
How Aylesbury Business Creates Hope For Small Businesses

New company in Aylesbury Bucks, reveals to small businesses how to beat the recession using the latest powerful yet cost effective tools. The tools usually reserved for corporate enterprises to discover new customers and build lasting relationships.

Launched in December 2008, Flipsem.com is a new local Aylesbury company focusing on the needs of small businesses worried about the impact the economic downturn will have on their future. Flipsem's plan is to help business owners explore the many under utilised ways to drive potential customers to their door and keep them. In addition, through membership of a free "Shout-about" an online subscription, business owners will receive regular information on what tools they can use to raise the profile of their business with or without the one-on-one help of Flipsem.

Flipsem founded by ex-corporate marketing professionals, helps small businesses go beyond the usual expensive marketing activities. With information that explains what they can do themselves to drive their business forward with support when needed from the Flipsem team.

Flipsem's Managing Director Stephen says, "For example one small business came to us before we officially launched. One of the many under utilised tools in small businesses today is email marketing. With just 1,500 emails over a 6-week period, we generated over £7,400 for this client to her astonishment. We helped her create great relationships with her customers who were ready to buy more. We are so excited to put the spark of hope back into these naturally worried businesses."

One of the main areas of focus is to create first class customer and potential customer relationships. Many small businesses don't have the time or know how to reap the rewards that this simple activity can generate.

Every business and its customer's needs are very different but the basic principals of business are the same for all. Understand the needs of your customers, and give them what they want. Then tell them what else you have to offer. So many customers today have no idea what businesses have to offer due to poor communication and relationships. A happy customer is a buying customer and best of all, this creates the best form of marketing ever, word of mouth.

**For more information, go to www.flipsem.com.
Subscription to small business ideas (Shout-About) is FREE.**

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