

**BLACKHURST CLIENT CARE TV LAUNCH
22 FEBRURY 2007**

Solicitor using small screen to clients

A BLACKPOOL-based solicitors is using the small screen to get its marketing message across.

Blackhursts has begun broadcasting Client Care Television at its Edward Street branch to promote its range of services so customers can see while they wait.

The professional film presentation, produced by Turner &

Wagstaff Associates Ltd of Blackpool, allows Blackhursts to direct existing and new clients to the departments and individuals within the organisation that can assist with their needs.

The film presentation is also circulated in DVD format to clients and business associates enabling Blackhursts to reach

beyond the waiting room and continue to meet the needs of its clients in their home or work place.

David Aird, managing partner at Blackhursts, said: "We are delighted with the very positive feedback that we have received from our latest marketing initiative.

"We believe that the use of TV broadcasting in our reception areas, and also the related DVDs which are distributed to new and established clients, provides a much more effective means of marketing our services rather than traditional methods such as leaflets or brochures."

If you have a business story, contact Nick Hyde, PO Box 20, Avroe House, Avroe Crescent, Blackpool Business Park, Blackpool FY4 2DP. Ring (01253) 400888, ext 2233 or e-mail nick.hyde@blackpoolgazette.co.uk

