

# BLUE HORIZONS

MARKETING TODAY MAGAZINE

ELEVENTH EDITION

INSIDE

# FREE/MINIMAL COST MARKETING ACTIVITIES

THE LOYALTY LIFE CYCLE

MAKING YOUR MARKETING AN  
INSTA(NT) COMPLIANCE SUCCESS

SHOPIFY RE-UNITE RECAP

CASE STUDY

PIZZA PILGRAMS





# EDITOR'S NOTE



“ I certainly did not imagine the situation we find ourselves in for this, the eleventh issue of our client magazine; trying to operate our business remotely during a global pandemic with all team members in lock-down at their homes! Business is challenging at the best of times but Covid-19 has thrown us all sorts of curveballs. However, we feel extremely grateful to still be able to operate Blue Horizons.

A heart felt thank you for bearing with us during this time. We appreciate that we may be taking slightly longer to action requests and respond to emails but I am immensely proud of how the Blue Horizons team have pulled together and continue to work exceptionally hard, providing our clients with the help and support they need to keep their businesses operating.

On the topic of team, we are delighted to have Ash join Blue Horizons as our lead designer. Ash brings with him a wealth of experience and creative talent which we're really excited about.

In this issue we have a guest feature from Loyalty Lion, looking at rewarding your customers, encouraging referrals and cementing relationships. Do you struggle with procrastination? If so we have some tips and advice for you. We also run through the latest Shopify updates, look at ensuring your Instagram is compliant, provide a case study on Pizza Pilgrims and inspire you with some free/minimal cost marketing activities that you can do.

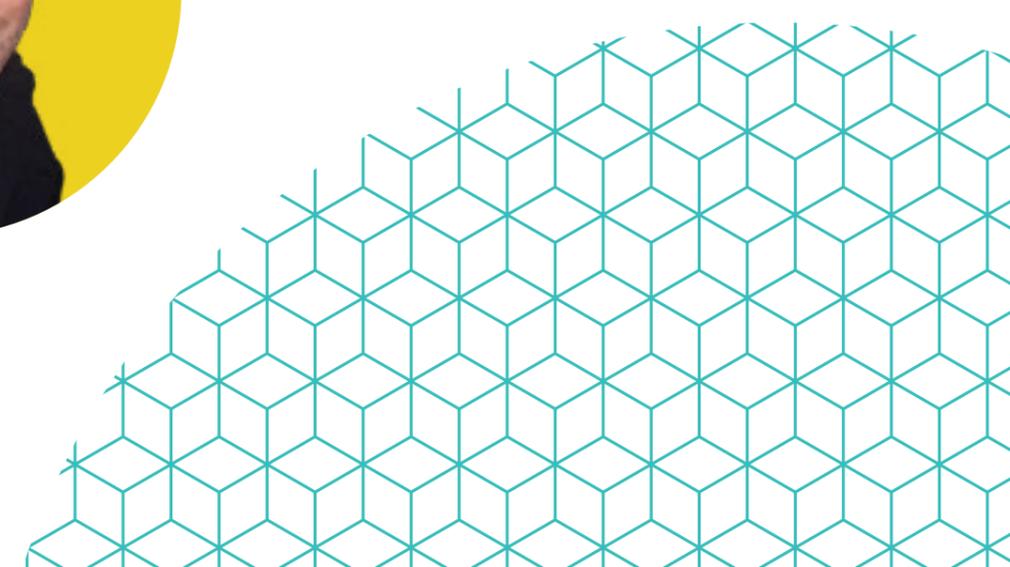
As always, should you have any comments, suggestions or feedback please do drop me a line [zoe@bluehorizonsmarketing.co.uk](mailto:zoe@bluehorizonsmarketing.co.uk)

Stay safe!”

## Zoe Davitt

MANAGING DIRECTOR

Ash - Lead Designer



# MAKING YOUR MARKETING AN INSTA (NT) COMPLIANCE SUCCESS

**W**ith an estimated 23+ million users in the UK, it's easy to see why Instagram usually tops the list of the most popular platforms for influencer marketing.

Here are some key learnings from ASA (Advertising Standards Authority) rulings to help ensure your marketing is an insta(nt) compliant success:

## MAKE CLEAR WHEN POSTS ARE ADS

- Whether it's a post from a brand about a product they sell or influencer or affiliate marketing content – it must be obviously identifiable as advertising.
- Influencer and affiliate marketing posts are likely to need a label to distinguish them. It is recommended as a minimum that posts on Instagram include a prominent Ad label at the start of the post. Hashtags aren't a requirement as long as the label 'ad' is clearly seen.
- Such posts need to make their commercial intent

clear before the consumer engages with the content – it is not acceptable to put disclosures where they can only be seen by clicking 'see more'. Merely tagging a brand will also not suffice.

