
HAVE YOU CLICKED YET?

In the past, we had a rather limited approach to marketing with many businesses restricting their activities in this area to local advertising. Equally, our sales activities were one dimensional, mostly involving cold calling of potential customers offering in many cases a “one size fits all” service offering. This is changing.

Research suggests that the first port of call for many people looking to purchase the sort of services we provide is the Internet.

In 2006, we launched two new portals for our Rentokil and Initial branded businesses.

38 COUNTRIES

For Pest Control, www.rentokil.com was launched in March and gives us a web connection to customers in 38 countries. Many are full service websites that provide users with information on our services, assistance in identifying the type of pests causing their problems, facts about many

different types of pest and the ability to request a free survey or consultation.

24,000
UNIQUE VISITORS

Launched in October, www.initial.com provides a portal for our Initial branded businesses, principally Cleaning, Facilities Services and Textiles and Washroom Services but also Hospital Services, Medical Services, Building Services and a number of

other activities. Available in six languages, the site includes detailed descriptions of the services we offer plus contact details for all Initial businesses across the world. In the first four months of operation, there have been more than 24,000 unique visitors to initial.com and on average traffic is increasing by some 14% per month.
