

Optical Design

BUSINESS ENHANCEMENT



TELEPHONE: 8325 2996



Dear Business Owner/Manager,

I would like to take this opportunity to introduce Optical Design Business Services. We are a multi-faceted family business focused on providing services to businesses to enhance their promotional efforts and office administration. These services include, web design, web video, events management, computer repairs, photography and bookkeeping.

No matter what service you require to enhance your business and free up your time, Optical Design Business Enhancement Services can provide services to assist you.

Basically, we have endeavoured to make Optical Design a one-stop-service for all your business requirements and to simplify your day by having you call us with any problems or needs and let us do the work to keep you free to run your business and grow.

A quick visit to our web site will surprise you and if you think that we may be of use to you in growing and maintaining your business, then read on through the attached information sheets. If you are not sure, I ask you keep this letter on file just in case we can assist you in the future.

I thank you for taking the time to read this message and if we can assist you in any way, please do not hesitate to call. Once more, if you don't think you need us now, please, file this letter away for safe keeping. We would be more than happy to talk to you should the need arise in the future.

Please call me personally, anytime.

Kind Regards,

David Hales

PROPRIETOR

Optical Design, a South Australian Family Owned Business

ABN 16523 102 136

T: 8325 2996 or 0408 818 096

OPTICAL DESIGN

O.D.L. Video Production



Advertising and promotion is one of our specialities. Being ex-television/media our skills in producing web video can be drawn upon to promote your business on the web. As YouTube is now the second biggest search engine in the world, you may be missing out if you are not involved with video marketing and customer interaction. We have full production facilities and it's not as expensive as you might think.

The possibilities are as far as your imagination takes you:

- Product Launches
- Informational video
- Product Instructions, assembly etc.
- Testimonials from satisfied customers
- Messages to customers, season's greetings etc.
- Manufacturing processes
- & more

At Optical Design, we only charge for completed video. Our fees include production times. If you were not sure about this form of advertising because of cost, now you can create your productions for a fixed price.

Find out more about cost-effective web video on our web site:

<http://opticaldesign.com.au/promotional/video/>

Or just call us: 08 8325 2996

Optical Design

Web Site Design, Email & Site Hosting



A web site is also an important aspect of your community presence. Your social media efforts can drive visitors back to your web site for more information. The web site being the information draw card that brings you customers. It's worth noting, years ago customers liked to see a business had a business premises, bricks and mortar. Now, they like to see if you have a web presence, hence the importance of this form of promotion.

Quick Facts

1. You do not need to know about computers to have a web site.
2. Web sites are now becoming the "bricks & mortar" of business.
3. More and more people look for businesses on line before they buy.
4. Optical Design can improve, maintain or redesign existing sites.

Optical Design takes great pride in our customer service. We take you through the design and construction of your web site from concept to completion. It is up to you how "hands-on" you wish to be with your web project. You may not wish to be diverted from your business and in that case we can design and present items at various stages of completion or you may prefer to be involved at every step, which is fine with us.

See more about our Web Design and Site Hosting Services at:

<http://opticaldesign.com.au/promotional/web-sites/>

Or just call us: 08 8325 2996

Optical Design

Event Management



Events and functions can also improve customer relations and increase your customer base by holding Presentations, Barbecues, customer information evenings and product launches. Optical Design Event Management services can coordinate your next function either in conjunction with you or just hand us the brief and we will take it from there. O.D.L. Events handle everything from themes and venue hire through to security and insurance requirements.

- Conferences
- Presentations
- Occasions, Weddings, Birthdays, Anniversaries
- Family Events & reunions
- Outdoor & Indoor Events
- Festivals & Community Events

ONE STOP EVENT MANAGEMENT

Whatever your event requirements, O.D.L. Events is your one stop Event Management service. We can combine all aspects of your event into one simple package. All you have to do is deal with us and not worry about individual suppliers, venues, contractors and entertainment. We can organise your whole event to your requirements and budget. This may include venue hire, security, catering, entertainment, multimedia systems, licences and more. Just call ODL Events to see how we can help make your event run smoothly.

