

Peacocks & Monkeys!

How to show off and get noticed



Tweet me @BrighterCathy

Animals Show Off

- To find a mate
- Scare their attackers
- Fit in with the pack
- To be a copycat



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Tweet me @BrighterCathy

Our Animal Instincts...

- Attract customers & suppliers
- Undermine competitors
- Fit into an industry sector
- Copy cat what works well



Be A Monkey ...Or A Peacock

- Get noticed
- Drive traffic to your websites
- A starter for 10...

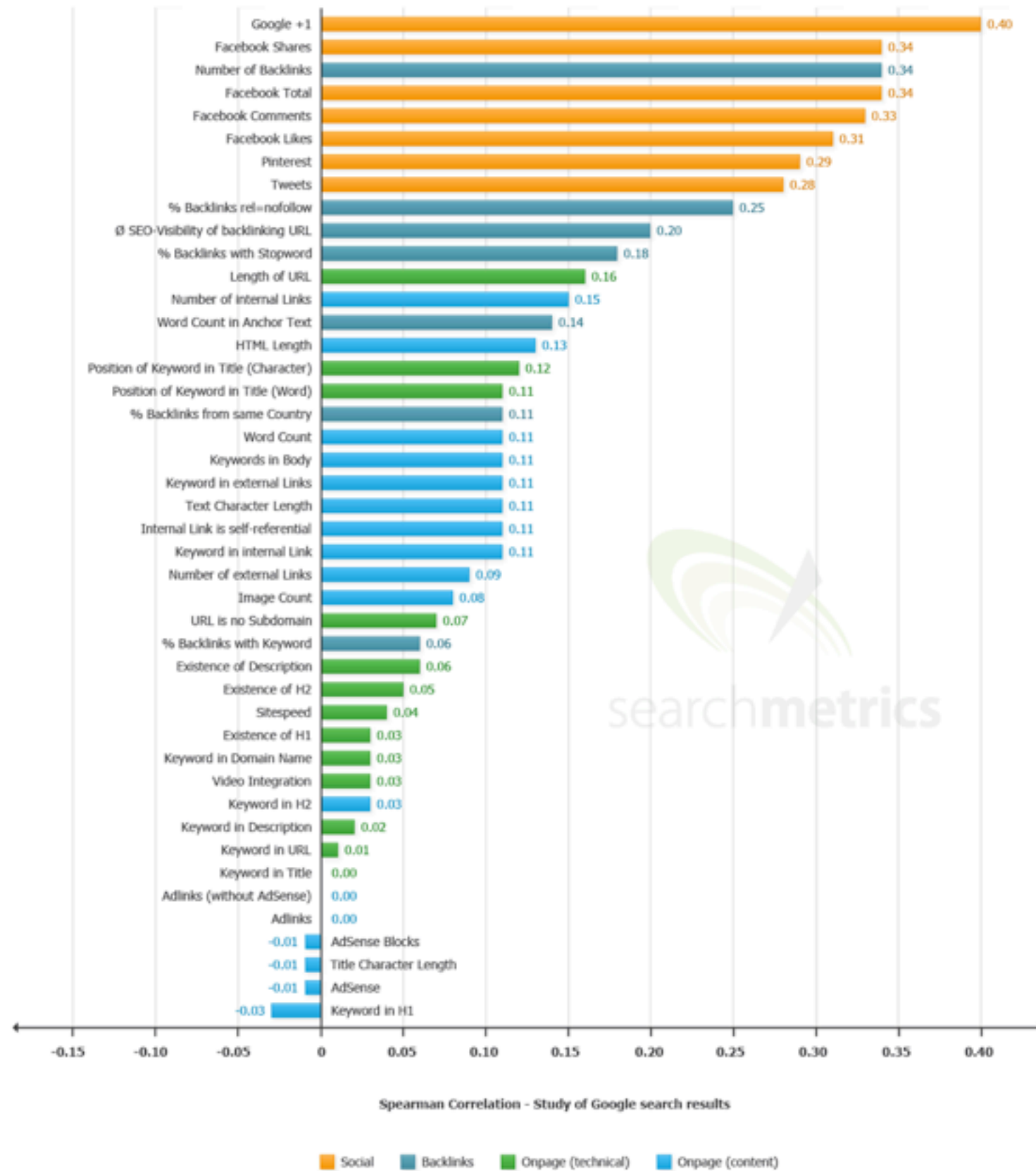


#1

Be Sociable

- Integrate social feeds to your website
- Direct traffic from your social accounts
- Let users share your web content





