

## Advertising Content Guide



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

## Welcome to Businessmagnet

This guide has been designed to help you make the most of your Businessmagnet advertising package. We encourage you to write a unique, clear and concise description for your company, products and services - this will help your potential customers understand who you are and what you can offer them.

### The length of your description

Although a long description may give a potential customer all the information they need to proceed with an enquiry, a large amount of text could also tire the customer and allow their attention stray. Equally, a very short description may be too vague to prompt the customer into making an enquiry, so we recommend a minimum of 250 words and a maximum of 1000 - with around 500 words being optimum.

### Why it's best to make your description unique

Making your narrative unique is important because the major search engines discredit information that is duplicated on other websites, so try to subtly adapt your description text to maximise its impact and search engine effectiveness.

### Write your content in sections

Ideally, you should write your description in sections, with an introduction, a service / product range section and a summary section.

### Your introduction section

The way you introduce your business is an important element of your advert. When a potential customer lands on your advert, you need to retain their interest - a well written introduction will prompt the visitor read-on and hopefully match your products or services to their needs. A good introduction could include information such as when you established your business, a general overview of the products or services you offer, any specialist capabilities you offer and any USPs you may have (unique selling points or propositions), as well as a brief history of the business.



An extract from the introduction section for Borble Ltd.

“ We specialise in digital label printing and are the only company in Europe to operate two new leading-edge Xeikon digital reel-to-reel label print presses, each with full in-line finishing to deliver a fast and affordable high quality label printing service.

Our service is now backed by a new and unique highly focussed e-commerce website - [www.labelsprint.com](http://www.labelsprint.com), which enables you to quickly and easily obtain a quote, if you are happy with the quote you can up-load your artwork and order labels online in a few minutes for delivery in a few days...”

**Service / product range section**

We recommend choosing around five of your most popular products or services and detailing each of them with a paragraph of text (if you have opted for the Extended Listing Plus package, this includes five images).

Try to attract and keep the customers attention, you need them to be glued to your words, so keep your descriptions interesting and relevant to the features, advantages and benefits to the customer.

Your customers needs should be your primary consideration when you create the content for your advert, particularly your primary target audience (or audiences).

**Descriptions**

As with other mediums, there is a lot of content on the web that leaves the customer guessing what the benefits of the product or service are to them - try to put yourself in their position and explain what they need to know about what you have to offer.

**Your Summary section**

If you include a summary, you may wish to prompt potential customers to visit your website for more information - you could also mention your hours of business and instructions on how to order.



**How to supply images to Businessmagnet**

We can accept your images in almost any format - .bmp, .eps, .gif, .jpg, .pdf, .png, .psd, .tga and .tif (ask your account manager for assistance with other formats). As images are normally reduced in dimension to around 200 pixels in width, it is important to make sure your images are recognisable and can be identified at this size.

**Need some inspiration?**

**Have a look at some example adverts**

If you are viewing this guide electronically, click the link [here](#) to look at some good examples. If you are reading this guide as a printed document, go to [www.businessmagnet.co.uk/advertise](http://www.businessmagnet.co.uk/advertise) and click on the example adverts link.

An extract from the product range section for Datalogic Scanning.

**Datalogic Scanning Product Range**

**High-Performance Retail POS Bar Code Scanners**  
 Datalogic Magellan® high performance bi-optic barcode scanners are extremely reliable, high value, and have many unique features which make them superior to the competition. They are the world's highest performing POS bar code scanners and scanner/scales yielding the best throughput and first pass read rates that increase the operational efficiency of the checkout.

**General Purpose Handheld Bar Code Scanners**  
 Datalogic Scanning's QuickScan®, Gryphon™, Heron™, FireScan™, and Touch™ general purpose scanners provide snappy reading performance for numerous vertical markets, including: retail, healthcare, distribution, and office applications. Succinct differences between these products make each model better suited for varying applications; however, there are certain components of general purpose bar code scanners that are standard in all products carrying the Datalogic name.

These standard features comprise only a part of the story – the individual nuances of each product, the service behind the product, and the thorough testing of the product, are all equally important in the composition of what makes Datalogic Scanning bar code products excel.

**Rugged Industrial Handheld Bar Code Scanners**  
 Datalogic Scanning has an industry reputation for rugged, handheld bar code scanners that are fast, accurate, versatile, and offer high value. The PowerScan family of rugged industrial barcode scanners is the premier line of handheld laser and imaging scanners designed with tough industrial environments in mind.

Several models are available to perfectly fit the multiple and different needs of the industrial application:

- In manufacturing, Datalogic Scanning's solutions help to gather information on specific processes and cycle times to control work-in-progress in factories. Planning capacity, avoiding bottlenecks and generating high levels of shop-floor productivity are all part of the challenge in today's fast moving environment.
- Warehouse management controls the movement and storage of materials within a warehouse and processes the associated transactions, be it in manufacturing industries, distribution or retail environments. Datalogic Scanning's solutions accommodate the varied demands of small and mid-sized distribution centres, to very complex, high-volume environments, making the supply chain more efficient.
- Worldwide goods of every kind and size are moved daily with the help of Datalogic Scanning's bar code solutions. Baggage in airports, parcels in postal sorting centres and packages in distribution centres, etc., reach their destination as a result of the flow of information that accompanies them in all stages of the process.

**Freedom from Cables**  
 Many bar code data capture applications require mobility of the operator: not always to cover big distances but just to guarantee movement freedom without the cable entanglement. The double benefit granted by cordless bar code readers is higher productivity in safer conditions.

An extract from the summary section for Datalogic Scanning.

“ To learn more about what bar code technology can potentially do for your enterprise please give us a call, send us an email or take a look at our website. We are always happy to discuss what bar codes can do for you...” ”



This guide is part of the Businessmagnet Advertisers Toolkit.



#### IN-DEPTH CASE STUDIES

Businessmagnet has published a number of detailed case studies which illustrate the success experienced by advertisers from various business sectors, these can be downloaded at: [www.businessmagnet.co.uk/advertise](http://www.businessmagnet.co.uk/advertise)

## Top tips for creating your content



If you would like us to place your images next to specific text, please name each accordingly.



Include key words which are associated with your most popular products or services in your content - especially if you have opted for our Magnet Links product.



Detailed images can look confusing when they are reduced in size for use on the web - chose images that are clear when displayed in smaller dimensions.



Include a short paragraph for each of your top selling products or services, so potential customers can easily make the decision to contact you.



Email links and website links will be removed from your description text as they may reduce the performance of your advert. Depending on which package you have chosen, a button linking directly to your website is included in the top section of your advert.



When you are sending us your images be aware that large images can cause problems with some email providers, keep individual images under 1Mb if possible - this is especially important if you are sending us multiple images in one email.



Look at some content from the existing advertisers on the directory, just for a little inspiration.

For advice or assistance, call your Businessmagnet account manager on **0870 350 7767**.

