

# BLUE HORIZONS

MARKETING TODAY MAGAZINE

TENTH EDITION

INSIDE

## NEW LOOK, SAME VALUES

MAKE YOUR BUSINESS  
MORE RESILIENT

THE IMPORTANCE OF  
EMAIL MARKETING

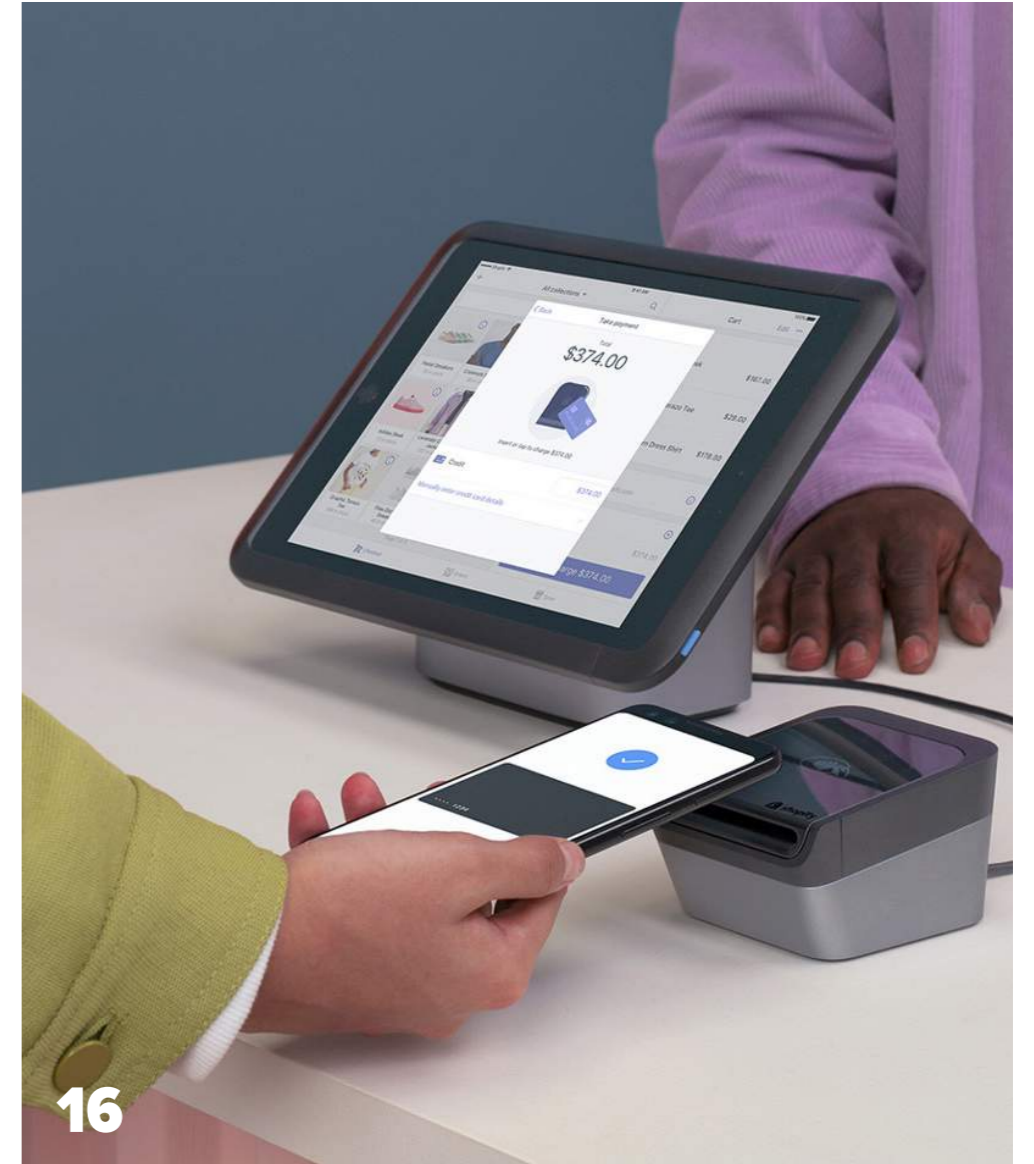
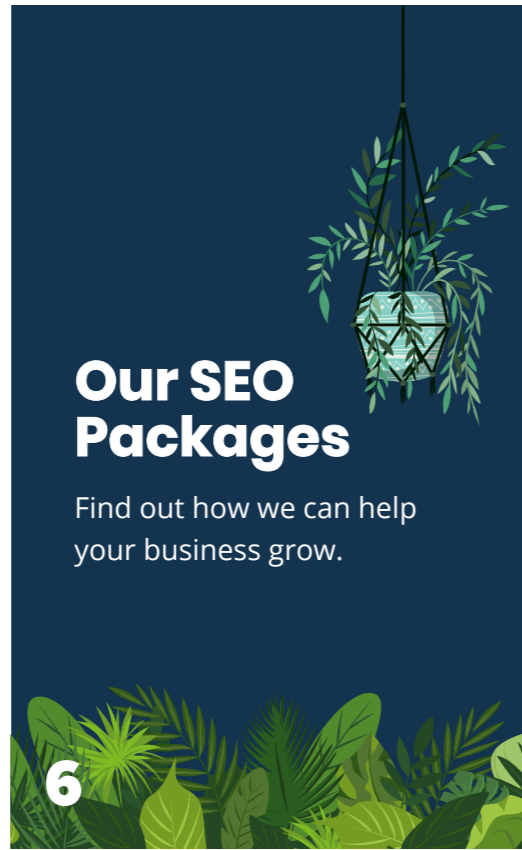
CASE STUDY