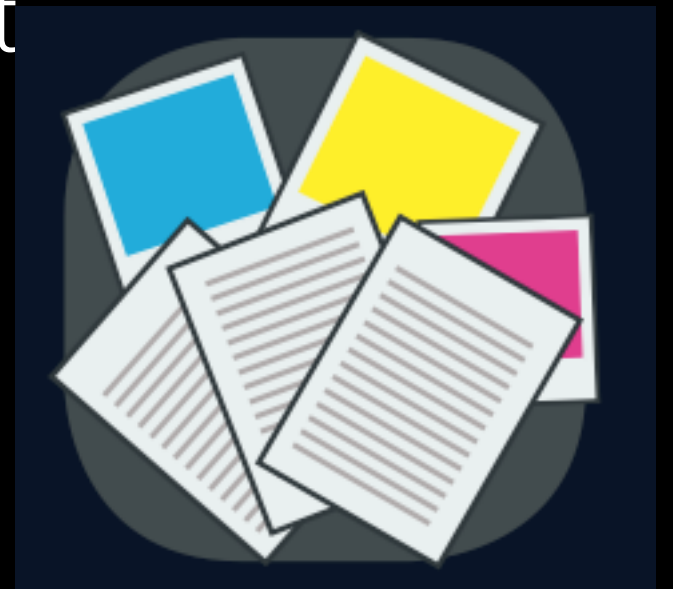
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#2

Stay Fresh

- Search & visitors like fresh content
- Update your website regularly...
 - Repeat visits / improved engagement
 - Introduces keyword rich content
- News, Events, Testimonials, Case Studies Photos, Portfolio



#3

Blog On



- Demonstrate skills & expertise
- Niche groups / keyword sensitive
- Calendar of Blog activity (consider; key events, seasons, celebrations etc.)
- React to hot topics & national news
- Be a Guest Blogger

#4

Get Listed

- Quality in-bound links
- Create a strong profile
- Update with new info/photos
- List in; industry relevant directories, 3rd party sites e.g. customer, suppliers & networking group websites



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#5

Make Sense

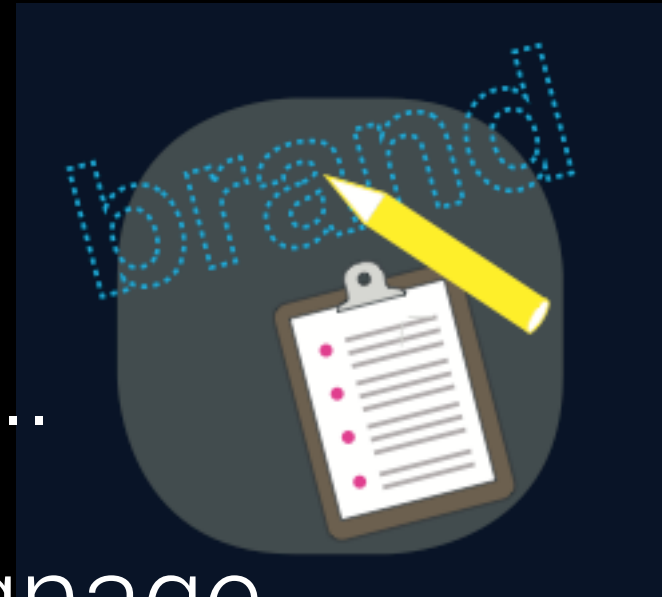
- Don't lose them once they've arrived!
- Clear, up-to-date info that's easy to read
- Site structure - easy to navigate
- Are calls-to-action & user journey clear from homepage?



#6

Get Connected

- Promote URL & social channels...
- Car livery, Uniform, Offices, Signage
- Stationary, Email Signature
- Website, Digital Advertising & Listings
- Business Card, Brochure, Adverts
- Online Directory Listings



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#7

Get Papped!

- Seize opportunities to get in the press
 - Create a Killer Headline
 - Newsworthy story (human interest, industry specific, local impact)
 - Take a great picture



Business

Don't be tempted to pay your staff cash-in-hand

PLYMOUTH'S small businesses are being warned about the temptation to pay cash-in-hand to temporary staff employed for the summer and Olympics.

