



Businessmagnet helps ECL Plastics to hit the top spot



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The UK's leading online Business to Business directory



"Our main aim was to get to the top of the natural search engine results and stay there - Businessmagnet has helped us achieve this"

Eddie Lewis
Managing Director,
ECL Plastics Ltd.

www.eclplastics.co.uk

An evolving business

Established in 1982, ECL Plastics Limited was originally a point of sale display manufacturing company, historically working mainly with Banks and Building Societies in the UK producing display items. The company produced acrylic and plastic display and dispensing items for the consumer focused financial sector.

Around fifteen years later, the company turned its attentions more towards the design and production of promotional items, with money boxes being a key line and then by chance stumbled on the charity market. With no geographical boundaries, today ECL is one of the UK's leading Charity Supplies businesses - delivering a range of products from collection boxes to display items and traditional promotional items such as t-shirts, baseball caps, key rings and mugs.

Eddie Lewis, ECL's Managing Director added "our really big business is providing collection boxes of all sizes and types for charity organisations."

Finding a niche

Lewis explains "There used to be so many building societies in the UK, then they started getting taken over, I can remember there were around 600, that is down to around 50 now, so we decided that money boxes were a potential niche that could be exploited. The building societies were looking for money boxes and nobody produced them in the UK - partly due to the prohibitively high tooling costs." Said Lewis. ECL found a company based in Europe that manufactured a range of money boxes which could be customised and their business flourished from that point, the company has an exclusive UK distribution agreement with the European manufacturer.

ECL's offices, showroom, manufacturing (primarily client customisation) and warehousing facilities are all located at the company's headquarters in Whitefield, Manchester.

Adapting to today's commercial landscape

As an SME business specialising in the Charity sector, MD Lewis does not describe the company as a traditional manufacturer, he stated "Full blown manufacturing is gone in the country - it doesn't pay anymore, so we don't manufacture all our products from start to finish, for most of the items we supply, the primary manufacture of the raw unit is carried out by our partner in Europe, then we fabricate and assemble the final items here in the UK." Along with most well known charities, ECL also provides products for some of the biggest names on the high street "The NSPCC is one of our customers and so are people like ASDA and Lloyds Pharmacy - most well known brands have their own charity trusts within the company." Lewis said.



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ADVERTISING WITH BUSINESSMAGNET

Businessmagnet is one of the largest Business Directories in the UK. We achieve over 3.5 million page views per month and are viewed by many as the only directory solution to use. Our customers range from small one-man companies to SMEs and some of the largest and best known organisations in the world.

Businessmagnet offers various advertising packages to suit both budget and desired level of coverage.

Whichever solution you choose, you can be sure to receive our full commitment to providing you with the best possible return on your investment.

Answering business challenges

The main objective that ECL looked to Businessmagnet to answer was to get the company to the top of the natural results on the major search engines and stay there. "We are currently at the top of the natural results for collection boxes, collection buckets and money boxes out of 29.1million results. We don't have sales reps, so we rely on incoming enquiries - our strategy is to become even more reliant on the web for our new business" Lewis said.

"There is a bit of competition out there which can be a bit of a pain sometimes, but we are actually supplying some of the people who are competing with us - in those circumstances the customer will ultimately pay a higher price for the same product." Says Lewis.

"An enquiry came through Businessmagnet which led to a contract to supply 18,000 units in one order - we then had a repeat order the following year for the same volume." Stated Lewis.

ECL started their activity with Businessmagnet in 2006, choosing an Enhanced Listing Plus and two Magnet Links. The company's other marketing activity includes ads in the printed guides and magazines catering for the scouts and the round table organisations amongst others.

Reporting and feedback

"We get feedback from Businessmagnet - I find that great, when a potential customer clicks on our listing to view our company profile, I can then see from the reporting how many people have checked to see what our phone number is, how many people have emailed us from the email form and how many people have clicked through to our site from the directory, so I know where the enquiries have come from" States Lewis.

He added "Another directory we have used just tell us how many impressions or views our listing has had - saying the enquiries come through generally, but you can't monitor that - they could claim every enquiry comes through them - which is very clearly not the case." Says Lewis.



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Managing Director,
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"The way we receive enquiries from Businessmagnet and the information we get on the enquiry form makes life easier for us. I can honestly and truthfully say that we get three or four enquiries a day through Businessmagnet - good leads." Lewis added.

Online vs. Print - Delivering good ROI?

Lewis stated "Businessmagnet definitely meets our objectives, it's one of the few that does in terms of our advertising - it represents a good return on our investment, as long as we get the enquiries, I don't mind if you put your prices up." He added "When people phone me up about advertising in some of the printed titles, they quote the rate card rate and if I am in a position to buy space, I offer them as little as possible, normally I ask for about an 80% discount off their rate card price, but they are not even worth that really - they come back to me after the ad has appeared and ask me what the response has been like and I say, well, I have had no response - traditional print advertising really just doesn't work for us." Says Lewis.

Transforming the business

"Our company benefits from our activity with Businessmagnet, just in enquiries alone, we are getting orders every single day, all day long. We have increased the number of visitors to our site, increased sales - which is the way we want to go, no expensive overheads for sales people on the road, we have a good web brochure - so as long as we have the enquiries to steer to the brochure - that's great. We are becoming more of a web based business." Said Lewis. He added "We have worked well with our account manager, he has been very enthusiastic - I've heard it all before, but he actually made it work - and I've got to be honest and say that's pleasing - we have a good relationship."

Mr. Lewis summarised by saying "I can say that I am impressed with Businessmagnet because they have done what they said they would. Obviously, we will keep using the directory."

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