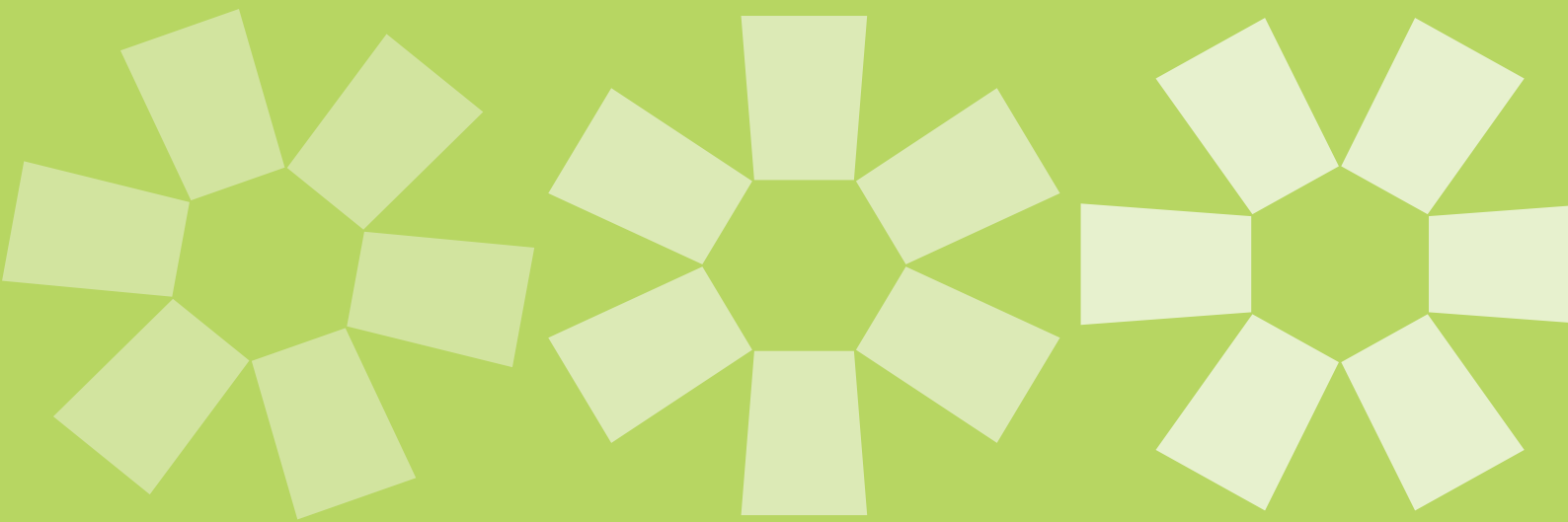


# GET YOUR BUSINESS MOVING



TAILORED MARKETING SERVICES  
TO SUIT YOUR BUSINESS NEEDS



# IGNITION

Everything you need to ignite your business

Ignition NBS is an award-winning company that specialises in helping businesses to grow.

Whether you want to win more new business, increase sales to existing customers or improve your web presence, our range of innovative, market leading tools can help you. And best of all they're easy to implement and fantastic value for money. What we offer:

## C3 – STATE OF THE ART ONLINE MARKETING TOOL

Central to all of Ignition's marketing services is our online application called Client Contact Centre (C3). This market leading system allows you to monitor the bespoke marketing campaigns we provide, while also enabling you to launch your own marketing activity (including emails, direct mail, telemarketing and online surveys) and track response rates. C3 also puts you in control of your website with its easy to use content management system.

## BESPOKE MARKETING SERVICES

Our consultative approach to marketing means that the solutions we offer are built around your needs. We will visit you and establish what your requirements are based upon the objectives you have for your business. We will then build a marketing plan around those requirements and monitor progress throughout the agreement period.

