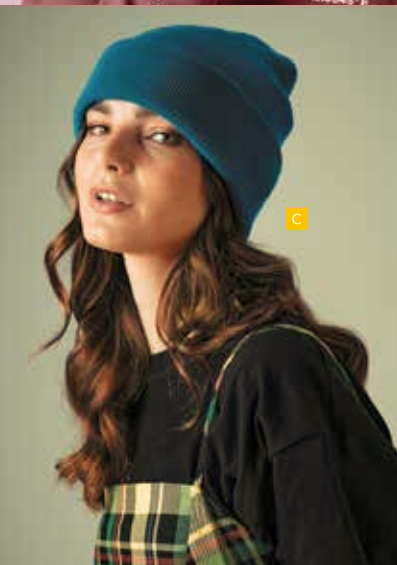
A EMBROIDERED JOGGERS No need to get your running trainers on – just a really comfy outfit for long days at the home office **from £37.56**

EMBROIDERED SHORTS If your legs prefer to be out in the open. Let them. With your logo neatly stitched on the pocket, you'll still look work-ready

B Mens chino shorts from £34.02

Ladies chino shorts **from £34.02**





HATS

Turn bad hair days into a fashion statement, or simply keep cosy with our range of Fünkicomfi hats. Choose from beanies or caps – both can be emblazoned with your company logo for maximum visibility on those impromptu video calls.

