



Businessmagnet helps First Impressions reach the right audience

## *First Impressions*

[www.businessmagnet.co.uk](http://www.businessmagnet.co.uk)

The UK's leading online Business to Business directory



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**"One of the hardest things for us as a business from a marketing perspective is to approach the right target audience - Businessmagnet delivers a greater volume of the right kind of enquiries and business for us"**

**Mark J Davis**  
Managing Director  
at First Impressions  
(Europe) Ltd.

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[www.firstimpressionseurope.com](http://www.firstimpressionseurope.com)

### **Making the right first impression**

As one of the UK's leading brand merchandising companies, First Impressions (Europe) specialises in developing and manufacturing clothing and accessory ranges on behalf of some of the world's biggest and best known brands.

The products they manufacture are either destined for retail sale, sold on the high street/internet, or used where quality promotional clothing is required. Due to the specialist nature of their services, up to 90% of the business the company undertakes is directly for the brand owner, rather than through an intermediary however, in the case of promotional or brand support clothing, the company also works closely with marketing agencies.

Since launching in 2001, through a sometimes difficult economic landscape the company has grown their business by an average of 30% year on year. From their offices in Stafford, North Midlands, the company deals with the design and development of new projects and administers contracts and orders, with their production facilities being located offshore in Portugal, Romania, Turkey, India, Pakistan and China. On those occasions where time constraints preclude the manufacture of bespoke clothing, the company also have facilities located in Birmingham, where they can overbrand stock clothing, using print or embroidery.

Geographically the company caters for customers in Europe, although it's Managing Director, Mark Davis says "we have been asked to supply to the US and we have also received enquiries as a result of our activity with Businessmagnet from even further afield, from South America and Asia Pacific, but in terms of supply we only deal within EU borders." Mr. Davis added "As far as the market sectors are concerned, whilst the client base is very diverse, it basically falls into four or five different sectors. We have quite a large involvement in the fashion side of the retail sector, not in terms of catwalk fashion but for those companies or entrepreneurs who want to create their own clothing brand and need an experienced supply partner that can help them bring their concept to market. We also do a lot of work with motorsport, car & truck manufacturers, outdoor visitor venues and even the gaming industry".

### **Approaching the right audience**

One of the hardest things the company faces through its marketing efforts is to approach the right target audience. Having explored mailing and contact lists from a number of database resellers, First Impressions found that the point of contact supplied was often an individual who did not have the required decision making ability. Having firmly established that their primary target audience is the Marketing Director, Sales Director or Managing Director, the company focuses their efforts on reaching these named individuals.

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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](http://www.businessmagnet.co.uk/advertise)

"Approaching those people at a time when they were interested in our type of service and our types of products is very hard" says Mr. Davis. He added "Businessmagnet and specifically their Magnet Links, have enabled us to get our information out into the marketplace and having seen our information in the directory the potential customers understand what we can do for them."

**Tailoring activity with Businessmagnet - two tactics in one campaign**

Commencing activity in 2006, Businessmagnet proposed that First Impressions should utilise two Businessmagnet products within 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 strategy.

"Without a shadow of doubt, Businessmagnet has met our objectives, which is in contrast to our experiences with certain other directories which had been very poor - with lots of great promises but not very much by way of results. Our account manager at Businessmagnet introduced us to Magnet Links and initially we opted for just three but we have now increased this to five and as



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a result, our advertisement has now achieved an excellent position in the organic results of the major search engines. We know that many of the companies that contact us have found us through Google or another search engine and the Magnet Link phrases have been instrumental in guiding them to us." Mr. Davis said.

#### **Simple implementation and good service**

"It was easy to get the activity up and running, especially in comparison with another well known directory that we previously had sizeable spend with, with them everything was a problem, if we wanted to make a change it would take anything between a week to three months to get that change implemented - with Businessmagnet changes are made the same day - our account manager has always been very responsive and any issues that we have raised have always been addressed very quickly." Mr. Davis said.

#### **Tangible results**

Mr. Davis stated "I can say that one of our largest clients came to us as a result of seeing us on Businessmagnet." He added "the only way you can move forward, especially in difficult economic times is to get your company out there - it's quite specific in our case that we have few routes to get our name in front of the right people - Businessmagnet has helped us to do that and helped us get our message across - as long as that remains the case and as long as we are getting the exposure that we have seen to date through Businessmagnet it's a no-brainer to continue our activity with the directory.

For more information, click [www.businessmagnet.co.uk/advertise](http://www.businessmagnet.co.uk/advertise)



Businessmagnet Limited, 9 Meadway Court, Meadway Technology Park, Stevenage, Hertfordshire SG1 2EF.  
General Enquiries: 0870 350 7767 Customer Service: 01438 310497 [www.businessmagnet.co.uk](http://www.businessmagnet.co.uk)