## MARKETING PACKS

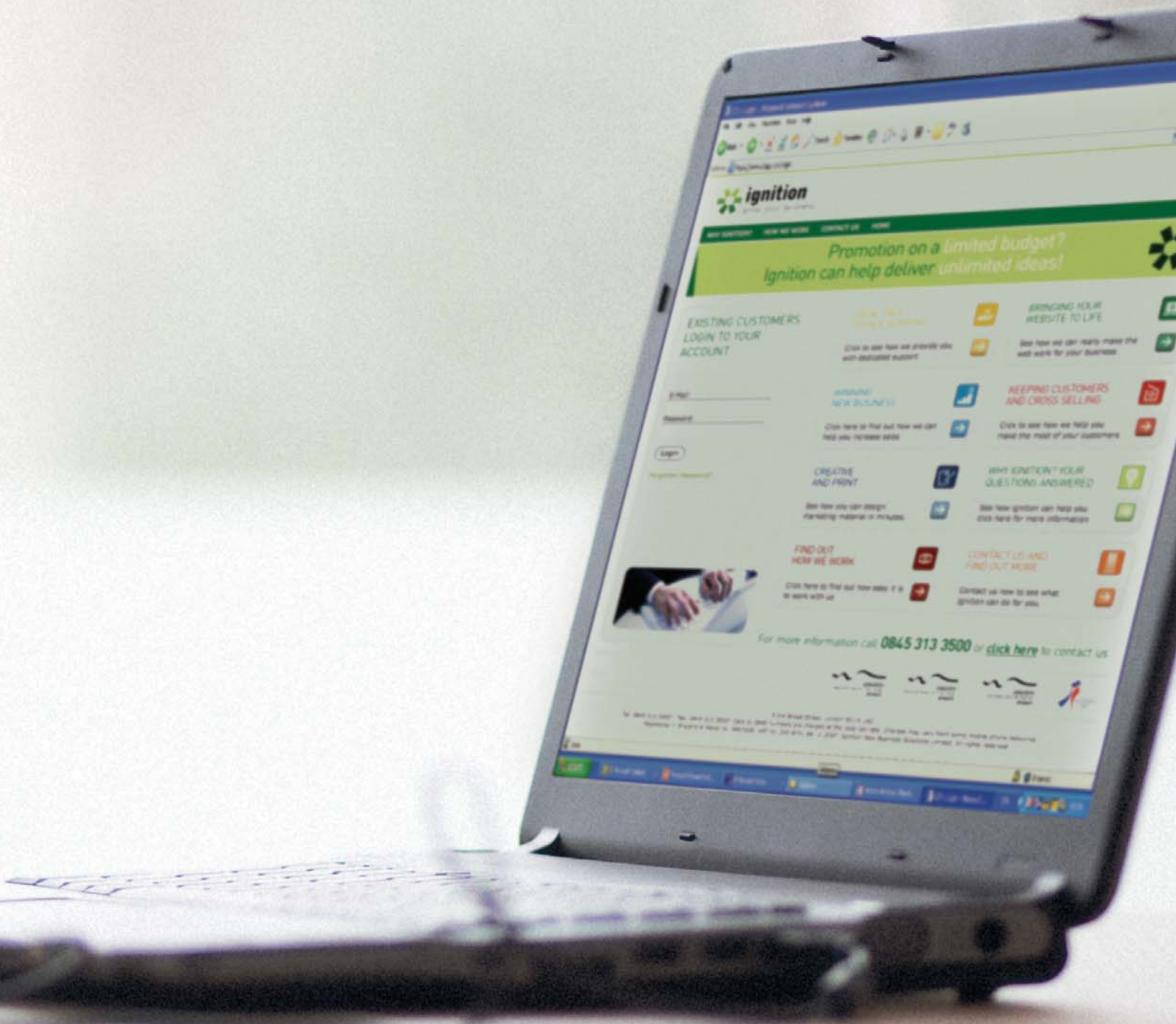
In addition to our bespoke marketing solutions, we offer a number of good-value Marketing Packs, which enable you to benefit from the delivery of specific services, without the costs associated with individual consultation.

