



EXPORT COMMUNICATIONS REVIEW ENSURES PREISKEL & CO MAKES THE RIGHT FIRST IMPRESSION

PREISKEL & CO LLP IS A LONDON-BASED LAW FIRM SPECIALISING IN THE TELECOMS, TECHNOLOGY AND MEDIA SECTORS. IT PROVIDES CLIENTS WITH EXPERT ADVICE ON LEGAL AND REGULATORY ISSUES AFFECTING NATIONAL AND INTERNATIONAL TELECOMS, MEDIA AND TECHNOLOGY.

SITUATION

Given the global nature of modern telecoms and technology markets, Senior Partner, Daniel Preiskel, always envisaged the firm deriving significant revenues from international clients. In fact, by early 2009, Preiskel & Co was already established as a leading specialist in the telecoms sector, advising on the establishment of telecoms

regulations overseas as well as enabling international business clients to navigate UK regulations.

However, Daniel said “this business tended to be reactive in nature, and we had not yet taken real action to promote ourselves to overseas customers.”

Determined to capitalise on this success, Preiskel & Co decided to implement a concerted international sales strategy, leveraging the considerable language skills amongst its team, and started to build a network of associate legal firms internationally targeting Spanish-speaking clients in Spain and Latin America.

As a first step, Preiskel & Co registered to take part in a UK Trade & Investment (UKTI) and Law Society trade mission to Madrid.

Hit the world running ^{UK}

Beforehand Daniel wanted expert help on communicating in overseas markets, with a particular focus on the company website, which had delivered only a few leads until that time.

SOLUTION

Having already signed up to UKTI's Passport to Export programme, Preiskel & Co was introduced to the Export Communications Review (ECR) by International Trade Adviser, Elizabeth Fehnrich.

The review, the 2,000th delivered by the British Chambers of Commerce on behalf of UKTI was carried out by Registered ECR Consultant, Sarah Carroll. Sarah undertook a critical review of all Preiskel's communications activities to assess their suitability for overseas customers, focusing on the firm's website. She provided wide-ranging advice and resources to help Preiskel optimise its website for international customers, looking at everything from contact details and content to search engine optimisation.

OUTCOMES

Daniel was impressed with the advice and support he received from the Export Communications Review: "Sarah was impressive – clearly an expert. She quickly got to grips with our strengths and weaknesses and her recommendations for our website were really smart."

Sarah recommended overhauling the site, to present Preiskel & Co as a genuinely international company with the addition of a new company overview as well as quotes, testimonials and case studies from overseas customers. Other recommendations included a glossary of legal terms and the translation of the new content into four key languages.

Finally, Sarah suggested that Preiskel & Co register a series of local domain names to direct overseas visitors to the site from familiar looking web addresses, and suggested that the firm implement a simple search engine optimisation campaign, to make it easier for customers to find the site via search engines.

Daniel was impressed with Sarah's report and passed it on to a web design company contracted to overhaul the site. "I asked our supplier to refer to Sarah's report throughout the redevelopment of the site, to ensure that her suggestions are built in from the ground up. In the meantime, we have produced an international brochure, based on many of Sarah's points, which has gone down very well."

Preiskel & Co's new website is scheduled for launch in 2010 and Daniel believes it will prove a vital tool in the firm's export communications armoury: "First impressions last and I am confident that our revamped site will help us to strike the right note as we roll out our international sales strategy."

THE EXPORT COMMUNICATIONS REVIEW

An Export Communications Review costs £500 + VAT, however SMEs may be eligible for a UK Trade & Investment subsidy of £350 towards the cost of the review.

For more information, please visit www.britishchambers.org.uk/ecr or contact the ECR team at the address below.

You can contact your local ECR Consultant Sarah Carroll who covers London and East Sussex on +44 (0)7711 132179 or sarah.carroll@ecrconsultants.org

The British Chambers of Commerce manages the Export Communications Review on behalf of UK Trade & Investment.

UK Trade & Investment is the United Kingdom Government's lead organisation for supporting UK companies in overseas business, and attracting inward investment.

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