

# My Story: Aotea Electric Westland

“Placing a display ad put us **in front of everybody**, giving us **instant recognition**. It’s **boosted business** by a **staggering amount**.”

**When entrepreneur** Kerry Millar started Aotea Electric Westland, in Greymouth he was a one man band doing electric and whiteware repairs. Now, just two and a half years later, the company has a staff of sixteen.

As a start-up, Aotea Electric Westland needed exposure and recognition, and made an early decision to advertise with Yellow Pages®.

“When we started, no one knew who we were.”

Now Aotea Electric Westland advertises with the Yellow Pages®, White Pages®, and Internet Yellow Pages®.

As a result of this success, Kerry can focus on his core business, leaving Yellow Pages to promote his business.

“Yellow Pages puts us out there, which means I can wait for the business to roll in, I don’t have to go out promoting it. It’s great value advertising.”



Aotea Electric Westland has grown ten-fold partnered with Yellow Pages.

Yellow Pages takes the leg-work out of creating advertising material.

“They’re great at making the effort to understand your business. Lots of sales people focus on the dollar value of your business. Yellow Pages made the effort to understand what we did and where we wanted to go, but it took only 10–15 minutes. They fine-tuned the advertisement, kept in contact with me, and were very pro-active. Customer service at Yellow Pages is second to none.”

[More →](#)

For more information call 0800 803 803

 Yellow Pages®

White Pages®

Local Directories™

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Continued →

Advertising in Yellow Pages has helped to build up Aotea Electric Westland's customer base. Anybody can pick up the Yellow Pages, and follow their way through it.



"It's a good ploy from a marketing perspective, if you advertise well in the Yellow Pages people can see you have a reputable business."

"From a start-up point of view, it's the best thing we've done. Our business has increased ten-fold easily, and Yellow Pages has been a partner in our success," says Kerry.

"Lots of customers pick up the Yellow Pages to find service-based businesses. That's where they go. It's up to you to provide a good service."

And that's what Kerry is doing, to make sure Aotea Electric Westland continues to grow.

**Knowing not guessing**

Yellow Pages® is a smart business decision.

For more information call 0800 803 803

 Yellow Pages®

White Pages®

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