The four Marketing Packs available are:

- Client Contact Pack
- Marketing Starter Pack
- Lead Generation Pack
- Website Pack

## GROW YOUR BUSINESS

Grow Your Business combines key elements from each of the Marketing Packs, together with a predetermined number of visits from your dedicated Regional Development Director – giving you the combination of face-to-face advice with good value marketing solutions.



Promotion on a limited budget?  
Ignition can help deliver unlimited ideas!

EXISTING CUSTOMERS  
LOGIN TO YOUR  
ACCOUNT

E-MAIL

PASSWORD

Log in

Registration - Password Reset

IGNITION  
FOR YOUR BUSINESS

Click to see how we provide you with dedicated support

BRINGING YOUR  
WEBSITE TO LIFE

See how we can really make the web work for your business

IMPROVING  
YOUR BUSINESS

Click here to find out how we can help you increase sales

KEEPING CUSTOMERS  
AND CROSS SELLING

Click to see how we help you make the most of your customers

CREATIVE  
AND PRINT

See how you can design marketing material to increase

WHY IGNITION? YOUR  
QUESTIONS ANSWERED

See how Ignition can help you click here for more information



FIND OUT  
HOW WE WORK

Click here to find out how easy it is to work with us

CONTACT US AND  
FIND OUT MORE

Contact us now to see what Ignition can do for you

For more information call 0845 313 3500 or [click here](#) to contact us



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# C3 MARKETING SOFTWARE

Our easy to use online application helps you manage every aspect of your marketing activity.

## WHAT IS C3?

C3 stands for Client Contact Centre and is central to the marketing services we offer. It's an online application created by Ignition to meet your marketing needs. C3 enables you to manage all of your contacts in one place and allows you to launch targeted marketing campaigns to them in a matter of minutes.

## CONTACT MANAGEMENT

Keeping your business contacts up to date is vital to the success of your marketing. C3 stores your data securely and enables all users within your organisation to work collaboratively to turn cold prospects into loyal customers.

## MARKETING CAMPAIGN MANAGEMENT

With C3, there's no need to purchase separate marketing applications as it's all available in a single, cost-effective solution.

With C3 you can:

- edit the content of your website and track traffic around the site
- generate unlimited email campaigns to your contacts and track open and click-through rates
- implement direct mail campaigns to your contacts and monitor response rates
- build online surveys to capture valuable feedback from your contacts
- manage telemarketing campaigns and review call histories.

## TAILOR MADE MARKETING SOLUTIONS

The C3 application is flexible and the functionality can be combined in any way to best suit the way you need to grow your business. As your marketing activity gathers pace, additional solutions can be added at anytime to ensure you continue to get the results you need.

What's more, C3 is easy to use and Ignition's team will have you up and running in no time.



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# BESPOKE MARKETING SERVICES

At Ignition, we understand that every business is unique and has its own marketing requirements to support business growth.

We also know that when you invest in growing your business, you expect to see results.

That's why when you team up with Ignition, we'll work with you directly to devise a bespoke marketing plan that contains everything your business needs and nothing it doesn't. And with our services starting at around £200, there's something to suit every budget.

Our services can be combined in any way to deliver the best solutions for your business' needs.

The suite of solutions that are available are:

- content managed web design and build
- branding
- lead generation
- a Customer Relationship Management system to send emails and gather Management Information
- targeted marketing campaigns
- campaign success tracking
- cheaper creative and print options
- customer service surveys.

As part of your service from Ignition, we will work with you on an ongoing basis to review your marketing activity. If your needs change, we can modify your marketing solutions to ensure that you get the results you need.





# CLIENT CONTACT PACK

Successful businesses don't just focus on new business. They do everything they can to keep their clients satisfied, nurturing them by offering the right products and services at the right time.

The Client Contact Pack provides you with the tools that make it easy for you to keep in regular contact with your clients and provide them with information that is timely and useful to their business. Here's what's included:

- simple to use client contact management system
- all your clients records in one place
- online client survey facility
- content library to store emails and sales messages
- campaign monitoring tools
- dedicated, ongoing support.

