

**Welcome** to the first edition of Punch Lines, a new, semi regular newsletter which will keep you informed about what we, at Punch Communications, are up to.

Firstly, our big news is that **we have unveiled a brand new corporate identity**, replacing the branding and website that has served us since launch in July 2003.

Our new ID reflects the balance of business-to-business, corporate and consumer clients of all sizes that Punch works with – from major blue chip clients, such as Direct Line, to established IT specialists such as Email Systems and young, start up businesses.

The new logo was created by award-winning creative and graphic artist Clive Davis, who has been recognised at both the **Cannes and New York advertising Awards**, along with working for the likes of UPS, Durex, Barclays and Peugeot.

Our new site has been lovingly developed by Studio2Online and we hope you agree that it matches our requirements of being **“clean, clear and clever”**. We’ve included functionality such as RSS news feeds to relevant stories to keep the site in step with the latest industry developments.

**We’d welcome any comments that you may have** about our new identity, this newsletter or any other communications matter – so please do drop us a line at: **info@punchcomms.com** or call us on **01858 434 615**. We look forward to hearing your feedback!

Yours,  
Pete Goold



## SMEs Waking Up To Cost Effective Online Marketing

Recently, **Punch has broadened its portfolio of services** to include lead generation activities, such as Pay Per Click (PPC) marketing. As a result of Punch’s ability in this area, the company now features highly prominently for both national and regional online searches for PR & communication agency services.



Indeed, marketing-savvy SMEs across the UK are rapidly waking up to the benefits of PPC marketing, allowing them both to boost their profile online and attract customers, perhaps more cost effectively than ever before.

Unlike other forms of advertising, **PPC only costs the advertiser when a potential customer acts** – in this case by clicking on a link to the advertiser’s website. In effect, this advertising filters out non-interested customers and provides a stream of potential purchasers at a cost which is often as little as a few pence per lead.

If you are interested in setting up a highly structured PPC campaign – and beating your competitors in the search engine listings – **contact Punch at the address below**.

## Mind Your Own Business

March will see the first column from Punch in the business magazine and website **www.mindyour-biz.co.uk** on the subject of online marketing.



Providing a fresh approach to modern business, the publication offers **help, advice and updates for over 40,000 entrepreneurs** throughout Warwickshire, the Midlands and London.

Watch this space for updates...