

EXPORT: REGULATOR SUPPORTING BUSINESS

My local regulator helped me double my turnover through export advice

**Danny
 Bannon,**
 Bannon Tech

*In business four years,
 two employees
 - now selling to the US
 and Mexico, and
 looking to recruit in
 the near future.*



“I was ready to expand my business into new markets but I didn’t know where to start. My trading standards officer gave me great advice and told me about the support available from **Bestlands Growth Hub. I haven’t looked back.”**



**Find the right way into
 export: call 03030 779 0909**

Bestlands Growth Hub: doing what’s best for business.

Your communication (a case study in this example) must:

- support your objectives
- be relevant to your target audience
- have a point i.e. persuade them to do/think something specific.
- be backed by a **communications plan** to ensure your audience sees it. Posting on a website is not enough in itself.
- be measurable so you know it’s working e.g. call centres should ask where inquiries come from; analyse your website traffic .

Strong headline: to get the attention of your chosen audience, it must be relevant. Keep it punchy – don’t try to tell the whole tale.

Design: design for the medium - this is a print design but the elements are easily adaptable for digital.

Photo: people going about their business, or in their workplace (smiles and handshakes are dull). Note – ‘Danny’ faces into the page.

The story

- Be clear in your message
- Choose someone your audience will identify with, and let them explain how their regulator helped them succeed.
- You’re competing for attention. No essays - set a 50-word limit.
- If the story is so good it requires detail, consider additional techniques as part of your communications plan e.g. media release, speaker events or video.

Call to action: keep it clear and simple. The point of this tool is to get your reader to do something – in this case contact the Growth Hub.