2-TONE CAPS Emblazoned with your company logo for maximum visibility

A Adults unisex **from £11.07**

PULL ON BEANIE emblazoned with your company logo for maximum visibility

B Adults unisex **from £8.07**

CUFFED BEANIE Embroidered in one location for no extra cost

C Adults unisex **from £9.07**

D Kids one size **from £8.07**

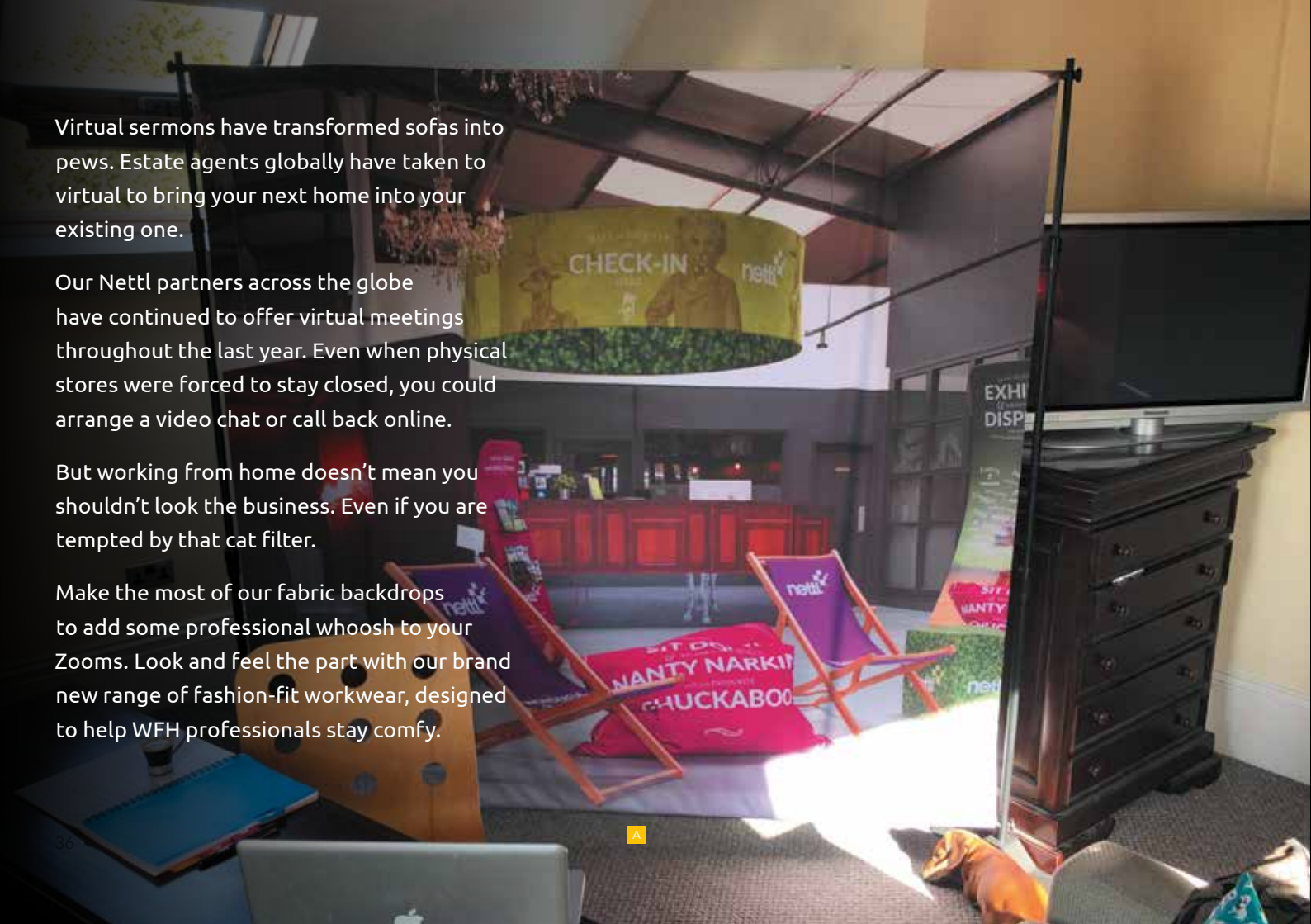


Virtual sermons have transformed sofas into pews. Estate agents globally have taken to virtual to bring your next home into your existing one.

Our Nettl partners across the globe have continued to offer virtual meetings throughout the last year. Even when physical stores were forced to stay closed, you could arrange a video chat or call back online.

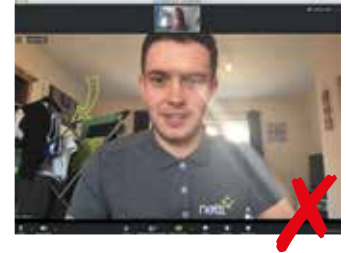
But working from home doesn't mean you shouldn't look the business. Even if you are tempted by that cat filter.

Make the most of our fabric backdrops to add some professional whoosh to your Zooms. Look and feel the part with our brand new range of fashion-fit workwear, designed to help WFH professionals stay comfy.





We all want to look our best. Pitching with your pants showing isn't a good look. Use our range of fabric backdrops to add whoosh to your Zoom. Conceal the ugly. Look like business.

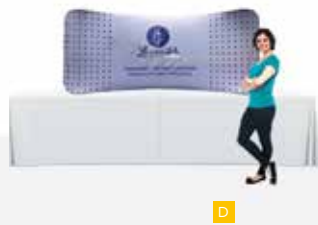


A SCENE 20 A photographer's backdrop is an ideal background to home video calls. 2 x 2m black-back fabric wall hangs on a tiny footprint frame, which collapses down for easy storage **£289 each**

B BOOTHS Fabric booths make the most wonderful backdrops – see page 39.

C TABLETOP 18S 1.8m wide straight printed fabric backdrop to put on the desk behind you **£245 each**

D TABLETOP 24C Print a striking image on the front and your branding on the reverse, so when event season returns, these 2.5m wide curves double as exhibition backdrops **£265 each**



BEAT IT WITH **BOOKINGS**



Bright businesses have been benefiting from bookings for a while now.
Booking systems help:

- **Record essential customer information**
- **Manage visitor numbers**
- **Organise workflow, and also**
- **Encourage online conversions**

Even making bookings for free consultations and appointments goes a long way to help move prospects onto the next step.

Booking a room, space, table, slot or appointment? Or just limiting the number of people on the premises at any one time? Your booking system can be a nimble thing.

