



Businessmagnet helps GRP specialist attract the right quality at the right cost



www.businessmagnet.co.uk
The UK's leading online Business to Business directory



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Richard Hayward
Founder and
Managing Director of
Fibreglass UK Ltd.



www.fibreglassuk.com

Where new ideas using GRP composite take shape

Fibreglass UK Limited was established in 2005 after it's founder, Richard Hayward, identified the need for a smaller sized manufacturing company able to utilise a precise working knowledge of the composites industry and to enable the economic manufacture of superior quality custom mouldings for a broad spectrum of end-user applications.

As specialists in the design, manufacture and installation of bespoke GRP (Glass Reinforced Plastic) items, the company's primary objective is to make each part manufactured, dimensionally, structurally, and aesthetically perfect.

Through their innovative expertise, track record and reputation, the business commands an enviable position in the highly specialised field of GRP composite moulding and has manufactured a diverse range of products for a wide ranging customer base - from architectural, automotive and marine, to leisure, construction and industrial.

Describing the raw GRP material, Mr. Hayward says “It is one of the most versatile construction materials known today, it offers the designer a wide scope for complexity of shape and can prove very cost effective when designed correctly”. He added “During the design process you can utilise the various special characteristics that GRP offers, such as dimensional stability, strength, lightness, colour and a multitude of finishes, so there is almost no limit to the complexity of shape, surface appearance and scale achievable with GRP, the only limit is your imagination”.

“It was a slow start when we launched the business, we didn't really appreciate the benefits of marketing, having a good website, SEO (Search Engine Optimisation) and creating awareness generally. We had a website but no work coming in - so we worked on improving the site and got some SEO work done and we started to look at what marketing opportunities were out there” Said Mr. Hayward.

Mr. Hayward added “We started our activity with Businessmagnet around six months after we launched the business, it was the first advertising we put in place. Initially, I approached them for a free listing, they assigned me with an account manager and he put together a proposal that was very attractive. I decided to go with it and they had the package up and running the same day”.

Three tactics in one campaign

Businessmagnet proposed that the company should utilise three particular tactics in their campaign:

- **An Enhanced Listing Plus**
A cost-effective solution which boosts the position of the listing to 'recommended' status and includes a mini client defined description in each product and service category the company is listed in.
- **Magnet Links**
Targeting certain keywords or phrases - Magnet Links are unique to Businessmagnet, guarantee a minimum of 50,000 impressions per month and are key to a successful search engine optimisation (SEO) strategy.

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ADVERTISING WITH BUSINESSMAGNET

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

For more information visit
www.businessmagnet.co.uk/advertise

- **Flash Banners**

The best and most visual way to attract browsers to your website - exclusive and 100% relevant to a Keyword or Product and Service Category, providing sponsorship at the top of a section and link directly to your website or your Businessmagnet advert.

“During our first year with Businessmagnet, our account manager came to us with some ideas to further build our exposure - they were too good to miss really, so we built on the original ad. By the end of that first year we had a great package in place - we have exactly the same now. We cornered the market in our sector, which is great for us - but not for our competitors”.

“Our target market is purely business to business and 99.9% of what we produce is bespoke - the average individual doesn’t really understand the process or associated costs involved in manufacturing their vision, but we always take the time to explain and educate, and more often than not we identify how to provide a cost effective solution. I would say that we have produced items for almost every industry at one point or another. We produce our work to one standard, the exceptional! - A lot of other companies have varying standards depending budget and if the product will be seen or not. At the end of this year we will be upgrading our existing ISO 9001 accreditation to the new ISO 9001/2008 standard - the quality standards route definitely help us win business”. Says Mr. Hayward.

He added “We are an SME sized business and through a strategic partnership we have in place with another local business. Their manufacturing capacity is far larger than ours, so basically we provide them with projects and we produce some of the elements and also provide the project management. They manufacture some of the the larger components and they also make a contribution to the marketing - we all win. Together, we have produced work for some very high profile customers, household names like the BBC, Tate Modern, the Dorchester, Legoland, Lloyds TSB - the list goes on and on. Some of the work we have produced is really fantastic, world class”.



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Quality circulation

“The most recent major customer that came through on a Businessmagnet enquiry form was Lloyds TSB, we produced some steps for their data control centre, although it wasn’t a large project, it does illustrate the quality of their circulation. Having done a great job on that project, hopefully we will get the opportunity to do more business with them in the future”. Said Mr. Hayward.

Cost effective

“I think it’s very impressive that Businessmagnet can keep us on page one of the search engine results under the amount of headings we have for the price we pay. Some of the other directories charge a premium to achieve that, there is a big difference in their pricing”. Mr. Hayward says.

He added “Pound for pound, I am very happy with what Businessmagnet deliver - the level of exposure we achieve with all the search engines is very good and the quality of their circulation is very high. We do monitor the response and evaluate effectiveness of our advertising activity - we still have the same level of activity today because it works for us”.

Simple implementation and good service

“It’s a hassle free thing for me - I get a call from the same account manager a few times during the year to make sure everything is going well and asking if we need to change anything or look at any aspect of our activity”.

“Of all the directories we are with, Businessmagnet is the only one that doesn’t take it for granted that you are going to renew your activity at the end of the year - all the others just call us when it’s time to renew our contract. That’s a bad thing. With Businessmagnet our account manager calls us during the year, obviously they are thinking about us, the package we have and how they can improve it. With a lot of the other directory companies it’s a bit like ‘you have signed on the line, we have got your money and we will talk to you again in 12 months time’ - they don’t track our activity, they don’t check it”. He added.

“With one of the other directories, we have a number of links but most of them have fallen off page one and are now down at the bottom of page two. We have spoken to them and they say that they will get it sorted - then 8 or 9 months go past and nothing has changed - and we are paying them a lot of money. With Businessmagnet, if we ask for something to be done or rectified, or something to be accelerated - it gets done, and we don’t have to make a follow-up call - which is always a good thing”. Mr. Hayward said.

In summary, Mr. Hayward said “At the end of the day, I’m more than happy with the package I have, if Businessmagnet keep performing for us like they have done for the last few years we will continue our activity for years to come.

For more information, click www.businessmagnet.co.uk/advertise



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