JEKKAS HERB FARM



# CONTENTS

- 5 From the editor
- 6 SEO Packages
- 7 Your marketing partner
- 8 Welcome to our new clients
- 9 New look, same values
- 10 Case study: Jekka's herb farm
- 12 Importance of email marketing
- 16 Shopify Unite 2019 round-up
- 18 How to make your business more resilient
- 20 The importance of space in typography



# The innovative B2C fulfilment solution

We fulfil your products.  
You grow your business.



## Editor's Note



Goodness, time is flying by, welcome to our **tenth** issue of our client magazine!

In this issue we reveal our new brand identity and show you around our new home. We showcase a recent Shopify client project that we completed and run through what was announced at the recent Shopify Unite conference.

We also have tips and advice to help make your business more resilient as well running through why space is so important for typography.

We are here to help you, so please let us know how we can improve our service offering by emailing [zoe@bluehorizonsmarketing.co.uk](mailto:zoe@bluehorizonsmarketing.co.uk) or giving us a call on 01242 236600.

Kind regards

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# Search engine optimisation



We offer a range of packages to increase traffic to your website, grow your brand visibility online and help you reach out to new customers and potential markets.

<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>
<p>Site structure, content and meta data review (in month one)</p> <p>Quarterly content strategy</p> <p>Optimisation of chosen keywords including updating citations</p> <p>Content creation x1: One blog post per month</p> <p>Monthly reporting</p> <p>Email and Telephone support</p> <p><b>£265 per month + VAT</b></p>	<p>Site structure, content and meta data review (in month one)</p> <p>Quarterly content strategy</p> <p>Optimisation of chosen keywords including updating citations</p> <p>Content creation x 2 from: blog post, referral content, PR or content amplification</p> <p>Weekly updates on Facebook and Twitter or Instagram</p> <p>Monthly Facebook promotion</p> <p>Monthly reporting</p> <p>Email and Telephone support</p> <p><b>£395 per month + VAT</b></p>	<p>Site structure, content and meta data review (in month one)</p> <p>Quarterly content strategy</p> <p>Optimisation of chosen keywords including updating citations</p> <p>Content creation x 3 from: blog post, referral content, PR or content amplification</p> <p>Thrice weekly updates on Facebook and Twitter or Instagram</p> <p>Monthly Facebook promotion</p> <p>Monthly reporting</p> <p>Email and Telephone support</p> <p>Blogger outreach – sponsored content on external websites*</p> <p><b>£625 per month + VAT</b></p>

## We can help you grow your audience

Get in touch to find out how we can help your website.

\*Minimum 3 month contract

# We are your marketing partner

We're here to help you make your business a success and be a true marketing partner. Whatever marketing needs you may have, Blue Horizons are here to help. As a full service agency we offer a whole host of services including:

- |                      |                       |
|----------------------|-----------------------|
| Marketing strategy   | Digital presentations |
| Branding & logos     | Awards submissions    |
| Signage              | SEO & SEM             |
| Printed literature   | E-marketing           |
| Promotional items    | Advertising           |
| Websites & ecommerce | Photography           |
|                      | Copywriting           |

And, if there is something not on the list then just ask us – we'd love to help and if we can't do it, we're bound to know someone who can!