<http://opticaldesign.com.au/business-services/event-management/>

Or just call us: 08 8325 2996

Optical Design

Social Media Marketing



Get your business "Out There"



Social media such as Facebook and Twitter are quite often overlooked. However, these are now the leading ways to relate with customers and most sales are now made by peer recommendation. Our Social Media Marketing Team can assist you to set up and run SM campaigns and give your business a presence in social media. You do not need to know about computers to use these tools.

Benefits of using Social Media (SM) to market your business:

- Cost – Social Media Marketing is a very cost effective way of getting your company visible to a large concentrated audience. In most cases (with the exception of Facebook ads) it's free to use. It is a cheap way of trying out different marketing campaigns and seeing what works well for you.
- Audience – Social Media helps you to interact with your customers & helps you to build your brand & market it to a target audience . There are now over 500 million daily users on Facebook and over 140 million users on Twitter. YouTube is a great (but often forgotten) marketing tool. It is the second biggest search engine, next to Google.
- Ranking – By using social media you can drive traffic back to your main web site. Being that the public can also generate content on social media, everything they write can drive traffic back to your business too. Combining SM with a good blog is the best way to create on-going interest in your web site and business.

Why call us, why not do it yourself?

Our SM team can help you set up a secure and easy to use Social Media Marketing solution. We can train personnel to operate the SM campaigns or we can do it for you, just provide the relevant information and we do the rest.

Our service enables you to remain free to run your business and not divert into learning other technologies. You can make use of SM with minimal time impact on your business.

See more about our Social Media Marketing Services at:

<http://opticaldesign.com.au/promotional/social-media-marketing/>

Or just call us: 08 8325 2996

Optical Design

Digital Photography & Editing



Specialising in photography for business we can photograph your products for catalogues and advertising material, ID photos, green screen and blue screen. Images prepared for sign writers and printers for placement on vehicles and machinery.



If your business is conducting a presentation or public event, our photographers can record the occasion for your company's publications. This includes employee presentations, public events or conferences.

Summary of Services:

- Product Photography
- Portraits & Location
- Events and Occasions
- Specialised Technical or Prototype
- Blue Screen & Green Screen
- Security ID

<http://opticaldesign.com.au/promotional/photography/>

Or just call us: 08 8325 2996

Optical Design

Bookkeeping & Debt Reminder Services



Having your books in order is also very important to the business owner as these give the position of the business in reality and decisions can be more confidently made with accurate financials at hand. Running a business from a perceived financial position can lead to incorrect judgements and failure. O.D.L. Bookkeeping will always provide the true information relating to your business to allow you to make any judgements on the best information available.

Debt Reminder & Recovery Services

Do you have customers with outstanding invoices?

Do you have money owing that you don't seem to be able to get paid?

Optical Design's Debt Reminder and Recovery Service Team can follow up and encourage payment of overdue accounts.

- Regular personalised telephone calls to account customers
- Email reminder services
- Positive relationship to encourage prompt payments in future
- Forwarding to and organising debt recovery agencies on your behalf

Our main goal is to form positive relationships to make prompt account payment a part of a good business relationship, before further actions are required. We aim to maintain good customers for your business as a positive income for your business in the future.

Learn more on our web site:

<http://opticaldesign.com.au/business-services/bookkeeping/>

Or just call us: 08 8325 2996

Optical Design

Computer & Networks



To assist our customers, we also provide computer repairs and network trouble shooting. Our manager is qualified in I.T. and we can assist with almost every scenario imaginable. We can service hardware and software requirements, installs/uninstalls and updates.

O.D.L. PC Fix can repair your home or office computers and networks. Just one call is all it takes and we can have our technician attend or we can arrange to collect your PC for repair in our workshop.

- Computer and Software Errors
- Hardware Faults
- Hardware Installation
- Network Installation
- Network Repairs
- Virus Protection and Removal
- Software Installation
- Formatting & Backups

Why use O.D.L. PC Fix?

- We'll come to your home or office
- Technicians available 7 days a week
- No Fix, No Fee Guarantee
- Flat Fees (no hidden charges)
- Friendly & Reliable Service
- We use plain English (no jargon)

<http://opticaldesign.com.au/business-services/pc-repairs/>

Or just call us: 08 8325 2996