



Above, Mark and Mandy Greenwood, owners of Greenwood&Bell  
Picture: GREENWOOD&BELL  
Left, chief executive of Norfolk Chambers of Commerce Chris Sargisson  
Picture: LIBRARY

## Meeting a small business with 'big boy' plans

Meet Norfolk Chambers members Greenwood and Bell.

They call themselves a micro-agency. They are convinced that "an old fashioned ad agency in a large office with a large staff" is not the only way to create successful marketing.

"We want to show that only two people, using all the advantages of modern tech, can do pretty well everything that a big agency does," said founder Mark Greenwood.

The strength of Greenwood&Bell is that even though they are just two people competing with the "big boys" – they have a five-point plan as the cornerstone of a strategy.

Their thinking is rooted in five pieces of advice they've received over five years of trading.

"These are thoughts that remain constant," says Mr Greenwood. "They have proved valuable to us.

Number one, think different. When you start, be clear about what makes your business different.

"Number two is to stay

This month **Chris Sargisson**, chief executive of the Norfolk Chambers of Commerce, talks to a micro business with macro plans



flexible. Be prepared to flex your business plan, product and promotion to suit the reality of your market. But number three is to stay true to your principles. Stick to your core principles, they're why your customers will keep coming back.

"Number four is keep moving. As your business develops, it won't always be breaking new ground. So make things happen – invent an event, sponsor a charity, launch an initiative.

"Number five is keep the faith. If, like me, you sometimes doubt what you're doing, remember to trust yourself, trust your skill."

There is ample evidence of their sticking to their strategy.

"Right now we are upgrading our own

marketing programme, including a new Greenwood&Bell website, up soon," says Mr Greenwood. "We're also developing our own innovative design product. It has just come through the research stage with better than expected response from the target audience."

So, against their five-point checklist they're ticking all the boxes. Different, as a micro agency, they are flexible in evolving their marketing plan in a shifting climate.

Their principles of creating innovative marketing ideas are unshakeable. They are certainly always moving - they are about to introduce new product. As to keeping the faith, they're here to prove that their tenacity has brought them success.

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