You have full control over the availability and can also decide whether to take full payment, part payment or no payment.

Need to integrate with your existing reservation system? Just let us know what you're using.

Contact us now to get started ... info@colouritin.co.uk



NEWSPAPERS

An irresistibly tactile traditional teaser that bucks the digital trend. The need to reach people at home and our desire to stay connected has given newspaper marketing a resurgence. Trusted, informative, and engaging, they're an innovative and cost effective way to market to your audience.

A BROADSHEET NEWSPAPERS

500 x 350mm **from 76p each**

B TABLOID NEWSPAPERS

376 x 289mm **from 56p each**

TOP 5 SECTORS
using Newspapers to
make the right headlines:

5

- B2C retail brands
- Internal communication
- Community newsletters
- Schools & councils
- Sports clubs & associations



A

B





A

B

HAND SANITISING STATIONS

We can design to suit your brand. Each includes a refillable, automatic hand sanitiser. One litre container (*included*) can be refilled with hand gel (*not included*). Powered by 4x C-sized batteries (*not included*).

- A FLOOR 6** Free-standing 600(w) x 1500(h)mm sign with base
£243.90 each
- B WALL** Fix the back 300(w) x 650(h)mm panel to a wall
£129.60 each



C

D

PACKING TAPE NEW

Get your brand out there and make boxes look the business with custom printed packaging tape.

- C PACKAGING TAPE** Kraft paper tape 48mm x 50m
from £2.81 a roll
- D VINYL TAPE** Available in 3 sizes, and 3 background colours
24mm x 66m from £1.70 a roll
48mm x 66m from £2.35 a roll
72mm x 66m from £3.52 a roll



MAIL

SOMETHING TO
REMEMBER ME BY



Branding isn't just a logo, it's the whole customer experience. Every touch point with your business is an opportunity.

Be memorable. Brand each step of the journey. Reinforce brand loyalty and evoke feel-good vibes.

When you're planning to connect with your clients, remember print makes us feel. This offers a huge opportunity for you to reach your customers when they're not strolling your street.

Sending something physical to a prospect or loyal customer can seriously bolster the impression you make. Interactions with direct mail have increased 11% versus the same time last year and door drops 15%.

They say it's better to give than receive. In business, it makes even more sense. Thanks to the 'burden of reciprocity', when you give gifts, people feel obliged to repay the favour. Like by buying something. Print a logo on your gifts and keep your brand front of their minds.

Looking for ways to ***make your marketing compelling?***

Exchange your ideas with us.

AIR FRESHENERS

Smell is our most powerful sense. It instantly connects memories. Associate your brand with a fragrance and make people feel good.

A CIRCLE from 25p each

B OVAL from 25p each

C PORTRAIT RECTANGLE from 25p each

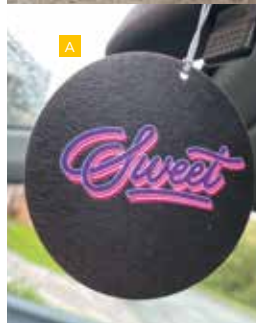
D CUSTOM SHAPE from 25p each

E LANDSCAPE RECTANGLE from 25p each

F SQUARE from 25p each

Choose from these tantalising scents:

Apple, Clean & Fresh, Clean Car, Coffee, Cool Water, Cotton Flower, Cranberry, Cut Grass, Eagle, Mint, Fruits of the Forest, Ice Noir, Oriental Night, Rain Forest, Sport, Spring Water, Strawberry, Vanilla, Very Berry and Zodiac.





SUITCASES

Look like a business that's going places with suitcases and travel bags, printed entirely in your brand. Add logos or full colour images on both sides. 4 sizes to choose from, each with a 2 year warranty.

