



Supplier Brokerage Service adds magic touch to web marketing company's new business development

Former senior IT executive Peter Astley-Sparke had no plans to launch a web marketing business in 2003. But after learning the 'AdWords' skills to promote his own software company, he decided to found web marketing firm AdWords Magic. Peter registered as a supplier on Business Link's Supplier Brokerage Service (SBS) to gain access to new clients.

The Challenge

"I had always kept abreast of the latest advances in internet technology and web marketing as the Chief Technology Officer of FTSE and Dow Jones listed companies," explains Peter. "But it wasn't until I had to promote my own company online that I became intimately acquainted with the finer details of Google AdWords."

After a distinguished career within the corporate IT world, Peter took the plunge and launched his own software business selling a contact management system online. This led to him developing new skills: "I was spending up to ten hours a day researching keywords and using AdWords to promote my new software. After a year of doing this and making my software business hugely successful, I discovered I had become a Google AdWords expert!"

Peter registered with Business Link's Supplier Brokerage Service to attract more clients and soon came to the attention of Business Link Specialist Adviser in IT and E-commerce David Marsh.

As David explains, Peter soon found himself lecturing to Business Link's IT specialists: "As a supplier on the SBS, Peter was invited to train

us IT Business Advisers in the latest search marketing techniques."

Peter soon also found himself on the shortlist of three SBS suppliers when one of David's clients, Delgat Data Entry, identified a need for a Google AdWords campaign.

The Solution

"The SBS is a very powerful tool in the Business Link armoury," explains David. "It allows me to search over two thousand registered suppliers in the East of England, using a wide range of variables – things like the suppliers' sector experience, their location and

more. I'm then in a good position to provide my client with details of the three supplier profiles that most closely match the client's needs, and then allow them to choose the one they would be most comfortable working with."

The quality of leads I receive as a result of being listed on Business Link's Supplier Brokerage Service are of a consistently high quality
Peter Astley-Sparke, AdWords Magic

Delgat Data Entry was convinced by Peter's proposal, which had been meticulously prepared. Peter explains: "I follow up nine leads per quarter with a detailed proposal and typically convert them all into clients. I create a realistic vision for the client to see what their

website should be."

The campaign Peter created completely exceeded expectations, and it was not long before the Delgat Data Entry team knew that their investment, which had been supported by a TakeITon grant, had been worthwhile. In fact, as Delgat's Tom Laurence explains, "The web marketing was so successful that our phones didn't stop ringing," says Tom. "We had to reduce our keyword campaigns because of the response."

Peter takes up the story: "I always ask clients to keep detailed logs of incoming communications, such as emails and telephone calls, so that we can directly monitor the effectiveness of each campaign. This allows us to drill down to the specific key word that prompted the contact, plus the time of day. With that knowledge, we're able to refine the AdWords campaign, so that each penny spent is used most effectively."

The Impact

Although he has several major brand owners as current clients, Peter sees the SBS as a route to small and medium businesses that could benefit hugely from his services. "For me, the SBS is more than just another database listing," concludes Peter. "Because Business Link's IT and E-commerce Advisers have such an in-depth understanding of their clients' needs, they are able to search the supplier database with a high degree of accuracy and closely match suppliers, like us, with clients who genuinely need our services."



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 **08457 17 16 15**

 questions@businesslinkeast.org.uk  www.businesslink.gov.uk/east