Jim Smith, general manager who runs Plymouth's Chamber of Commerce, said businesses should not be tempted to pay cash-in-hand to temporary staff employed for the summer and Olympics.

Mr Smith said: "Small firms across Plymouth will be taking in students throughout the summer and with the current Olympics going, many more people are being employed. It would be tempting to pay cash-in-hand to avoid paying tax and national insurance. But this is a very serious offence and could result in a fine of up to £5,000 and a three-year prison sentence."

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Reasons to be ch... amid

CITY LIFE
FRONTIER...
Damage to the...
There was also...
SHARES



Directors of Peppar Communications including John, Julie and Ruth Whitford with father and MD Steve Whitford

Print firm celebrates 30 years in business

A PLYMOUTH printing and mailing company has celebrated 30 years in business.
Peppar Communications, based at Plymouth's Langage House Park, is celebrating its 30th anniversary. The company was founded by Steve Whitford, and his partner business partner Julie Whitford, the founder of the firm, will be working in the business for 30 years.

Reasons to be ch... amid
The firm is the only South West company and one of only 20 worldwide to achieve this status.
Peppar's key customers include...
A spokesperson said: "Peppar is a real local business serving clients in the South of a generation, spanning three decades."

WILLIAM TELFO...
01752 79...

Workingweek

Country comment

How important is food production?



SOMETIMES it's good to remember our customers, the consumers without whom we would have no business. So, as the year end looms, I'm pleased to have a large NFI banner in my field saying "Thank you" to all for buying British farm produce.



Environmental concerns are a luxury for many...
be the safest in the world and the big retailers have accepted it as fact. Thank you. The Government, Defra, has decided to transfer 12 per cent of the English single farm payments (suddenly) to the Rural Development Programme for England from next year: the Scottish 9.5 per cent, and the German 4.5 per cent.

GOT A BUSINESS OR FARMING STORY?

Impromptu band produces single in record time!



Sam Fisher, of Brighter Creative, is interviewed taking part in A Song in a Day

Singers steal some thunder with 24-hour achievement

by Gemma Mullin

A GROUP of unlikely pop singers has been working with a Mid Devon business to record a charity single in 24 hours.

For the 42 staff members, the project at the beginning of December was a surprise. Cathy Fisher, Brighter Creative's account manager and director Sam's wife, said: "They didn't know about it at all. They were told they were going on a team-building exercise and to turn up at this hotel, and then we told them what they were going to be doing. The reaction was quite mixed. They were really excited about doing it but quite daunted and scared at the prospect of singing in front of their colleagues. Lots of them didn't have any sort of musical background or experience either."

Debt threat to UK's recovery

A NEWCASTLE...
The Bank of England...
The UK's recovery...
The Bank of England...
The UK's recovery...

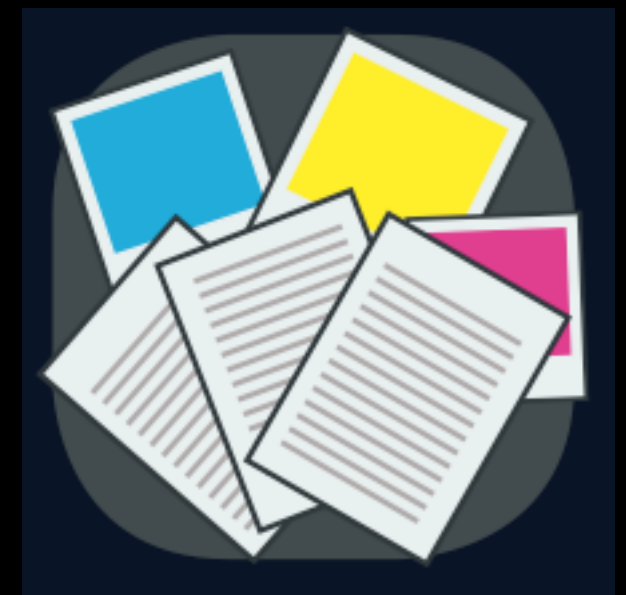
'Buckie' to wine defo

A NEWCASTLE...
The Bank of England...
The UK's recovery...
The Bank of England...
The UK's recovery...