## GENERATE MORE BUSINESS FROM YOUR CLIENT BASE

In order to keep in touch with your clients, it's essential to have a central database from which you can set up, launch and monitor client communication.

The Client Contact Pack includes a user friendly online contact management system called C3, which holds all your client details in one place, eliminating the need for cumbersome spreadsheets.

With C3, some of the things you can do are:

- easily upload all of your customers' contact details
- break your client base into different types and interest groups
- schedule multiple campaigns over the year – tailored to different client groups
- monitor responses to your campaigns from your customers
- create targeted email campaigns to clients
- allow as many members of staff access to the system as you need, so they can view and update client records
- attach other client communication such as copies of letters or presentations.

Ignition will provide training to get your client contact campaigns up and running in no time.

## ENHANCE YOUR BUSINESS THROUGH CLIENT FEEDBACK

Gaining client feedback is a great way of making contact with clients as well as demonstrating that you take clients' points of view seriously. The Client Contact Pack comes with a built-in online client survey application, meaning you can:

- run surveys across subjects
- save, add, amend and delete surveys
- view and sort client responses.

## TRACKING THE RESULTS OF YOUR SURVEYS

Tracking feedback from different types of clients is vital to continually develop your business. The Client Contact Pack includes built-in tracking tools to help you analyse questionnaire results.





# MARKETING STARTER PACK

Our Marketing Starter Pack provides everything you need to kick-start your marketing and business growth.

Here's what's included:

- design, build and hosting of a bespoke content-managed website (up to 10 pages)
- lead generation
- business profiling of your local area to identify the best target prospects
- source data from a market leading provider
- outbound telemarketing on your behalf
- a guaranteed 50 leads
- email campaign templates
- capability to upload existing clients (up to 500) and run retention and cross-sales campaigns through our client contact centre (C3)
- dedicated, ongoing support.

## 50 NEW BUSINESS LEADS IN A TARGET MARKET OF YOUR CHOICE

To help you achieve new business targets we will:

- purchase data on your behalf from an independent data provider
- help you to identify, target and communicate with prospective new customers
- on your behalf, using professional outbound telemarketers, we'll obtain correct contact details, key trigger dates such as renewal dates and permission to contact them in the future.

## MAKE THE MOST OF YOUR PROSPECTS & EXISTING CLIENT BASE

Keeping your leads warm and staying in touch with your client base is critical to increasing new business. The Marketing Starter Pack includes easy to use email marketing software, enabling you to contact your prospects and clients with timely and relevant offers.

## WEBSITE DESIGN AND CONTENT CONTROL

Working closely with you, we'll design, build and host a professional website tailored specifically to suit your business.

Once the website is built you will have access to our easy to use online content management system. This means that you can add, amend and delete content at any time. And of course, our dedicated support teams will provide all the training you need to get you up and running.

All this means that you'll have a dynamic website that you manage yourself, without the time and cost associated with using a web design agency.

## TRACKING 'TRAFFIC' TO AND AROUND YOUR WEBSITE

Tracking the usage of your website is vital to continually improving your online presence. Our Marketing Starter Pack includes built-in tracking tools that provide detailed reports whenever you need them. Some of the reports available are:

- usage summary
- number of visits
- new visitors
- page views





# LEAD GENERATION PACK

Our Lead Generation Pack provides everything you need to increase sales and new business growth. It allows you to target your sales campaigns and improve new business conversion.

Here's what's included:

- business profiling of your location to identify ideal target prospects
- source data from a market leading provider
- outbound telemarketing on your behalf
- a guaranteed 100 leads
- unlimited follow on email campaigns
- dedicated, ongoing support.

## 100 NEW BUSINESS LEADS IN A TARGET MARKET OF YOUR CHOICE

To help ensure you achieve your new business targets we will:

- help you to identify, target and communicate with prospective new customers in your locality using specific employee, turnover and trade activity details
- purchase data on your behalf from an independent and specially chosen data provider
- use professional outbound telemarketers to target prospects and obtain current contact details, key trigger dates and permission for you to contact them in the future.