- Just like any other posts, stories need to be clearly labelled as an ad.

Remember that content can be in the form of a blog, vlog, tweet, post or other channel-specific format.

For more detailed guidance on the principles see the 'Influencers' guide to making clear that ads are ads'.



## KNOW YOUR AUDIENCE

Targeting is particularly important for certain types of content and for advertising certain products such as alcohol or gambling. The ASA will always expect you to use all of the tools available to target appropriately on any platform and ensure that you have taken all reasonable steps to avoid your ads being seen by someone who, for example due to their age, shouldn't.

## BE SOCIALLY RESPONSIBLE

Marketers should take in to account the age demographic of an influencer's followers when deciding who to work with. Due diligence should be carried out to ensure there is no conflict of interest with regards to the influencer and the brand's ethos.

For more advice and information on influencer marketing visit [www.asa.org.uk/influencers](http://www.asa.org.uk/influencers).

## WORK WITHIN THE RULES

The same rules apply to influencers as to more traditional advertising mediums such as TV and print. Be careful as there may be certain rules that you are unaware of, particularly with products within the food/health/beauty sector.

Remember to include all the significant terms and conditions that apply should you run a competition.

There is a plethora of free advice available on the ASA's online database – bookmark it now for future reference <https://www.asa.org.uk/advice-and-resources/resource-library.html>.



# WELCOME TO OUR NEW CLIENTS


# SEO PACKAGES



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.

<p>£ <b>265</b> +VAT PER MONTH</p> <p><b>Silver</b></p> <ul style="list-style-type: none"> <li>• Site structure, content and meta data review (in month one)</li> <li>• Quarterly content strategy</li> <li>• Optimisation of chosen keywords including updating citations</li> <li>• Content creation x1: One blog post per month</li> <li>• Monthly reporting</li> <li>• Email and Telephone support</li> </ul>	<p>£ <b>395</b> +VAT PER MONTH</p> <p><b>Gold</b></p> <ul style="list-style-type: none"> <li>• Site structure, content and meta data review (in month one)</li> <li>• Quarterly content strategy</li> <li>• Optimisation of chosen keywords including updating citations</li> <li>• Content creation x 2 from: blog post, referral content, PR or content amplification</li> <li>• Weekly updates on Facebook and Twitter or Instagram</li> <li>• Monthly Facebook promotion</li> <li>• Monthly reporting</li> <li>• Email and Telephone support</li> </ul>	<p>£ <b>625</b> +VAT PER MONTH</p> <p><b>Platinum</b></p> <ul style="list-style-type: none"> <li>• Site structure, content and meta data review (in month one)</li> <li>• Quarterly content strategy</li> <li>• Optimisation of chosen keywords including updating citations</li> <li>• Content creation x 3 from: blog post, referral content, PR or content amplification</li> <li>• Thrice weekly updates on Facebook and Twitter or Instagram</li> <li>• Monthly Facebook promotion</li> <li>• Monthly reporting</li> <li>• Email and Telephone support</li> <li>• Blogger outreach –sponsored content on external websites*</li> </ul>
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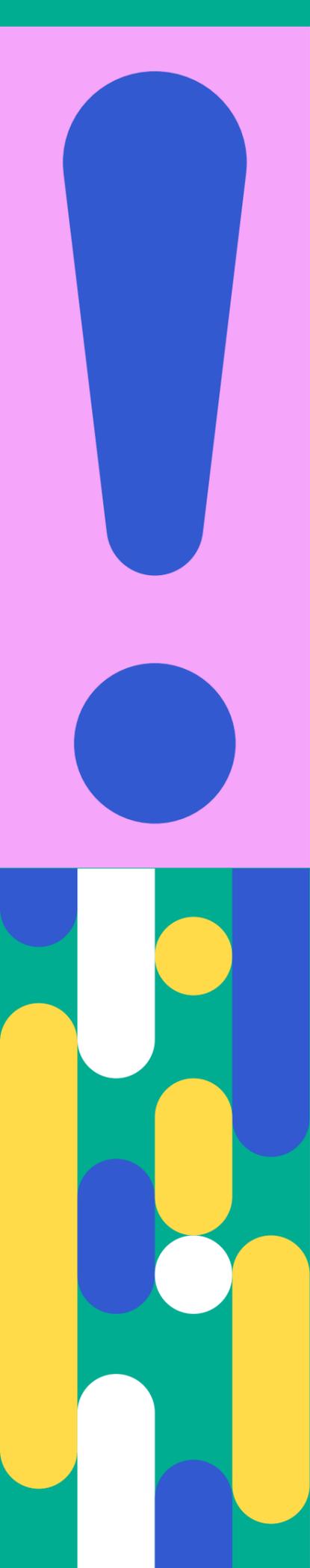
## We can help you grow your audience

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

\*Minimum 3 month contract

Take a look at our latest work

[www.bluehorizonsmarketing.co.uk](http://www.bluehorizonsmarketing.co.uk)



# **shopify** **(re)unite**

**A**t the end of May, Shopify ran their first ever virtual broadcast event for Shopify business owners called '(re)unite'. It was an opportunity to bring together merchant, partner, and entrepreneurial communities to unveil their new features and share major announcements.