#8



Advertising

- Still a place for traditional advertising
- What has works /what doesn't work?
- Consider new channels -
Google Ad-Words, Facebook Advertising, Website Banners



March Open Day


Status

 Completed 

Budget

£26.42 
Daily

Duration (London time)

29 February 2012 13:34 - 7 March 2012 23:00 

Potential Campaign Audience?

1,080,000 people

Campaign reach?

97,787

Frequency?

26.0

Clicks?


951

Click-Through Rate?

0.037%

Total Spent?

£199.45

Ad Preview 

Edit

Progress Centre




Newly reburished photo studios in Central Manchester. For hire half day or full day.

76 people like Progress Centre.

[View in News Feed \(desktop\)](#)

[View on Right Hand Side](#)


[Create a Similar Ad](#)

Targeting 

Edit

Potential Audience for this ad: 980,000 people

- Who live in the United Kingdom
- Who live in Manchester
- age 20 and older
- Who are in one of the broad categories Beauty Products, Gaming (Social/Online), Console Gaming, Consumer Electronics (All), Charity & Causes, DIY/Crafts, Dancing, Education/Teaching, Fashion, Food & Dining, Gardening, Environment, Home / Garden (All), Health & Wellbeing, Literature/Reading, Movie/Film (All), News (All), Music (All), Outdoor Fitness Activities, Pets (All), Real Estate (All), Luxury Goods, Computer Programming, Alcoholic Beverage, Sports (All), TV (All), Travelers, Small Business Owners, Photography, Mobile (All), Event Planners, Photo Uploading, Technology Early Adopters or Personal Finance (all)

Ad Preview 

Edit

Targeting 

Edit

Progress Centre



Art & Life Drawing Studios for hire in Central Manchester (hourly, day, half day).

76 people like Progress Centre.

[View in News Feed \(desktop\)](#)

[View on Right Hand Side](#)

[Create a Similar Ad](#)

Potential Audience for this ad: 1,080,000 people

- Who live in the United Kingdom
- Who live in Macclesfield or Manchester
- age 16 and older
- Who are in one of the broad categories Cooking, Charity & Causes, DIY/Crafts, Dancing, Education/Teaching, Pop Culture, Fashion, Food & Dining, Gardening, Environment, Home / Garden (All), Health & Wellbeing, Literature/Reading, Movie/Film (All), Music (All), Computer Programming, Alcoholic Beverage, TV (All), Travelers, Small Business Owners, Photography, Mobile (All), Photo Uploading or Technology Early Adopters



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#9

Give Them a Nudge

- E-shot / Hard Copy newsletter
- Account call (not sales)
- Host an event
- Have an open day
- Offer to speak at a Client's event
- Set up an advice clinic or #hashtag





Recruitment in Focus

Summer time, and the living is easy...

... Or is it? When the sun shines everybody seems to be in a better mood and thoughts of sea, sand and ice cream can easily set the mood for a vibrant office environment. Summer can also bring a whole host of staffing issues, from planned holidays to impromptu breaks (aka sickies) and very-early Friday finishes. I hope that you might find the SES Recruitment Summer Staffing Survival Guide useful.

Bob Welch

Bob Welch

19466 0400 - SES Recruitment



Summer Staffing Survival Guide

Read our six top tips on how to keep your staff motivated and your business ticking over during the summer months.

1. Get time cover for key staff holidays
2. Employ summer staff for seasonal workload increases
3. Encourage staff to take time for holiday breaks
4. Keep workers cool, comfortable and productive
5. Take a break - even the boss needs a holiday!
6. Embrace the holiday spirit with a sneaky ice cream

Read the full article here...



New Adaptive Website For SES Recruitment

Our new website automatically adjusts according to the device that you're viewing it on. This gives fast-paced access to jobs and updates to mobile and tablet users on the go.

Come and check it out...



Meet Louise

Louise joined SES Recruitment in October 2012 since which time she has built great relationships with our clients and gained a reputation for being a superb listener.



Contact Us

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Newton Abbot
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Devon
Tel: 01626 387177
Fax: 01626 333557

www.ses-recruitment.co.uk



SES Recruitment

Working in the South West for over 20 years as a friendly and professional recruitment business providing tailor made permanent and temporary staffing solutions.

We respond to an ever-changing job market and pride ourselves on developing long-term partnerships.



Fleet feet and changes afoot for 30 year old Pepper

On the dawn of our 30th anniversary, we're delighted to share some news with you that reflects our continued commitment for innovation, growth and great ideas.



