



“When Homemade Doesn’t Work”

Making first impressions count

Speciality & Fine Food Small Business Forum
Debbie Jones, Imaging Essence

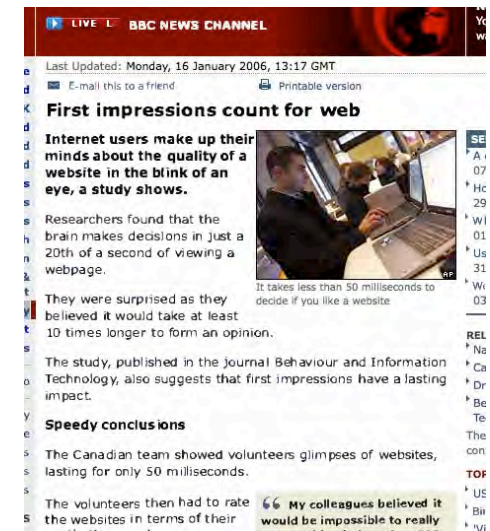


“when home-made doesn’t work”

So how long do you have to make an impression?



- In person:
 - 7 – 10 seconds
- Website:
 - Anywhere between 1/20th and 3 seconds
- Everything we do to communicate gives an impression of us or our business... so you have to make it count!
- Most importantly, most things can be achieved with very low cost investment.





First contact...the business card

- Make sure they are professionally printed – go for quality not quantity!
- Be aware what your card says about you...

My Name

MY BUSINESS NAME

My home address
More of my home address
My home address postcode

[http:// www.mybusiness.com](http://www.mybusiness.com)

contactme@hotmail.com

Call: 07500 MOBILE#

Don't forget your contact details on your emails

A bit of marketing theory..



The power of a good photograph...

- Immediately sets the scene, gives an impression, forms an opinion

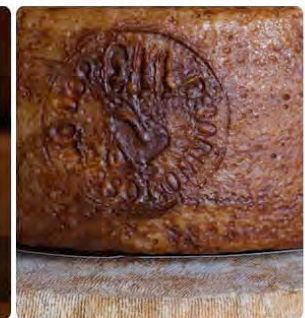


The West Country Cheese Co

A Fabulous Cheese Shop in the heart of North Devon



HOME SHOP ONLINE CHEESECAKES CORPORATE & TRADE ABOUT US



Welcome to THE WEST COUNTRY CHEESE CO.

we've been a little bit of a secret, a great independent cheese shop situated in the heart of the West Country staple, Devon. Now with our [online ordering service](#), we can deliver cheese to you anywhere in the UK, for a single piece of your favourite or an entire wedding cheese cake!
We stock in excess of 100 artisan and traditional cheeses, over half of these are from the West Country as we love to support our local producers. However, it's been said, we're a little obsessed, which is why we also stock some cheeses from further afield including some fantastic French delicacies and European favourites, we just can't take a minute too, to check out our delicatessen and pantry range, we have some wonderful produce sourced from the best independent producers - happy shopping!





A good photograph supports..

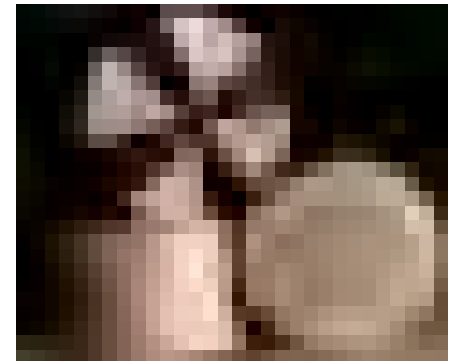
- Advertising
- Print
- PR
- Point of Sale & Packaging
- Having your products listed
- Building you & your brand
- Websites!!

A bad photograph can
damage them all!

Advertising & Print



- Don't try to fit a square peg in a rectangular hole! Ask about the sizes of the ad and match the picture accordingly.
- Make sure it's the right colour.
- Don't stretch it....
- Always ask to see a final proof!



