

## Provide a Professional Company Image

In the current economic conditions it is important that all small businesses give a professional image. If they want to gain business and come through these difficult times, then the image a business portrays can make the difference between gaining and losing a sale. With potential customers having tighter budgets and being more careful on whom they will buy services and products from, the competition to win their business is more competitive than ever. However, many businesses make silly mistakes that can make the difference when the buyer comes to decide between very similar offerings from very similar businesses.

All small businesses, whatever line of business they are in, need to have a professional image to show their potential customers that they can provide a good service and that they are solid businesses that intend to be around for a considerable time. After all, who wants to deal with a company that you don't trust or that you don't think will survive the current economic downturn?

Many small businesses pay little attention to branding and the image they give of their business. However when they stand back and look at what image they do give, or get honest feedback from friends and existing clients, it may not be what they expected.

One area that many businesses fail to recognise is when they advertise their business or have their stationary printed they use a personal email address that is often a hotmail, btconnect or gmail email address. This instantly gives the reader the impression that maybe this business is smaller than they thought, less experienced than they wanted and maybe as a result not quite the type of business that they are entirely happy depending upon for a particular service.

One easy way to address this area is to have an email address that reflects the name of the company and this is easily possible by having a domain name. To have a website might not be what a business wants to focus its marketing budget on, but you would probably be surprised how inexpensive it is to have an internet presence with an associated email address. For example many companies start off with a "Landing Page" which is one page on



the internet showing your company name, what services you provide with photographs and all the contact details required for a potential customer to get in touch.

You now would have a website address and an associated email address giving you that professional image that can be included on all marketing and stationery that you use.

