

KainosPrint.com.au is a premier Australian-based online printer. The company offers the following services.

- Instant online pricing and ordering.
- A comprehensive variety of products.
- Highest quality offset and digital printing
(this means the company can print just a few to tens of thousands).
- Fast turnaround of quotes, proofs and orders.
- Access to some of the most experienced staff in Australia.

The business is operated by Andrew and Kay Hingeley, who have both had nearly two decades of experience in the book industry as booksellers, then nearly two decades as printers.

Initially our business was totally dependent on Google AdWords to generate traffic. We developed a good degree of expertise with AdWords, but it became very expensive. We engaged a company to assist us but rapidly found we knew more about AdWords than they did.

We received a phone call from Arrow Internet. After our contract with the AdWords company had expired, and after much investigation, discussion and soul searching about whether we wanted to get involved with another self styled Google 'expert', we warily engaged Arrow to lift our organic search rankings. Thanks to our AdWords experience, we knew exactly what phrases to ask Arrow to work on for us. Arrow offered us a contract which meant we could opt out quickly if we felt they were not delivering the goods - that impressed us! We were absolutely astonished at how quickly our rankings rose - a month to six weeks after they started working on our account.

We have virtually abandoned AdWords now and we now get more and more business that even at higher value per order.

We have found Jasmine and Anup at Arrow a pleasure to work with. It is a 'fun' association and for us highly profitable. Arrow's monthly bill is roughly a third of what we were paying for Google clicks, and because we have been able to move to higher profit areas, our gross profit margins have substantially increased.

Engaging Arrow is one of the best business decisions we have ever made.

Andrew Hingeley

KainosPrint.com.au

Calwell ACT