PR

- Make the journalist's life easy as possible
- Stand out from the crowd



**THE ENGLISH PIG RESTAURANT by Johnnie Mountain
OPENING SEPTEMBER 2010**

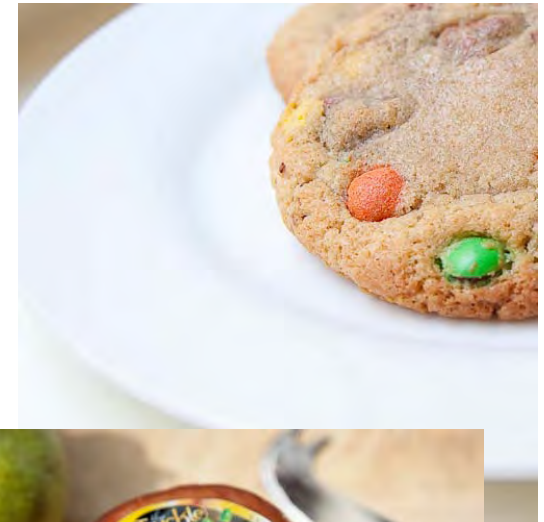
The brainchild of chef Johnnie Mountain, The English Pig restaurant is scheduled to open in September 2010. Situated in Aldergate Street, Barbican, The English Pig will be primarily showcasing Johnnie's signature dish of 21 hour slow roasted Belly of Pork. Johnnie's passion for Great British food has evolved throughout his career, culminating in his recent appearance in the BBC's Great British Menu and The English Pig has been a concept of his for many years.

Working with outdoor reared lakeland pigs, Johnnie intends to maintain his own herd to supply the restaurant. "knowing the provenance of the food you are offering is so critical today and keeping the menu simple and controlling the supply means that I can be sure every plate of meat that goes out has been beautifully cared for". The restaurant's location and menu will make it a perfect lunchtime destination, and it's great size will easily accommodate corporate events and private parties.

You can register for an official invite to the restaurant launch at www.theenglishpig.co.uk.

More information:
Johnnie Mountain, The English Pig, 171-176, Aldergate St, London, EC1A 4HR
e: bookings@theenglishpig.co.uk, t: 020 7600 9707

For high resolution photographs contact:
Dobbie Jones, Imaging Essence t: 01296 398522 e: info@imagingessence.co.uk





Markets & Point of Sale

- Such a short time to impress...look to continue the customer relationship in addition to the market!



Markets



Suppliers & distributors

- Make it easy for them to sell you.
- Provide short blocks of text that they can cut and paste.
- Give them print quality pictures, so you stand out from other producers.
- Reinforce your professionalism.

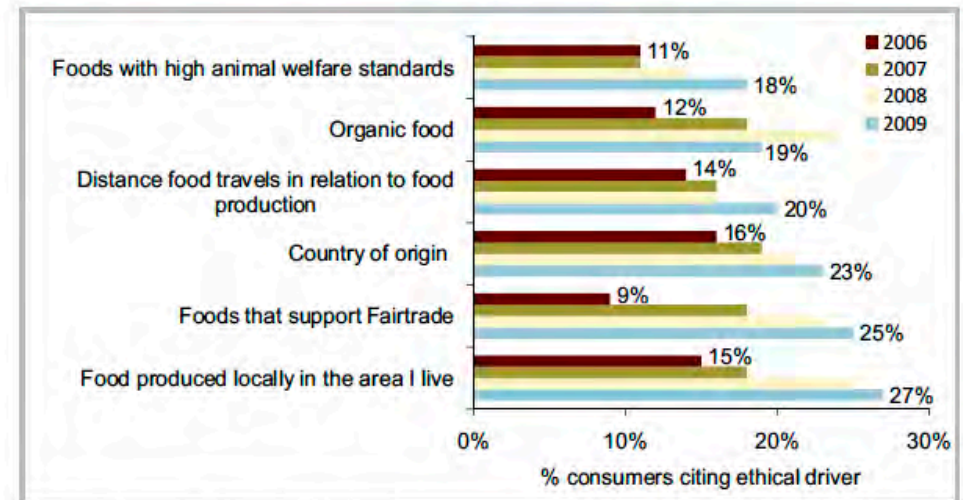


Proud to be local...