- A** LARGE CHECK-IN SUITCASE 78 x 52 x 28cm **from £106.55 each**
- B** MEDIUM SUITCASE 68 x 42 x 25cm **from £96.49 each**
- C** OVERNIGHT BUSINESS CARRY-ON SUITCASE 39 x 47 x 22cm **from £88.67 each**
- D** CABIN CARRY-ON SUITCASE 58 x 34 x 23cm **from £88.67 each**



TOWELS

Custom printed promotional towels make a fun and innovative gift for clients or colleagues. Printed full colour edge to edge. Heat-set to ensure colour protection and can be washed at 30 degrees.

- E** FACE TOWEL 300 x 500mm **from £3.43 each** £3.81
- F** HAND TOWEL 500 x 1000mm **from £7.17 each** £7.96
- G** POOL TOWEL 700 x 1400mm **from £12.70 each** £14.11



10%
OFF

KEYRINGS

Our clear acrylic keyrings have a split metal ring and include a full colour graphic insert printed both sides. A great giveaway for keeping your details handy.

- A LARGE** 45 x 70mm graphic
from 68p each 75p
- B REGULAR** 35 x 45mm graphic
from 55p each 61p
- C BOTTLE OPENER** 35 x 45mm graphic
from 80p each 88p

LIP BALMS NEW

Lips should be loved all year round. That's what makes these great promotional giveaways an innovative idea for customer-focused businesses. Available in 17 base colours with single colour print.

- D TWIST-UP LIP BALM** from 68p each





A/B



C



D



E

PENS NEW

Write yourself into their good books with this classic branded giveaway that everyone is happy to receive. Want to freshen it up? Check out our antibacterial aluminium option. All our pens are printed in the UK for a speedy turnaround.

- A ALUMINIUM CLICK BALLPOINT PENS** from 41p each
- B ANTI-BACTERIAL ALUMINIUM CLICK BALLPOINT PENS**
With a silver nano powder additive, which reduces the growth of micro-organisms
from 39p each
- C WHEATSTRAW CLICK BALLPOINT PENS** from 59p each
- D CURVY BALLPOINT PENS** from 23p each
- E RECYCLED PET BALLPOINT PENS**
in a range of colours from 64p each



A/B

Come on in.
**WE'RE
OPEN!**



GETTING FOUND

63% of marketers are investing more in search engine marketing. Why?

Because 20 billion searches happen every day.

More people are searching and more people are buying online, especially for local services 'near me'.

Our digital packages start from £300 per month. Wonder how your site is performing?

Get a free, no obligation audit - just email info@colouritin.co.uk

FREE
AUDIT



SEO VS PPC ... WHICH IS BETTER?

Both formidable click-getting contenders. So who to root for in this classic contest between two traffic-winning Goliaths? Which warrior should you back with your buck?

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, and queries related to your business. Usually, around 10 or so organic listings appear on the search engine results page (SERP). Typically below a few ads.

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 placement. Google Ads, for example. Ads can usually be found at the top, bottom, and side of a results page. They might also have their own special section, like Google shopping. And appear as ads on other websites you visit.

What's best for your business will depend on your answers to these:

- **What industry are you in?**
- **What products and services do you provide?**
- **How do you currently attract customers?**
- **What is your existing sales process?**
- **What are your goals and objectives?**
- **What kind of budget and resources do you have?**

SEO wins on:

- **Cost** – Organic clicks are 'free'
- **Sustainability** – SEO efforts yield residual results
- **Click Share** – Organic results attract more clicks

PPC clinches the rounds on:

- **Speed** – Get listed instantly
- **Effort** – It's easier to get going than SEO
- **Targeting** – A large amount of customer targeting options

But the reality is that most businesses will benefit from SEO and PPC.

So if it's right for your business, and you have the resources and ambition to do both at the same time, then you should.



 DELIVERY INCLUDED*

call us on
01765 57 00 72
visit
www.colouritin.co.uk

The small print: *Prices shown include delivery to one UK mainland address. They exclude VAT and design. Unless stated, prices shown are for standard service. Faster turnaround upgrades are available – ask for a price. Price point may not represent products in photos. Prices correct as at 01/04/21. Orders of special offer items must be approved by 6pm, Fri 28/05/21


nettl[®]
Partner