

“Precisely HOW

“
NOBODY
PUTS YOUR

NETTL

changed MY BUSINESS”

An

EXTRACT

taken from the

(not) Patrick Swayze, Dirty Dancing

ANTHOLOGY

of TRUE tales

from our fine PARTNERS

printing.com
nettl
www.ideasthatwork.co
www.ideasthatwork.co
nettl[®]



Hello, I'm Dally

Nettl of Leeds

How would you describe your business before Nettle?

We were a print and creative agency. However, it was more everyday print essentials over creative. We dipped our toes into a little bit of web, maybe doing a couple of sites a year.

What inspired you to join Nettle?

We needed to switch things up. We saw the market changing rapidly. We saw our creative service declining. We knew that we needed to change if we wanted to grow and meet the demands of consumers

Who would play you in Nettle the Movie?

Elastigirl – aka Mrs Incredible. A hard worker and hugely motivated. She's really experienced and agile – her focus is always about keeping her family safe. My team here at Nettle of Leeds is also a little family which I like to protect

What challenges were you looking to solve?

We were the people that customers thought of when they needed something quickly and at a low cost. That was great but we aspired to be the full service creative design, web, print and marketing agency which won higher value projects for higher value clients.

We found more and more clients were outsourcing design and web to a freelancer or another agency. We wanted to work with brands from the very start. We wanted to be part of their journey and bring their visions to life, not just be their low cost, quick printer.

PROFILE

LOCATION
LEEDS

BUSINESS TYPE
DESIGN & PRINT

BRAND ENGAGEMENT
20%

NETTL PARTNER FOR
2 YEARS

TEAM MEMBERS
4 NETTLINGS





How has Nettl changed your business?

Nettl has absolutely transformed our business. I have been in design and print for 12 years and had no prior web experience. If you talk to me about code / CSS I would switch off.

I can now turn around websites within hours. We are winning more branding projects than ever. We're so confident selling due to the resources and support we get from our Nettl partnership.

What has been your most interesting project?

We're fortunate to work with many, many businesses week in, week out so I don't think I could pinpoint the most interesting. I think for us, the most fulfilling are the ones we start from scratch. The client literally comes in with an idea and we take it from there. We've even named some businesses, which is pretty cool.

“We wanted to be back at the front of the queue, to deliver all the things our clients now needed.”

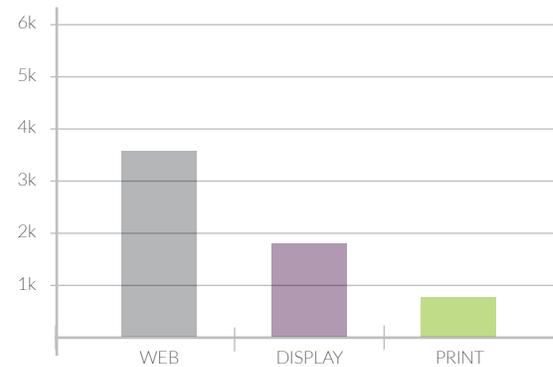
What's your weirdest client request?

A client panicked after receiving our design for 10,000 flyers. We'd printed the word 'Hedgehog' on them. He claimed the real spelling was Edge-hog and that we'd made an error. In the end he is still a client – and there is still an H in hedgehog.

At the Nettl bar what's your drink of choice?

Prosecco of course! Unless you're buying – I'll take Champagne!

HIGHEST ORDER VALUE



NEW CLIENTS

357

HIGHEST VALUE WEB PROJECT

£3,699

HIGHEST VALUE PRINT PROJECT

£699

REVENUE GROWTH

100% ↑



HABERDASHERY STORE

FABRIC
SOLD BY
THE SQm

FABR
SOLD
THE S



How have your clients reacted to Nettl?

They love the quirkiness of the brand, especially the writing style in all of the marketing. They tell us that we're talking their language, so that's positive. We lead with our own brand in the studio's design but we've complimented our style with the Nettl ethos and carefully selected Nettl logos, furniture and marketing.

"We needed to change. For us, the Nettl Partnership has really been the saviour of our business."

What's the best thing about Nettl?

The support. Nettl feels like one big family. I often reflect and think about how my business would survive without the Nettl CRM system and our access to the speedy support team. The geeks are a life saver (we bribe them at Christmas with treats).

Anything else?

Well, Nettl does all the market research and reacts to what consumers need from the marketing to the message, to the future. Being part of it is fantastic.

How has Nettl training helped you grow?

The training is led by real experts. The days have been extremely beneficial, intense and full of information. The development is like having your own business coach. We've learnt how to structure our days and our business to ensure our clients get the best possible experience when working with us.

WEB PROJECTS WON

115

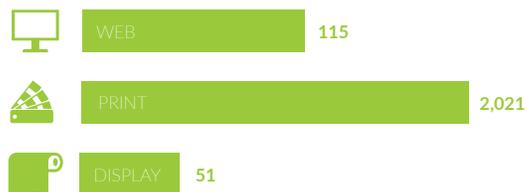
PRINT PROJECTS COMPLETED

2,021

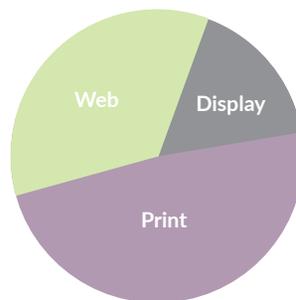
DISPLAY PROJECTS COMPLETED

51

PROJECTS COMPLETED



PRODUCT MIX BY REVENUE



To find out how a Nettle partnership could help your business grow, contact us at;

partner@nettl.com
0800 211 8060

If you need a website, print, or advice in Leeds, pop in and see Dally.

www.nettl.com