We offer clients a 'marketing partner' service, whereby, for a set fee per month, we can allocate an amount of time working on your business' marketing needs – doing exactly what you require, within your agreed budget.

We aim to:

- Become an integral part of your team
- Use an integrated approach to marketing to ensure your business objectives are achieved
- Be available to offer help and support whenever needed
- Set specific partnership objectives, regularly monitor progress and activity, review and feedback
- Be forward thinking, creative and challenging
- Demonstrate professionalism and quality in all that we do

To include:

- Unlimited phone & email support
- Strategic input and support
- Artwork and design of marketing communications
- Copywriting of any content, for example, articles
- Ongoing updates and additions to website.

# What some of our clients are saying

“ Thanks for all your efforts last week - the website looks fantastic, we've had some great feedback and sales over the weekend were terrific!

Ryss Jeffery, CONTRA

“ I really like working with Blue Horizons. They are very responsive and extremely helpful. In addition they always make me feel like any of my questions and queries will be sorted as soon as they can. Highly recommended. They also have Lola the in-house-dog who makes visits all the more enjoyable!

Juliet, Little Green Radicals

“ You represent the best our partner ecosystem has to offer and we know recognition is critical in this business.

Tejas Mehta, Shopify Experts Marketplace team

# NEW LOOK, SAME VALUES

**A**t long last we're pleased to show off our new brand identity and refreshed website.

As we grow and progress as a company it is important that our brand identity reflects where we are at now and helps steer us in our future direction. It is still us and our core values remain the same however our updated identity has helped provide us with a renewed sense of energy - we hope you like it!

## A new home!

After 16 years in Cheltenham we've moved down the road to historic Gloucester. Our existing lease had come to an end and it felt the right time to start a new chapter. It's been a busy few months getting settled in.

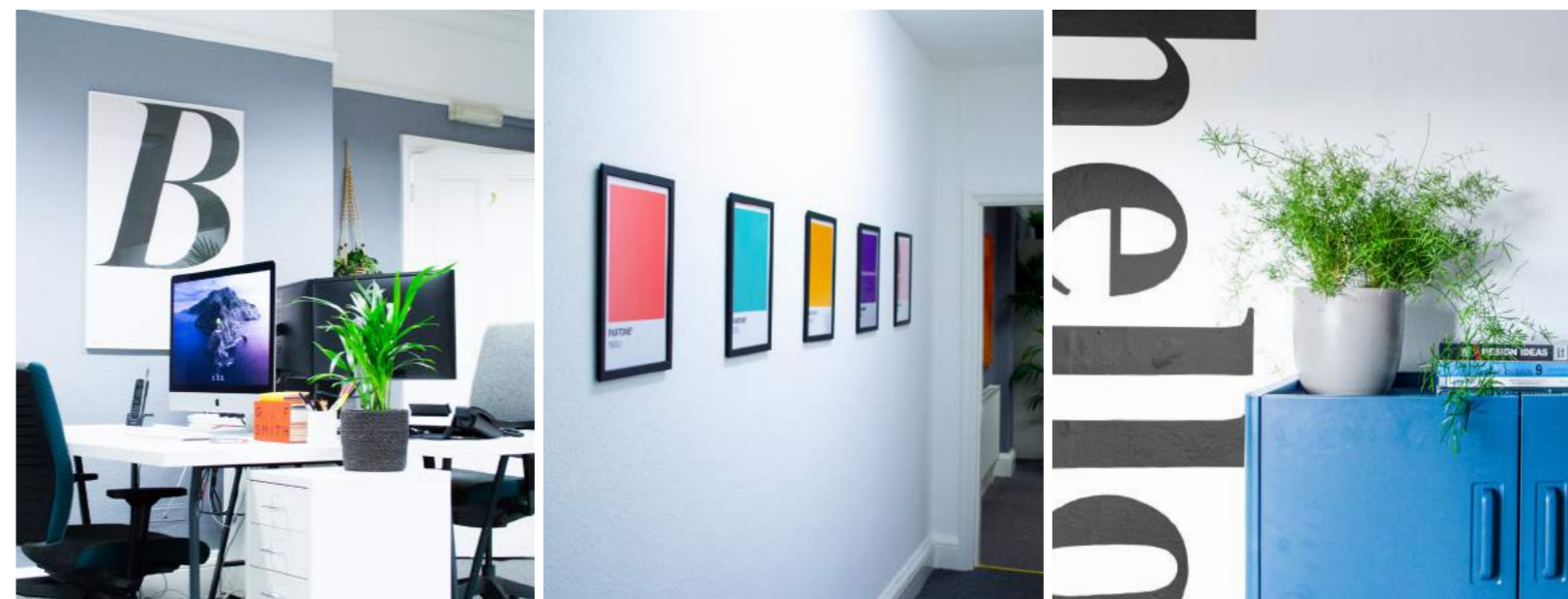
A big 'thank you' to those clients who experienced difficulties with contacting us for a few days - the downside of period properties is having to set up communication

infrastructure from scratch - phone lines, internet, data cables - and, inevitably there were lots of issues! We're all fully functional now and in fact have even better internet speeds.

