

Designed for the Times

Every time designer Elizabeth Saddi sees a happy bride wearing her gown, it affirms how much she loves her job. "Designing is my life," she says.

Her life of design began to move forward after finishing her degree in Fashion Design. Immediately, Saddi went to work and got her designing skills honed with one of the top designers in the country. Years later, confident of her expertise in fashion design, she decided to set out on her own, putting up Elizabeth Saddi Couture.

The new couturier went about establishing a network of clients and good working relationships with suppliers, while finding hardworking and trustworthy personnel. She admits it turned out to be any easy task because of her commitment to her new business venture. When it came to clients, Saddi makes sure that every aspect of their demands is met. "Plus, a good rapport with every person I deal with keeps me in business."

Saddi also makes it a point to keep her business at the forefront of fast-changing times. "We are now in an Information Age, where online presence has almost become a necessity in today's marketplace." Thus, she turned to e-yellow pages (www.eypph.com), the most widely used online yellow pages in the country, to provide her business with the online exposure it needs. Through the

eypp site, potential clients can easily find her company's contact details and the service it offers.

Those potential customers have indeed found her. From the number of page views Elizabeth Saddi Couture has received on its Business Showcase in **eypp**, more than 25% has resulted in email inquiries every month.

As the online yellowpages of DPC, the Philippines' premier directory listings authority for the past 50 years, **eypp** positions its digital expertise to boost the online exposure of its registered businesses. With its microsite, www.growyourbusiness.ph, there's another place in cyberspace where companies can turn to—as the name suggests—grow their business by gaining more customers.

To make sure that advertisers attract customers, **eypp** provides three kinds of ad packages: the Business Showcase, which serves as a webpage for the company that is immediately searchable from the **eypp** homepage; Premium Listing, which puts the client company at the top of the list for its category; and Banner Ads, which promote the company's visibility even on unrelated pages of **eypp's** site. This makes registered businesses, like Elizabeth Saddi Couture, easily accessible to **eypp's** average of 150,000 visitors (1.5 million page views) every month.



"With eypp, more people will know me and my business and I cannot miss out on a goldmine of potential customers online."

"Through e-yellow pages, where so many products and services are listed, it still makes anyone's search for me or my couture business easy and accessible 24/7," says Saddi. "e-yellow pages is helping my business grow." That means more happy brides to dress up.

**Connect with your customers now!
Sign-up at
www.growyourbusiness.ph**

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