



## Website Design:

Need Professional Website?

Get a fully responsive website that drives sales for your business.

We specialise in designing responsive websites that convert visitors into customers wherever they are, regardless of the devices they are using, be it tablets, smartphones and desktops.

## What your website needs to do

Whether your prospects are ready to order immediately, wanting to talk to someone first or still making up their mind, your website design has to effectively 'sell' to your visitors and compel them to do business with you. That's why website design is less about 'looks' and more about strategy.

Your website is the most important part of your online digital marketing because all the traffic you generate is sent to it. And the better it converts that traffic into leads and sales, the more profit you'll make.

## Why do you need a responsive website?

Research has proved that more internet users access the Internet every day on their smartphones than on their desktops, and most never leave their phones at home. What does that mean to you? It means that your prospects might be visiting your website on their smartphones, on their tablets or on a desktop computer.

With a responsive website, you build your website once and make it adjust to whatever screen size your prospects are viewing it on. Same website, same content, different experience. Any website owner that does not have a responsive website is losing business to competitors that do.

## Why you should choose Waltham TRC?

Waltham combines a great deal of industry knowledge and apt manpower to help businesses grow, through guaranteeing that they have the right and well trained human resource but above all, we are committed to ensuring that businesses and organizations succeed and grow.



To us, website design, printing and advertising distribution are not just additional revenue streams. Instead, they are tested marketing approaches that have helped a number of our clients grow their business by increasing their reach, opening their service and product offerings to new markets and boosting their sales in a cost effective yet very efficient manner.

By choosing Waltham T&RC, you are choosing the right firm-one that is committed to and finds much pleasure in your success.

## What we focus on

### Sales copywriting

The words we use on your website are designed to help move your prospects from the first word they see when they land on your site to the action you want them to take at the end, that is, to enquire with you or buy something.

### Credibility elements

If people don't trust you, they won't buy from you. That's why we focus strongly on building websites that help you establish trust with your prospects online. So we incorporate credibility building elements into your website such as testimonials, awards you've won, industry accreditations, and logos of your biggest clients.

### Search engine optimization (SEO) integration

Some website owners don't think about Search engine optimization (SEO) until after their site is launched. We develop sites that have built-in SEO right from the start.

We do this to maximise your chances of ranking highly on Google. And if you're already ranking highly, we make sure that you don't lose your rankings when you launch your new site.

### Is your website currently converting as many customers as it could?

Many website designers only focus on two elements when they design a site: the look and functionality of your website.



We go a lot deeper into website conversion strategies, always keeping the goal of optimizing leads and sales in mind, to help you influence more prospects to take the action you want them to on your website.

## Tracking and Analytics

We develop your website with tracking and analytics capabilities from the start. We do this to accurately test and measure the performance of your website so you can continually make improvements to increase your conversion rate over time.

## Leaflet Distribution

### Highly Targeted Leaflet Delivery Campaigns.

We specialise in highly targeted **leaflet delivery** and **flyer distribution** campaigns. We plan **leaflet distribution** campaigns that target the specific type of customer that is relevant to your business to maximise the return on your investment.

Our marketing team can provide you with advice on the best areas to target on your **leaflet distribution campaign** so you hit the right audience at the right time. Before we start any type of **flyer distribution** we take the time to understand your business and your target audience so we can advise on the most effective options.

This includes the **effective distribution** of all types of printed materials (**leaflets, flyers, vouchers, magazines, pamphlets, coupons, newspapers, etc.**).

Our approaches include;

- **Door to Door Leaflet Delivery with free GPS tracking**
- **Free artwork design**
- **Newspaper Delivery**
- **Directory, Catalogue Delivery**
- **Street Marketing**
- **Traffic Light Marketing**
- **Windscreen Marketing**



## High Quality Printing Services.

What if we told you that we could get you an incredible price on the highest quality, full color print, super-glossy Leaflets, AND we would help you get a better response by telling you what has worked for over 3,000 other businesses?

- Leaflet Printing
- Flyer printing
- Brochure printing
- Business Card printing etc.

To achieve the right results you need the right print services, and we can offer you competitive prices for all your collateral printing and direct marketing needs. We offer high quality, low cost printing, helping you save money and time.

## We Work to increase your sales.

Leaflet Distribution is **the promotional tool** to drive sales for local businesses like yours. Sell your product or services easily with a professional promotional leaflet that is delivered direct through your customer's doors or hands, for less than 4 cents per flyer. We help you create your own sales campaign from start to finish in 5 days.

### 1 Planning

Select the houses, streets and people you want to target around your business area.

### 2 Proposal

Receive a list of suggested areas to suit your target market and a flyer design proposal if requested.

### 3 Review

Approve the flyer design and Schedule your selected areas into our delivery to confirm Order.

### 4 Printing/Distribution



# WALTHAM T&RC LTD

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Graphics Design, Printing and Advertising Distribution

Flyers are printed if requested and approved areas go onto distribution and are monitored every day.

## 5 Audit Distribution

Distribution is complete, we make random phone calls within the distributed area to confirm delivery.

## 6 Reporting

We can provide daily reports during leaflet delivery and audit report once distribution is complete.