We still have quite a bit of decorating left to do but it is starting to feel like home. If you're passing do pop by for a cuppa, we'd love to see you.



## Welcome on board to our new clients



CASE STUDY

# Jekka's Herb Farm



Jekka's is home to the largest collection of culinary herbs in the UK, it is not only a wonderful resource for plant identification but also a gastronomic delight for anyone interested in good food.

With a well-renowned owner and a loyal client base, Jekka's wanted to re-platform their existing website and help grow the business on a flexible and adaptable ecommerce solution.



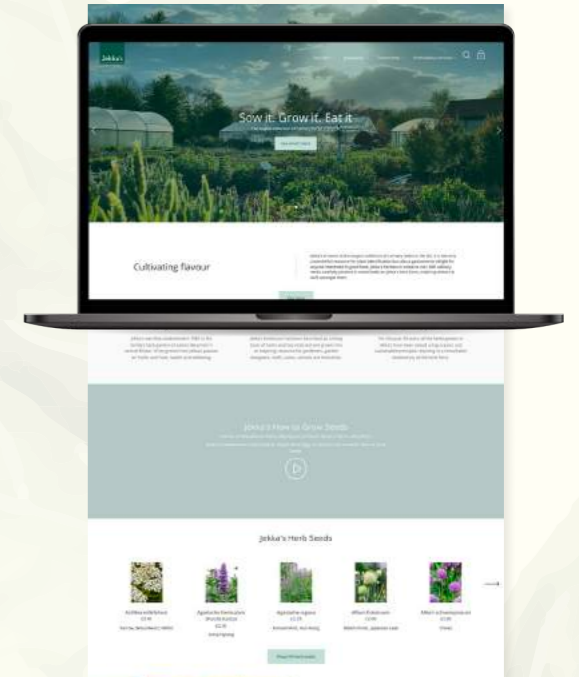
Image credit: Jekkas Herb Farm



## Migration, set up & functionality

We successfully migrated Jekka's previous website to Shopify and set them up on the platform. Whilst designing a new store for them we helped to implement and launch their new brand identity, new products and create a custom directory of herbs; The Jekkapedia.

Jekka's previous website lacked the functionality they wanted, wasn't mobile friendly and the customer journey made it difficult for people to navigate the store and purchase products. Once we had migrated the previous site to Shopify, we helped provide the functionality they required through theme choice, additional apps and customisation to product and collection pages.



## Implementing branding & design

We created a one stop shop and directory that could house sellable products as well as plant information that can be easily accessed via filtering options. We designed a sleek and modern site that matches the new Jekka's branding and showcases both products and plants in the best way. Their new site and increased functionality has resulted in a large increase in both online and in-store sales via Shopify POS during their open days.



Image credit: Jekkas Herb Farm

**“As well as Blue Horizons friendly attitude, they have an agile and flexible approach to project delivery as well as lots of experience and expertise in Shopify. This meant that they were able to produce a fantastic site for us.”**

Alistair & Hannah

# IMPORTANCE OF EMAIL MARKETING

*Search engines and social media platforms are great for getting discovered by future customers, but email remains the best way to maintain and strengthen existing relationships over time.*

With such a competitive landscape whereby climbing Google rankings is only getting harder it is vital for business success to focus on how to build the value of a customer over time and not just be concerned with that initial acquisition. Besides which, people prefer to buy from those that they have a relationship with and email marketing is an excellent tool to help you build relationships with your customers.

The great thing about email marketing is that is 'owned' i.e. you have complete control over the content and message that you are choosing to send to your customers. You are also able to tailor relevant messages to selected recipients.

**Shopify data shows that email as a channel had the highest average order conversion rate during Black Friday Cyber Monday.**

Email marketing can help you:

- Increasing average order value
- Provide product recommendations
- Upsell or cross-sell complementary products
- Set order minimums for discount
- Set up a customer loyalty program
- Bundle products or create packages

**There are three main categories of marketing emails - transactional, promotional and life cycle.**

1. Transactional emails are sent during checkout and other purchasing actions and are more

functional in nature, sending key information to individual customers such as order confirmations, receipts, and order-shipped emails.

