



Printshop

Helping Printshop Owners Build a Better Business

Tips & Advice

Printshop Tips & Advice is a new monthly information sheet produced by cottonridge to help printshop owners build their business by learning new skills and giving practical common sense information which will help you increase sales.

Lead Generation

Are You Missing Out on New Business?



It is no coincidence, the biggest players in the printwear industry all have an effective online presence. These are the most successful companies and most profitable in the industry and if you want to be up there with the big boys you need to have your own effective website. A website is not an option, it is a necessity, as important as owning a telephone. You wouldn't dream of setting up a business without owning a telephone and likewise you should not set up a business without a website. Your customers expect you to have a website that looks professional and is up to date, and if you don't have one they are not going to take you seriously. It's not just so you can sell online it is so people can find information. They won't see you as a 'proper' company without it.

Now I guess everyone reading this will have flirted with getting a website up and running to some degree or other. Some will have put a lot of effort in and developed a professional site and reaped the rewards, but some will have played at it, started the process but never completed it. Printshops are busy

places and I guess the reason is that you just got too busy to put the time in that it required.

No-one ever puts effort into something that they don't think is important, because if it is low on your priority list there will always be new tasks that you consider to be a higher priority. This article is written to try to convince you that you need to make it a much higher priority in future so that you can start to achieve the success and win orders that are out there waiting for you.

For those of you that have a website, is it still up to date with relevant information? Does it look dated? (2 years is a lifetime in website design). It never ceases to amaze us how many poor quality websites there are out there. We think that there are no more than 25 printshop websites in the UK that are truly fit for purpose, and when you consider that there is over 5000 print and embroidery shops in the UK, it is a paltry amount.

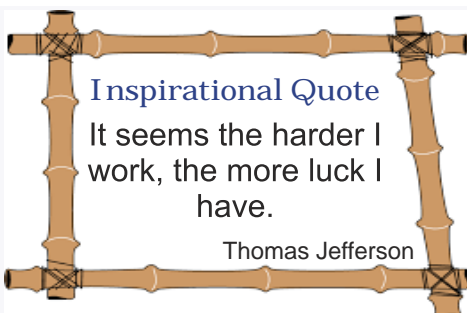
You can set up a very effective website for minimal cost nowadays. There are two types of website, the information only site and an ecommerce site. The cheapest site is the information site. An information

site shows information only, customers cannot purchase online like on an ecommerce site. This is the type of site that most printshops have, and many have had them for many years and look dated. If you want to be a real player an information site won't cut it, albeit they are much better than no site at all but the better option is the ecommerce site.



The problem with the ecommerce site is that you will have to work at it. You will need to set a lot of time aside to set it up initially and then regularly set time aside to update it with new products, price changes, updated images etc. Decisions need to be made on pricing, quantity breaks, design layout, page content etc. and this all take time.

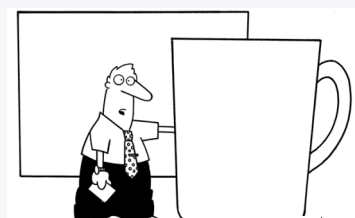
There is another halfway house option, called the 'Lead Generation Website'. This is a website that encourages visitors to request a quote. With an information site if a visitor likes the look of a product they will then need to call or email you with their enquiry. With a lead generation site, they can request a quote direct from the website, requesting a specific garment with a



Inspirational Quote

It seems the harder I work, the more luck I have.

Thomas Jefferson



I don't think this is going to fit into the mug printer

Cont.

specific logo they can upload. The beauty of this type of site from a printshop owners point of view is that it can be set up within a few days and the only input from the printshop is to send their company logo to the software developers producing the site. From the website visitors point of view, it makes it easy to request a quote any time of the day or night. Printshops with this type of site walk into work in a morning and that can have numerous quote requests to quote upon.

I hope this article has been useful and I hope you now take action to look into your online options.

There is another way a printshop can get a website with minimal hassle, and that is to purchase a distributor 'White Site'. This is basically a distributor website that is branded with your logo. It has little functionality and is basically an information site. The biggest problem with a distributor site from a printshops point of view is that most won't allow you to add products from other distributors thus monopolising your buying power and reducing the range of products you can offer your customers. Let's face it, it is ideal for the distributor if you are only showing their products on your website as every product you sell will be supplied by them.



"The computer says I need to upgrade my brain to be compatible with the new software."

New Lead Generation Website Available at No Cost

Cottonridge have introduced a lead generation website called My Online Shop which is available free of charge to any printshop in the UK. The Free site, which Cottonridge say will always be free, will help printshops generate leads by encouraging visitors to request quotes.

My Online Shop can host products from multiple distributors giving you the opportunity to display garments from all of your favourite suppliers. Visitors to My Online Shop can view products, choose a colour and size, upload a logo and they will see a visual of the garment with their design on it and request a quote. You then as the printshop owner can see the quote request and reply with a professional quote in literally 3 or 4 clicks on your mouse.

It has been designed to be quick and easy to use because many in our industry are not particularly techie and a user can be taught how to use the features in just 5 minutes. My Online Shop can be set up in 48 hours and all they need from the printshop is their logo that they want on their home page. There are a number of themes and styles to choose from and there is the option to design your own home page and to add new pages.

My Online Shop is the ideal entry level website because of how easy it is to set up and how easy it is to use and the fact that it is upgradeable to ecommerce and then up to full order processing which will manage orders and workflow, ideal for larger printshops. No data is lost when upgrading as it

upgrades seamlessly as all 3 versions are built on the same platform

Cottonridge have a video demo of My Online Shop on their website at www.cottonridge.co.uk/MyOnlineShop. Take a look and see how

myonlineshop
Freedom to show the products you want from
COTTONRIDGE

Cottonridge have introduced a new colour to the W73 Contrast hoodie range. The new Black / Gold hoodie takes the colour range to 22 colours available from stock. The hoodie is made from the Cottonridge 310gsm heavyweight fabric and has a black body with Gold Hood lining and cords. Currently available in adults sizes from XS to 3XL they will be also available in Kids sizes from October.



Interesting Fact

The toothpaste 'Colgate' in Spanish translates to 'go hang yourself'

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Defining Standards

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