



Specialist labels firm sticks to the top spot with Businessmagnet



LABELS FIRST LTD

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



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Gary Lovell
Founder and
Managing Director of
Labels First Ltd.



www.labelsfirst.com

The only label supplier you will ever need

Probably every business in the UK uses labels of some description. From retail quality product labels, to industrial supply labels, to plain white address labels - the range is phenomenal. And with over 400 label companies servicing the market, the list of suppliers is just as exhaustive.

Labels First are one of the UK's leading specialists in supplying self adhesive labels, swing tickets and tags. The company was formed in early 2006 by Gary Lovell, a label print expert with over two decades of experience. Lovell says “We specialise in looking after small to midsized clients and we cover a broad spectrum of sectors, food and drink manufacturers and distributors, contract packers, chemical manufacturers, pharmaceutical and medical device suppliers - most industries require labels of some description”.

Lovell acknowledges that the label industry is changing all the time and his business moves with it, he says “Our customers benefit from our proactivity in keeping up with the latest new technologies, new materials and new adhesives. We regularly contact our customers to inform them of any advances in label production that are specific to their industries, which helps them to keep ahead of their competitors”.

He added “We have a number of different presses and finishing machinery on our plant list which enables us to produce a very wide range of different finished products”.

“The business has grown organically and we rely 100% on our website and internet presence for new customers. The Industry is very much service led, in my opinion it's a case of good account management and getting out to see clients who I have looked after in some cases for a very long time. Although Labels First is a relatively new business, I have been in the industry for over 20 years and I still work with some customers I worked with way back when I started”. Says Lovell.

Describing his target market, Lovell says “Our target audience is 100% business to business - I have always been more comfortable dealing with clients who spend £10k a year rather than £250k, I would rather have 100 people spending £10k a year rather than 4 spending £250k, the reason for this is threefold. Firstly, the bigger the client, the more suppliers they are likely to have fighting for the business, thus the tighter the margins. Secondly, with the current financial climate and so many businesses failing, I am more comfortable with a wide spread of clients, to insulate us as much as possible. Lastly, with a smaller business you are far more likely to speak to either the business owner or decision maker on a regular basis – it is far easier to build a long lasting and stronger relationship”.

“Geographically, we don't really have any boundaries, and we are fairly unusual in the fact we don't really have a large concentration of local business - we have customers located all over the UK. Our offices are located in Ascot, Berkshire”. States Lovell.

**“In terms of how
Businessmagnet has
performed for us, it has
worked very, very well”**

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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.

Combining three tactics in one campaign

Businessmagnet proposed that Labels First use three 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.
- **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.

Lovell states “When we started our activity, I worked closely with our Account Manager to assess what Magnet Links were available to drive visitors to our site. We chose six in the first instance and we have added more since then. In terms of how Businessmagnet has performed for us, it has worked very, very well. Some links work a lot better than a similar option we use with another directory”.

“Our Account Manager has been very proactive in telling us what we need to do to further improve the effectiveness of our activity, it's just a question of finding the time to implement those changes”. Added Lovell.

“There are certain Magnet Links which are working very, very well for us - constantly getting us a top 3 position in the search results on a worldwide basis. I do know that what we are paying Businessmagnet to do for us is working. Our activity has certainly met our objectives with the Magnet Links we have”. Stated Lovell.

He added “We have certain Magnet Links which are exclusively with Businessmagnet, from these we have probably opened around a dozen new accounts recently which are very, very profitable end-user accounts - one account is a major pet food brand which is purely a result of that part of our activity”.



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“With regard to the Search Engines, we concentrate on Google, I am sure we do get enquiries from other Search Engines and we do ask each new enquiry where they found us - most say they ‘Googled’ us. Businessmagnet has certainly increased our visibility with Google”. Says Lovell.

He Added “We only use the internet to market our business, we don’t do any magazine or print advertising at all, we don’t have an on-the-road sales force and we do zero telesales really. The success of the business to-date is down to our web presence.

Simple implementation

“Getting our activity up and running couldn’t have been easier, they do the work for you really”. Says Lovell.

“The one thing I did find a lot more impressive than other directories we have used was the fact that they were very proactive in terms of making our content on the directory look as good as it possibly could. In terms of going the extra mile to get everything right - I said ‘that’s what I would like’ and they created it the way I wanted it - it was very impressive”.

“We will certainly continue our activity with Businessmagnet in the future”. Lovell said in conclusion.

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