- ... it makes commercial sense!



2.4: Trend in ethical drivers of food choice, 2006-2009²⁴



Source: Shopper Trends, 2009 (IGD)

It's about you...

- ...something the supermarkets can't emulate – make sure you show the world!





Business/Social networking

- Blogging
- Facebook
- Twitter
- LinkedIn
- The next big thing...

Great tools for providing frequently updated content but remember:

Don't make it too informal, it's still your business!

No update is worse than not using it at all!

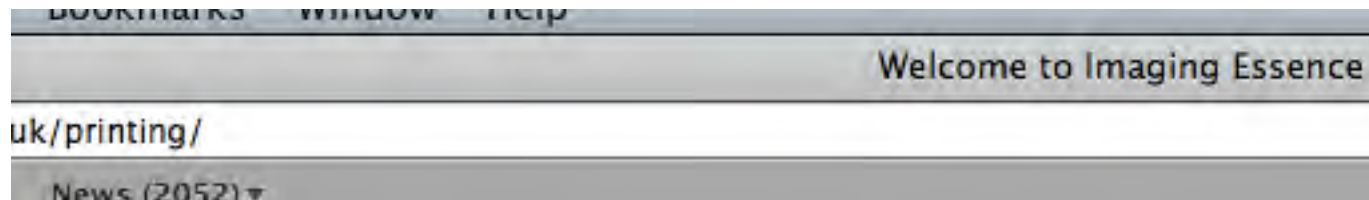


Website golden rules...

- Keep it clear
- Keep it simple
- Keep it fresh



Website first impressions



Call: where's the number?

contactus@hotmail.com

Page loading, please wait...

Not Found

The requested URL /drinks was not found on this server.

OUR WEBSITE WAS LAST UPDATED:
-06/12/2008-

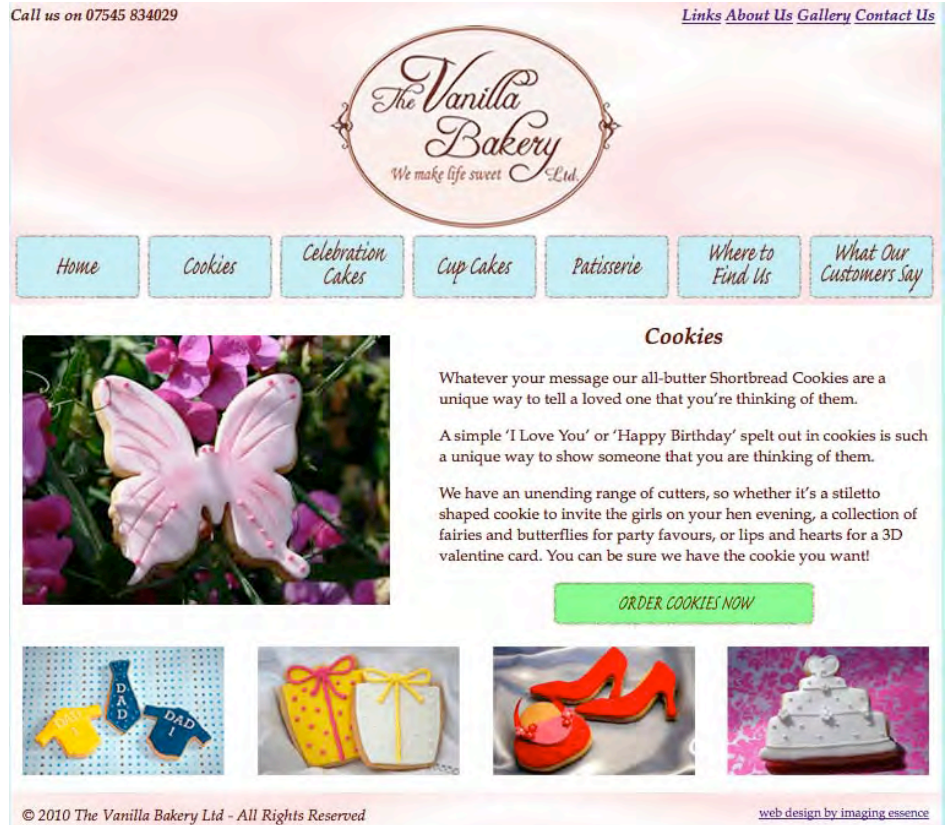
Copyright © [REDACTED] 2007

Make it clear...

