



## Businessmagnet helps cable preparation specialist react to the challenges faced by the electronics industry



[www.businessmagnet.co.uk](http://www.businessmagnet.co.uk)  
The UK's leading online Business to Business directory

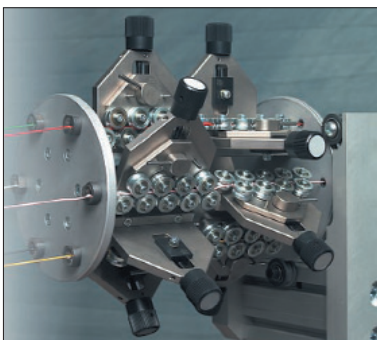


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**“We have only advertised with Businessmagnet since 2009, but our experience has been absolutely brilliant”**

**Mark Hicks**  
Managing Director  
at Cable and Crimping  
Services Ltd.

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

### **Reacting to extreme challenges**

The UK electronics industry has faced enormous upheaval in the recent past. It's a familiar story that high volume, low value work has largely moved offshore, but what is the current state of the UK's electronics industry?

The most recent State of the Sector report shows that from 2000 to 2008, the value of electronics equipment production declined by nearly 60%. Although the industry is still declining, with a drop of 11.8% forecast for 2009, it will slowly become more settled; the decline will level off and predictions are for moderate growth being due as soon as 2011.

Cable preparation equipment supplier and Businessmagnet advertiser, Cable and Crimping Services Limited, has addressed the decline in business head-on by focusing on quality and a small degree of diversification.

The company was formed in 2004 to supply the cable stripping and connector crimping market with quality new and used cable preparation equipment. The business specialises in providing a complete solution for all cable cutting, stripping and crimping requirements. They supply a wide range of products from hand tools to mini applicators, bench top workstations and consumable perishable components.

The Tonbridge based firm also provides a full servicing facility for the equipment they provide as well as maintenance arrangements for existing equipment.

### **Bucking the trend**

The business has flourished during this very difficult time for the industry, partly through focusing on quality, but also through a degree of diversification.

Founder and managing director, Mark Hicks said “We have managed to push the business forward by having a good working relationship with our customers. We pride ourselves on providing top quality service and only dealing with best quality equipment”.

### **Taking the opportunity to diversify**

He added “But we have not only focused on the cable preparation element of the electronics industry, we have diversified into additional sectors which we were actually already servicing through our core business. We now have a steady income from our ink jet printing capabilities. 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”.

### **Targeting new business**

“Like most companies, new customers are the life blood of our business, so we need to market ourselves to new customers constantly and across-the-board.

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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)

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We have only advertised with Businessmagnet since 2009, but our experience has been absolutely brilliant. The support and technical advice we receive from the directory is second-to-none.

Our account manager is helpful and very enthusiastic - and I am very glad that he is. Our activity with Businessmagnet is certainly contributing to our continued success, which we are very grateful for”. Said Mr Hicks.

#### Delivering better results

Mr Hicks added “We do advertise with another online directory, but we will discontinue that activity at the start of 2010 when the contract ends. We made this decision because we get far better results from Businessmagnet and our new account manager at the other directory is not giving us any service at all, which I find very disappointing, especially as our activity with the other directory costs us a lot more - so it’s been an easy decision not to continue advertising with that particular directory.

“Like almost every successful business, each year the best possible return on investment becomes even more important for the company”.

#### Creating the best possible campaign

Commencing in early 2009, Businessmagnet proposed that Cable Crimping Services should utilise three Businessmagnet products in their campaign:

- **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.

- **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.

Cable and Crimping Services provide their customers a wide range of services and products from the world's leading manufacturers



ILSINTECH



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

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**“We are absolutely thrilled to bits with our PageRank on Businessmagnet. Our search engine results are very good through our advert and we have just upgraded to include a further 3 Magnet Links, taking our total to 5, so we are expecting to elevate even further up in the natural search results”**

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### **PageRank matters - 10 is tops**

At the time of producing this report, The PageRank for Cable and Crimping Services on the Businessmagnet directory is a very healthy 3 out of 10.

The significance of this is best put into context by understanding that the firm’s own website only scores 1 out of 10 and their advert with another online directory scores zero.

Commenting on this performance, Mr Hicks said “We are thrilled to bits with our PageRank on Businessmagnet. Our search engine results are very good through our advert and we have just upgraded to include a further 3 Magnet Links, taking our total to 5, so we are expecting to elevate even further up in the natural search results”.

### **New initiatives**

Mr Hicks added “While suppliers in other territories are making it difficult for us to remain cost competitive in certain areas, we have introduced an additional, simple to use and time-saving online transactional site which is ideal for customers looking for certain product lines and we offer a next day or 48 hour delivery guarantee.

We put the initial version together quite quickly because we wanted to get a feel for what kind of business we could generate from it. Now we have proved that it can produce good revenues, we are improving the look and feel and adding more functionality for our customers.

We also run monthly special offers which make a good contribution to turnover and also attract new customers who we can then proactively market to in the future”.

### **In conclusion**

Mr Hicks stated “We are very confident about our business moving forward. We have strong relationships with our customers and our manufacturing partners and we will continue to consider new ways to exploit our existing customer base and develop new customers wherever possible”.

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