Pepper become a Royal Mail Strategic Partner



Following a rigorous tendering process, Pepper has become the only company in the South West, and one of just thirty nationwide that will partner with Royal Mail Group Ltd (RMG) to deliver a groundbreaking programme which helps SMEs boost business through direct mail initiatives.

The SME Mailing House Programme seeks to generate new revenue for businesses that don't currently use direct mail, by helping them collaborate with accredited mailing houses. The Partner Programme brings together the sales power and brand of Royal Mail with the production and direct mail expertise of mailing house partners across the UK to provide a complete 'mail made easy' solution to help SMEs grow. With a great track record in production, preparation, endosing and despatch, Pepper were the ideal partner to represent the South West with RMG. Pepper become a Royal Mail Strategic Partner

Pepper soon to unveil a new brand identity...

To mark the occasion of our 30th anniversary we're updating our brand identity to launch us in to another 30 years of innovative business.

Watch this space for more communications from us, we'll be the same Pepper with a fresh new look.

Our new brand reflects our values of quality, trust, simplicity and our continued commitment to providing our customers with the best, hassle-free print and direct mail solutions.

- Like us on Facebook
- Follow us on Twitter
- Connect on LinkedIn

Pepper going the extra 157.2 miles...

Pepper's Seth Whitford has challenged himself to get healthy, in this our Olympic year, and raise money for a great local charity by running a grand total of 12 half marathons in 2012.



Children's Hospice South West cares for children with life limiting illnesses, which means that they will die before reaching adulthood. The charity provides expert care and support to ensure that the children, their siblings and parents are able to enjoy what precious time they have together.

Seth is dedicated to raising sponsorship for this great cause and is grateful of any donations made to help him trudge through each grueling mile. With 6 half marathons still to go, there is plenty of time to dig deep and sponsor him at www.justaliving.com/sethwhitford/

You can also find more thoughts from Seth and [hear about his motivation here...](#)



We were sorry to miss you at our Open Day 12th July

Don't worry ... you can still catch up with our big day online.

Catch up with the talks

We were privileged to have two fantastic speakers at our Open Day. You can read, digest and share our speakers' notes by downloading their presentations below.



"Eyetracker - What inspires an envelope to be opened?"

Caroline Marsh, Media Consultant
- Royal Mail
[Download presentation](#)

"Print opportunities in a social, digital world"

Sam Fisher, Creative Director
- Brighton Creative
[Download presentation](#)

Pepper in the Plymouth Herald

Read all about our Open Day and 30yrs in business in the Plymouth Herald. If you look closely you'll even catch a glimpse of Julie's Peppernet sector!



[Read the story online](#)

Open Day photos

We've uploaded photographs from our Open Day to our Facebook page. Feel free to share, add comments or our photo galleries.



Head over to our Facebook page to [see more photos](#).

Tweets from the day...

- @PepperComms: Whatford says he's great today. @JadeWhitford
- @PepperJobs: @PepperJobs: Don't miss out on our Open Day! @PepperJobs: Don't miss out on our Open Day! @PepperJobs: Don't miss out on our Open Day!
- @mccollour: Liked the new @PepperComms logo by the way. Big improvement!
- @PepperJobs: @PepperJobs: Don't miss out on our Open Day! @PepperJobs: Don't miss out on our Open Day! @PepperJobs: Don't miss out on our Open Day!
- @Louise: @PepperComms: Thanks for inviting me & thanks to @PepperJobs for showing us around & exploring so much!
- @CathBrew: Really interesting afternoon @PepperComms open day. Thanks @JadeWhitford and team! Loving Regeneration!

Arrange a Plant Tour

We'd like to offer you the opportunity to arrange your own private tour of Pepper HQ. As well as giving you the opportunity to meet Team Pepper, we'll give you a guided tour of our design studio, press press suite, factory floor and despatch areas.

We believe that once you've experienced our fantastic facilities first hand you'll come away with loads of ideas and inspiration for your future campaigns.

Call us on **01626 387177** or email info@pepper.co.uk to arrange a tour.

Keep up with our latest news...

- Like us on Facebook
- Follow us on Twitter
- Connect on LinkedIn
- Watch us on YouTube
- Subscribe to our Blog



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#10

Take Two Challenge

- Choose 2 things
- Implement them in 2 weeks