2. Promotional emails are designed to raise awareness for a specific deal or promotion. For example the launch of a new product, a limited-time only discount email, a Christmas promotion email and so forth.
3. Life cycle emails, also known as "triggered" emails as they're sent based on what action a shopper took and where that shopper is in the customer life cycle. For example, a cart abandonment email only sends after a customer leaves products in their cart.

Don't neglect the importance of newsletters. These are an excellent way to build relationships with your customers and encourage brand loyalty. Look at ways to add value to your customers such as educating them and offering hints and tips -Blogs and news are an excellent way to drive customers back to your website.

**There are also three main ways to grow revenue in a business:**

1. Increase your number of customers
2. Automated welcome and abandoned cart emails can increase conversion rates
3. Increase the total number of purchases per customer, i.e. the frequency
4. Bounce-back or win-back campaigns can increase a customer's number of purchases
5. Increase the average order value

6. Life cycle campaigns and broadcasts can automatically highlight high-value products to the right customers

## HOW TO CREATE AN EFFECTIVE EMAIL MARKETING PROGRAMME

### Step 1: Choose an email management software

Ensure that you use specialist email management software to help you create, send and measure the impact of any email marketing campaigns. There is a plethora of options out there but our recommendation would be Campaign Monitor. Benefits include:

- Ease of use - drag & drop interface to easily create branded, professional looking emails
- Complete customisation
- Mobile optimisation
- Easily create personalised customer journeys
- Connects seamlessly with 100's of business apps
- Industry compliance
- Built in data security
- Analytics to help you get better results with your marketing

### Step 2: Collect email addresses

When looking to collect email addresses from your website (obviously ensuring you are GDPR compliant with opt-in forms), think about placing sign-ups in the right places not just on a contact page - for example, blog posts or the about us page.

### Step 3: Build and manage your email lists

Segmenting by behaviour is the easiest and most powerful way to segment your email list – any information that you have about your contacts are something that you can filter and target by, for instance, those people who haven't purchased from you in over 3 months or those who have subscribed to your newsletter.

You can be as simple or as complex as you wish with your segmentation and by sending more targeted messages to specific customers will give you a clearer handle on what elicits engagement and action.

#### Here are examples of segments you may wish to adopt:

##### New subscribers

Your goal with brand new subscribers is to build trust, introduce your products, and get them to make their first purchase.

##### One-time buyers

Try to get them to buy a second time – repeat purchases are far more profitable. A bounce-back email is an ideal campaign to run, or a campaign that delivers an offer on a product related to the product that was just purchased.

##### VIPs

Your “whales” are those customers who make large or consistent purchases from you. These customers are worth a lot and, better yet, they rarely require discounts to come back. To engage these customers, employ targeted email campaigns that court them and keep them buying—say and showcase how much you value their business and don't forget to gather feedback on what they want to buy so you can sell it to them later.

##### Defecting customers

When a customer is slipping away, to potentially never purchase again, offering discounts to win them back can make financial sense. The perfect email for this segment is called a win-back, which should include an eye-catching offer with a deep discount used to entice them to return.

### Cart abandoners

You may want to test a series of abandoned cart emails that goes out over two weeks. Start with gentle reminders first and, if they don't work, move on to greater incentives, like discounts. You'll find that many of your recovered carts return before the discounts are even required.

According to Campaign Monitor, email with personalised subject lines are 26% more likely to be opened.

### Step 5: Monitor, measure and test

Take a strategic view of ascertaining what you want and need to know first rather than collecting metrics and data purely for the sake of it. Common metrics to measure include:

List growth - how many new subscribers you've added on a weekly or monthly basis, or between your most recent broadcast emails.

Open & click through rates – what are people interested – do more of the good stuff that works!

Revenues – what effect is your email marketing having on your bottom line?

Test your email campaigns, revise and test again to work out what works best for your business.

