

FROM LITTLE ACORNS DO OAK TREES GROW

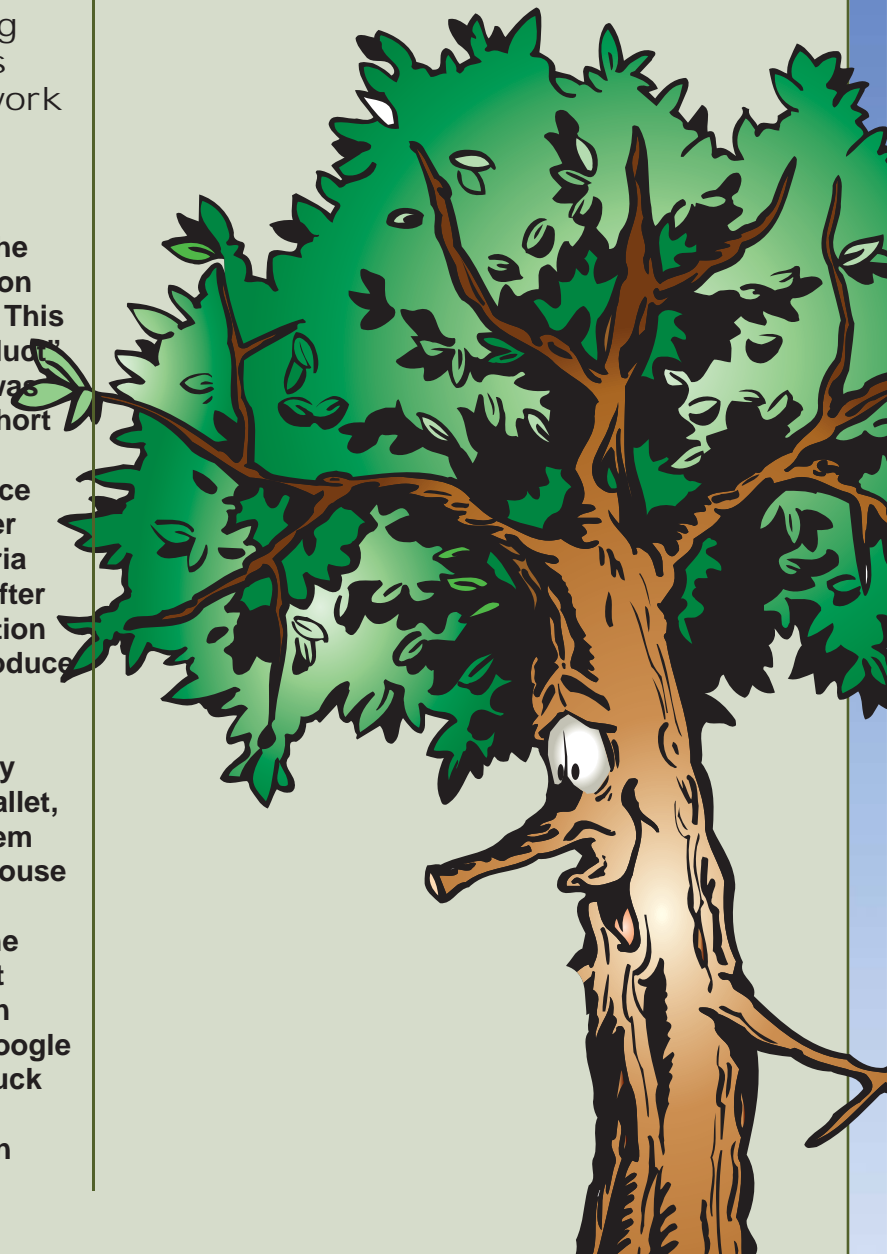
Andrew Palmer of Marketing Collateral has been a member of Business in Berkshire for some years now. Here he explains how his membership has not only acted as an invaluable resource when looking for suppliers and networking - it has proved itself as a major source of work via search engine optimisation and exposure.

“In the mid part of 2006 - a nice chap from The Carphone Warehouse called after finding us on Google using the search term “CD Printing”. This resulted in the production of 1,000 “test product” CD ROM’s – this is what we do, so no more was really thought of it at the time. “However, a short time later, somebody else called us from The Carphone Warehouse and asked us to produce over a million CD ROM’s in card wallets. After much negotiation on price and delivery criteria we were awarded the job. A very short time after being awarded the manufacture and distribution contract on this project we were asked to produce the content for the CD ROM as well. “From September 2006 to the present time we have project-managed the production on a monthly basis of around 100,000 CD ROM’s, a card wallet, and a leaflet. We then pack them into a Modem box and deliver them to the Carphone Warehouse distribution depot in the Midlands.

“Was it luck that the chap from The Carphone Warehouse found us on Google? Maybe, but to be frank, without the benefit of Business In Berkshire we would not have appeared on Google as high as we did - so we made our own luck didn’t we?

“This is just one example of how Business in Berkshire has helped us “grow”

our business. Why not visit our web site www.marketing-collateral.co.uk to see what we are all about and, if you are serious about growing your business, get signed up to Business in Berkshire as soon as you can.”



www.businessinberkshire.co.uk/andrewpalmer