- Call to action – a simple green button



- Information "above the fold"
- What you see on your computer is not necessarily what others will see – test it!!

A screenshot of the website for 'The Vanilla Bakery'. The page has a light pink background. At the top left, it says 'Call us on 07545 834029'. At the top right, there are links for 'Links', 'About Us', 'Gallery', and 'Contact Us'. The main logo is a circular emblem with the text 'The Vanilla Bakery' in a cursive font and 'We make life sweet Ltd.' below it. Below the logo is a navigation menu with buttons for 'Home', 'Cookies', 'Celebration Cakes', 'Cup Cakes', 'Patisserie', 'Where to Find Us', and 'What Our Customers Say'. The main content area features a large image of a pink butterfly cookie on a bed of purple flowers. To the right of the image is a section titled 'Cookies' with three paragraphs of text. Below the text is a green button that says 'ORDER COOKIES NOW'. At the bottom of the page, there are four small images: a blue and yellow 'DAD' cookie, a yellow and white gift box cookie, a red high-heeled shoe cookie, and a white cake cookie. The footer contains the copyright notice '© 2010 The Vanilla Bakery Ltd - All Rights Reserved' and the text 'web design by imaging essence'.



Finding the right partners...

- Photographers
 - Specific commercial photography experience (food & drink even better!)
 - Look for consistency in photography
 - Look to build long term relationship – do they understand your business?
 - Agree photography usage and terms
 - Agree file size and formats

- Web designers & developers
 - 2 types of people, designers & developers
 - Be specific with your brief
 - It's not a one off transaction, what does the long term relationship look like and cost?!
 - Talk through the options, ecommerce, CMS, blogging
 - Do they understand your business and what you are trying to achieve?

A social networking tale about first impressions...



POSTED IN [GENERAL BANTER](#) | [EDIT](#) | [NO COMMENTS](#) ▶

01.9.10 **a chocolate brownie experience...**

So, on Monday this week I was lucky enough to win a box of brownies from [@gowercottage](#) on Twitter. Firstly, I was shocked as I never generally win anything, secondly I was delighted as I happen to have the sweetest tooth, thirdly it was a really good reason to fall off the January Weight Watchers band wagon.

Today, my box of Brownies arrived as promised, and I have to say I was altogether so impressed with the packaging of them, that I was prompted to share with the world my chocolate brownie "Out of Box Experience".

Sooo...here goes my photo account of the steps leading to sticky chocolate heaven - hope you like!

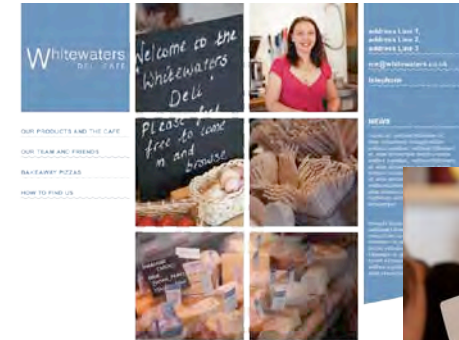


Gower Cottage Brownies



imaging essence Ltd

The front view of the box



OUR PRODUCTS AND THE CAFE

OUR PRODUCTS AND THE CAFE



OUR PRODUCTS AND THE CAFE





Summary

- Remember it takes much longer to undo a bad impression than to create a good one.
- Creating a good impression shouldn't cost the earth, maximise the efficiency of the money that you spend.
- Never under estimate the power of a good photograph (or the damage of a bad one!)

Thank you for listening!

- For more information:
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