Spam avoiders:

- Being too “salesy” by using all caps, exclamation marks, and trigger words like “free”
- Big images with very little text, because many spam filters don't recognize images
- Emailing old lists you haven't properly maintained over the years

### Step 6: Keeping your email list clean

You need to commit time and energy to regular housekeeping of your email list:

- Remove duplicate addresses
- Remove addresses with typos & fix them
- Update/remove invalid addresses
- Delete emails from bounces

## HOW TO IMPROVE YOUR EMAILS

### Ways to improve welcome emails:

- Provide value upfront. You don't want to inundate customers with promotional messages during your only window of opportunity to create a strong first impression.
- Send your welcome email within minutes. Let's say you incentivize joining your newsletter with a promo code for 10% off the customer's next purchase. If someone is ready to purchase now and they don't receive that promo code, you risk losing out on the sale for good.
- Set transparent expectations. Let subscribers change preferences easily, inform them what and how frequently you'll be emailing new content, and remind them of how they ended up on your list in the first place.
- Offer a discount code or free shipping for a future purchase within a limited time frame. This is called a “bounce-back” offer and it's one way the loss in revenue you'll incur by giving a discount makes sense, because it's often better to have the customer come back at a cheaper price than not at all.
- Ask the customer to join your community. If you're selling a purely functional product, this may not work. But businesses that seek to have shared values with their customers should use their receipts as another avenue to get customers plugged into their community.

### WAYS TO IMPROVE SHIPPING CONFIRMATION EMAILS:

- Make it easy for your customers to track their order. Include the expected delivery date and tracking number linked to the shipping company so people can click once to see exactly where their order is in the delivery process.
- Suggest the customer refer a friend by forwarding a link to the product they purchased.

Incentivize word-of-mouth marketing by implementing a referral program with rewards.

- Include product suggestions that match a customer's purchase. Make sure you're asking shoppers to purchase something they'll actually be interested in.

### WAYS TO IMPROVE CUSTOMER FEEDBACK EMAILS

- Focus on customer satisfaction, not sales, so you can get your customers' thoughts on their purchase. Track these metrics over time and look for actionable insights you can implement to improve your business over time.
- Consider placing the review/survey form on your website so the customer can see related offers and products after submitting their feedback.
- Include the review on the product page as user-generated content to boost future buyers' confidence.

### WAYS TO IMPROVE CART ABANDONMENT EMAILS

- Put the main message in text format so customers will see it right away without having to enable images. Include a link back to their shopping cart so they can easily complete the transaction.
- Remind the customer about item(s) in their cart that are awaiting purchase so they can get excited about them again. Highlight specific features and show off high-quality product photos.
- Consider communicating a specific incentive to return to their cart, such as free shipping or discounts. If an item is running out of stock, let customers know as a courtesy while also instilling a sense of urgency.
- Use a clear, compelling call to action. Keep it concise and limit yourself to a single CTA. Multiple CTAs can distract from the action you really want the customer to take: completing their purchase

- Be wary of enticing purely by offers and discounts – people will only wait until offers are available to purchase from you and this will hurt your bottom line.

### WAYS TO IMPROVE SECOND ORDER EMAILS:

- Start with your two or three top-selling products. Are there any complementary products associated with your top-selling products?
- Try increasing their effectiveness with discount ladders. In this scenario, all you did was highlight a complementary product. You could also try offering a discount on that complementary product. You could also try offering a discount ladder: 5%, then 10% if they don't bite, then 15% if they don't bite, etc.
- Test campaigns based on your own data. No one can tell you what your top-selling products are or which products would be complementary to them or when to send the one-two punch campaign. These campaigns will look different for everyone.

### Ways to improve win-back emails:

- Test early so you don't leave money on the table. Split test these emails to find out what the minimum amount you can offer without losing conversions is. Can you get away with 5% instead of 10%? 10% instead of 15%?
- After 90 days of inactivity, the outlook is not good. If someone goes three months without purchasing, the odds of them returning to purchase are not great. Though, this is definitely dependent upon your store and industry. Some stores simply have a long sales cycle. Just be aware that you will probably start experiencing diminishing returns at 90 days.

## HOW WE CAN HELP YOU

*Just get in touch if you want some help with your email marketing. we can get you up and running on our preferred email marketing platform so you can manage your email marketing yourself, manage everything for you or provide something in-between; whatever suits your needs.*



# Shopify Unite 2019 round-up



Image credit: Shopify

Once a year Shopify creators and partners get together at the annual Unite conference to learn more about the new exciting updates Shopify has in store for the year ahead.

