



Online advertising serves up results for catering company

It is essential that any company trying to establish itself in today's market promotes itself and its key selling points in order to have the best chance of developing a successful business. Creating and maintaining a presence in the market can be a difficult task, which is why many business minds today are looking to the Internet to help reach a wider target audience whilst keeping spending to a minimum.

Catering firm *Indulge You* has been working from its base in Wolverhampton since April 2003 and looked to online advertising to help kick start the business.

Proprietor Lorenzo Lee set up *Indulge You* after many years of working in the hospitality industry. Lorenzo was keen to cater for every taste and with his knowledge of food, and an appreciation of customer service, he decided that starting his own catering business would be the best step forward.

He provides a service for dinner parties, luncheons, garden and shooting parties, corporate events at a customer's home or workplace, at any location required nationwide.

In order to attract customers throughout the UK, Lorenzo decided to promote *Indulge You* on the Internet. He looked to Yell.com's Enhanced Listing and Web Link products to drive traffic to his site and help potential customers find out more about the services he offers.

Yell.com's Web Link product allows a direct, click-through link from www.yell.com to www.indulgeyou.co.uk. This ensures that Yell.com drives potential customers directly to Lorenzo's site. In addition, *Indulge You* benefits from an Enhanced Listing which comes free of charge with a Web Link.

This product package costs just £259 per year: the equivalent of around £5 per week. An Enhanced Listing enables businesses to place key company information in a highlighted box that features prominently on the Yell.com search results page. Users can search for *Indulge You* by business type, or by entering the specific business name if they know it.

Business leads generated from advertising on Yell.com developed a lot faster than Lorenzo initially expected and he has been overwhelmed by the response. He said: "Since I started advertising online, I have found that 95 per cent of all my trade has been generated through the site, which is a phenomenal result. I wanted to cater for eclectic tastes and target both the public and businesses to promote the service to its full capacity. I trusted Yell.com because it's a well known name and has web technology that is superior to anything I have come across before."

Lorenzo plans to boost his presence on Yell.com and add to the products he already uses. He added: "I can't believe the response I have had since I started trading. By continuing to use the Yell.com products I have, and looking at additional advertising opportunities on the site, I hope to double my turnover in the next year."

Lorenzo is also planning to invest in banner advertising which allows businesses to target customers looking for a specific classification and includes online statistics reports, which record how often the banner is displayed and how often it's clicked on.

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About Yell.com

Launched in 1996, Yell.com is a leading site for finding businesses, shops and services in the UK. It provides quick, accurate search results using company name, location and business type as search criteria.

Information on Yell.com's 1.7 million UK business listings can be found via the web site (www.yell.com), the mobile internet site (mobile.yell.com) and digital TV (Sky Interactive). A shorter version of the information within key classifications is also available via text messaging on 80248.

www.yell.com provides several useful features such as maps, the ability to zoom in or out of localities and a personal Yell.com address book facility to keep a record of regularly used businesses.

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