## MAKING THE MOST OF YOUR PROSPECTS

Keeping your leads warm until it's the right time to make further contact is critical to maximising your success of new business conversion.

The Lead Generation Pack includes easy to use email marketing software, enabling you to contact your prospects with timely and relevant offers.





# WEBSITE PACK

Our Website Pack is great value, offering you everything you need to create an effective online presence.

Our aim is to provide you with a highly professional website that successfully represents the values of your business online, while giving you control to add, amend and delete content. Here's what's included:

- design, build and hosting of 10 page bespoke website
- easy content management
- tracking visits and traffic to your website
- dedicated, ongoing support
- fixed cost option for protected client area

## WEBSITE DESIGN SPECIFICALLY FOR YOUR BUSINESS

Working closely with you, we'll design, build and host a website tailored to your business. Unlike many other web providers who work off set templates, your website will be unique to your business.

## GIVING YOU CONTROL OF YOUR WEBSITE

An integral part of our Website Pack is the easy to use online content management system. It's simple to use and our dedicated support team will provide all the training you need to get you up and running.

All this means that you'll have a dynamic website without the time and cost associated with changes that would otherwise need to be made by a design agency or IT company.

## TRACKING "TRAFFIC" TO AND AROUND YOUR WEBSITE

Tracking the use of your website is vital to continually improve your online presence. Our Marketing Starter Pack includes built-in tracking tools that provide detailed reports whenever you need them. Some of the reports you can download are:

- usage summary
- number of visits
- new visitors
- page views
- average views/visits
- average time on site.

### **Option for a Password Protected Client Area**

As an added-value service, you can offer a password protected area within your website to selected clients. You can also opt to include, at a fixed cost, an exclusive area for your clients to view more in depth information.



Date Brand -> Amway

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# GROW YOUR BUSINESS

Our Grow Your Business package takes the best aspects of each Marketing Pack and puts them together into one comprehensive package that's right for you.

Here's what's included:

## WINNING NEW BUSINESS

We'll provide 150 leads within the geographical area and business type as specified by you. We'll ensure contact details are correct, obtain business-relevant information like renewal dates and gain permission for you to contact them again in the future.

## CUSTOMER LOYALTY

We will provide you with access to C3 (Client Contact Centre) – Ignition's online application that enables you to manage all of your business contacts in one place. With C3, you can create and launch email marketing campaigns, select content for email campaigns from a library of industry-relevant information and create online surveys to get valuable feedback from your clients. C3 will monitor the success of campaigns and surveys by tracking email open rates, click-throughs and unsubscribe rates.

## WEBSITE

We'll design and build a website tailored to your individual business, and provide you with all the tools to easily change and manage the content. By using C3, users have the ability to add new pages, edit existing pages, upload pictures and create links – all in real time.

All this means that you'll have a dynamic website without the time and cost associated with changes that would otherwise need to be made by a design agency or IT company.

C3 also tracks how visitors are using your website, with information including visitor numbers and which pages are most viewed.





# MORE FROM IGNITION

## DEDICATED FACE TO FACE AND TELEPHONE SUPPORT

We understand that relationships are important. That's why an integral part of the service from Ignition is support from our Regional Development Directors and Client Services team. Their role is to:

- meet with you for initial consultations to discuss your requirements in detail
- take you through each stage of Ignition service to maximise returns for your business
- provide in-depth training to you and your team
- offer ongoing consultation and support when you need it.

## OTHER WAYS WE CAN HELP YOU

We understand that not all companies have the same requirements. If you want a marketing plan that is tailored exclusively to your business, one of our Regional Development Directors can work with you to define objectives and help formulate and implement a bespoke action plan to deliver the results you wish to achieve.

## WANT TO KNOW MORE?

If you are interested in Ignition's services please call us on 0845 313 3500 or visit [www.ignitionnbs.co.uk](http://www.ignitionnbs.co.uk)

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