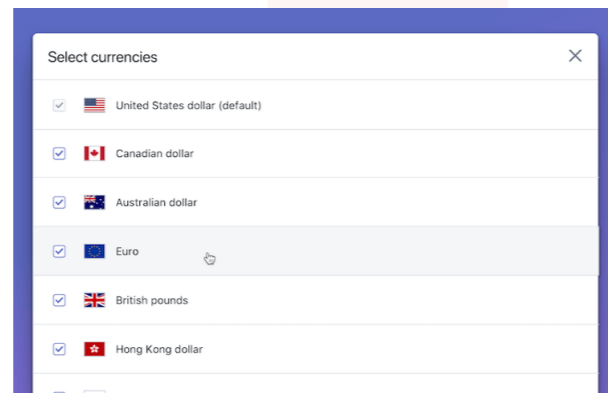


Image credit: Shopify

## Multi-currency

One of the biggest announcements to come from Unite this year is regarding selling in Multi-currency. We've always been told it won't be possible unless you're a Shopify+ partner which for a lot of our clients who are start-ups and smaller business just isn't feasible. We soon learnt from the key note that as of this year, selling in multi-currency was going to be available across the whole platform and is now included in every pricing plan.

## 3D models & videos

There will be native support for video and 3D model assets which means that your product pages will be able to come alive and provide your customers with an unforgettable experience that will leave your brand in their minds. There will be smoother shipping integrations to provide a seamless checkout experience and you'll even be able to provide per product shipping rates and include extensive information about each.

## A new design experience

You'll also all be aware and familiar with sections on the Shopify themes. These are currently on the homepage of all themes and inside pages of certain themes allowing you to create a different feel, add additional information or upsell on those pages and your homepage. The great news is that you'll soon be able to use sections throughout the whole of your chosen theme on every page. This means you'll be able to have beautifully designed and customised page layouts throughout your website, including the blog!

## Checkout extensions

Some other very exciting announcements included the ability for Checkout app extensions. Extensions will be a great addition and something we always get asked about but currently isn't something that's possible. You'll soon be able to upsell and offer discounts right before payment to score those last-minute sales and increase your turnover!

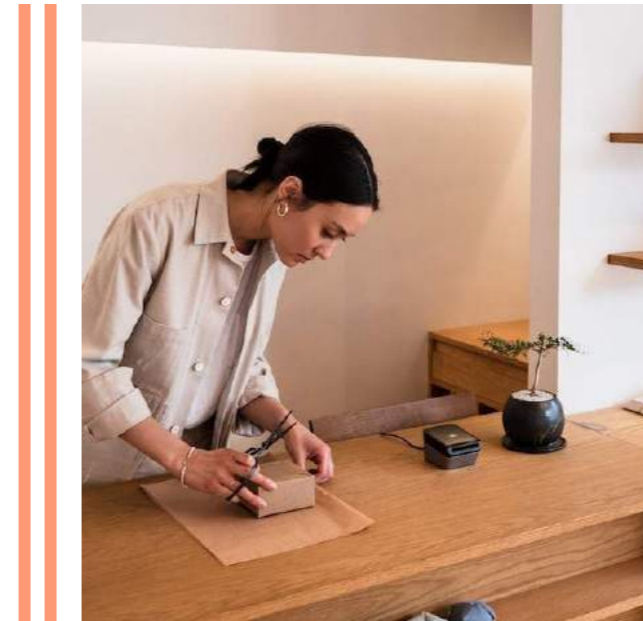


Image credit: Shopify

Of course, there are plenty more exciting things to look forward to such as content portability between themes, master pages on your store, easier ways of creating drafts so you can create changes and prep banners ready to be published for that important sale event.

## Shopify Point of Sale (POS)

Shopify POS is including loyalty and promotions through the app so you can make that in store experience even more appealing and seamless and your customers can carry their loyalty points across to in-store. Shopify have also created their own fulfilment network in the USA to enable a fast delivery of products to customers so you can focus on selling.

We'll be keeping you up to date via our newsletter and blog when these features start to get rolled out across the platform but the dates currently are to be confirmed.

If you want to know more about any of the features mentioned above, please get in touch and we'll be happy to talk through anything.

By Tess Davies,  
Client Manager



Image credit: Shopify

Shopify point of sale is including loyalty schemes and promotions through the main app, so you can make your in store experience even more appealing to your customers.

# How to make your business more resilient

It isn't easy running a business – there is so much to do and it can be easy to fall into the trap of spending all of your time working in the business and no time working on the business.

Being resilient requires you to evolve – you can't rest on your laurels and need to adapt to the environment in which your business operates. Here we run through what we believe are key factors to help you make your business more resilient.

## Know where you want to go

Taking time out to work on your business strategy and planning will pay dividends and ensure that you stay on track. Knowing your purpose allows you to make better decisions when opportunities or issues arise. It also prevents you from steering completely off-course and getting easily distracted.

You want to have a plan in place to ensure you're moving and progressing in the right direction but at the same time not be so rigid that you're unable to be nimble when needed. Scan the environment, look for changes and listen to your customers. Use your skills and expertise to be in control of developing and growing your business – being pro-active and a little bit reactive where needed.

## Back up plans

Cover yourself - think about the worst case scenarios for your business and plan accordingly – it will take away so much



stress just knowing that should something disastrous happen, it won't be the end of the business. This isn't just in terms of insurance policies but also thinking about issues such as what would you do if a key team member suddenly left? What if your key supplier goes out of business?

## Be flexible

The benefit of being a small/micro business is that you are able to adapt and respond quickly to unexpected changes. There is a balance to be struck between sticking to your planned route and going off piste – really good opportunities can and will present themselves; it is being confident in knowing which are the ones worth pursuing that will determine your success. Being clear on your purpose and brand promise will help you determine the best course of action to take.

## Watch the numbers

It's an oldie but a goodie “turnover is vanity, profit is sanity and cash is king”. Many small businesses fail, not because their idea is bad but because they did not have (or keep) a grip on their finances.

## Deliver on your brand promise

I know we harp on about it but for good reason – your brand is so important! Having clarity in your purpose (your brand values) and consistently delivering on your brand promise will help you fend off the competition and keep your customers loyal.

## Map out your customer journey

To remain resilient you must be customer-centric – putting the customer at the heart of everything that you do. It can be easy to lose sight of the

customer; getting bogged down with the day-to-day operations of the business but to do so puts you at risk of losing your customers to your competitors.

Regularly check-in with your customer offering. Have you had any customer complaints? What things do customers comment on liking/disliking about your offering? What needs improving? What is your repeat business like? These are the important things to be monitoring and measuring not just those vanity metrics such as website hits and social media followings.

## Be human

Yes, we all need to try and work smarter but be wary of eliminating interactions with your customers in favour of being efficient. Relationships are built on positive interactions and for most of us, a positive interaction is one which makes us feel valued as an individual and not just another entity in this increasingly crazy, busy world.

## Take a holistic approach to your marketing

Gone are the days of marketing consisting of merely sticking an advert in the Yellow Pages and waiting for the phone to ring; we now need to cover all of our customer touch-points with our marketing, often 24/7. As a small business you need to ensure an integrated approach to your marketing, syncing all your efforts to produce a consistent message.

**Finally, think about your customer's motivation – what is it that you can do for them? This is key to ensuring your business remains relevant to your customers – the how's and when's will follow if you start with the WHY.**



# spacing

## THE IMPORTANCE OF SPACING IN TYPOGRAPHY

When designing, paying attention to the detail in typography is important. As 90% of design is typography based, it's the job of a designer to ensure that adjustments are made to spacing of letters, words and lines of type to create good, legible and unique typography layout.

Most typefaces come with default settings that provide a good starting point for the overall letter and word spacing, but with each letter being completely different, these sometimes need to be styled and adjusted in order for them to work alongside one another.

It's also important to consider the medium in which the typography is going to be placed, whether this is printed or online and how it will be viewed by the audience.

Letter spacing in a block of text can be adjusted to have an overall looser or tighter spacing and this is known as tracking. Some typefaces benefit from a tighter setting, whilst

others having a looser approach. Tracking is really down to personal preference and the legibility of the typeface, most type settings will require some tracking adjustments, even if this is very minor.

Generally speaking, a wider tracking is better suited to words in capital letters. This helps with the overall fit of the letters and the overall readability and is often used in headings and accents on a design.

When thinking about typefaces in logo design, this is where tracking and kerning plays a key part of a brand aesthetic. Generally, the wider the tracking the simpler the design whilst tighter tracking tends to lend itself well to more corporate looking identities.

Generally, word spacing for most typefaces are normally quite acceptable and do not require any altering. However, there are few typefaces that require adjusting to increase legibility and consistency between words.

Contemporary setting favours a tighter word spacing than in its previous years and can now be as small as a lowercase i.

Justified type should be avoided due to the limited control you have over each word. In justified setting you are altering the layout of a sentence based on the number of words available leading to unnecessary gaps and spaces in sentences.

Paragraph spacing should always be considered within a type heavy design. This is normally set at half or a full times height dependent on the copy. The visual advantage of line spacing is that in a multi column setting, the base lines will always cross giving a better aesthetic and clearer legibility on the overall design.

By Jamie Wynn,  
Head of Design