Here is a brief overview for you of what was presented:

## MONEY

**Shopify Capital** is available in US, Canada, and UK. In the UK, Shopify Capital provides merchant's cash advances ranging from \$200 to \$1,000,000, and doesn't focus on personal credit history. (Available now)

**Shopify Balance** will give merchants access to critical financial products to start, run, and grow their businesses including bank account, card, and rewards. (US-only for launch later this year)

**Shop Pay Installments** allow buyers to pay for purchases in four equal payments over time, with no interest or fees. (US-only for launch later this year)

## ONLINE STORE

**Express theme** is designed for a one-page shopping experience, and optimized for mobile. It can be used to get stores online quickly, and supports small to medium catalogs of products. (Available now)

**Local domains** enables merchants to assign individual domains to a country or currency, as well as a language or set of languages. (Timing TBC)

**Custom FX** - merchants using multi-currency will be able to maintain a stable price for products, even as currencies fluctuate. (Coming later this year)

## CHANNELS

**Facebook Shops** is a new Facebook shopping experience that allows merchants to build a simple, branded version of their online store within Facebook and Instagram, syncing right from Shopify. (Coming later this year)

**Shopify Ping Staff Accounts + Android & Web version** - We'll be adding staff accounts meaning different staff members can help customers individually, with the help of a ticketing system. Ping will also allow a merchant's team to collaborate and message each other. (Coming later this year)

## BACK OFFICE

**Product states** - merchants will be able to create a product and save it as a draft, add more details later, hand it over to a team member, and publish it when they're ready. They will also be able to archive products. (Coming later this year)

**Faster product creation** - Merchants will have the ability to set up products directly from a phone. Capturing product photos, adding the required details like title, price, and variants, and scanning the barcode can all be done from a phone's camera, including photos for each variant then, reviewed and published directly from the phone.

Create products in bulk; add product images, prices, titles, variants, inventory, and more via a single screen. (Coming later this year)

**Purchase Orders** - lets merchants order, track, and receive inventory from their suppliers. Inventory can be received using the scanning feature on Shopify's mobile app, which makes updating inventory counts easier and more accurate. (Currently in the process of rolling out to all merchants)

**Orders list page redesign** - allowing easier viewing. (Available now)

## SHIPPING

**Local and curbside pickup** - allows customers to pick up orders in-store, curbside, or from any location they choose. Merchants will soon be able to fulfil orders directly from the Shopify POS, their admin, or the Shopify mobile app, and have customers come to their location for pickup.

(Available now - fulfilling orders from POS coming soon)

**Local delivery & Local Delivery App** - define a local delivery area using zip and postal codes, or by radius, set local delivery fees and minimum order prices. Then, optimize delivery routes & send notifications to customers through the app. (Coming soon)

## PERFORMANCE

**Storefront renderer** - will account for a 40-200% improvement in load times on live stores, helping merchants get better conversion rates globally. (Currently in the process of rolling out to all merchants)

**Online store performance dashboard** - will allow merchants to understand how various actions, such as theme code customizations and app installations, impact their store's speed. (Coming later this year)

## ALSO OF INTEREST

### Shopify Compass

An amazing free resource that Shopify have put together offering step-by-step guidance and online courses to help you launch and grow your business. Head over to <https://www.shopifycompass.com/>

BEN LEONARD

# ECOMMERCE MENTORSHIP

Best known as the founder of Beast Gear, Ben Leonard is the classic millennial entrepreneur. He built a business on a laptop, in a cupboard, in his spare time. The difference? Ben grew an international 7-figure business and successfully exited after 3 years; the business holy grail.

Now Ben is doing it all over again, and helping others to do the same with his ecommerce consultancy, [www.benleonard.pro](http://www.benleonard.pro)

In this article, Ben explains how to write an effective tagline for your ecommerce brand. If it isn't clear from your brand's name exactly what it is that you sell, then your ecommerce tagline should make it so!



Your tagline isn't there just to look pretty or to be witty. It's got to make you money. Take Lush, for example. Just looking at the word 'Lush' – it's really not clear what they sell. So their excellent tagline does the work: "Fresh Handmade Cosmetics".

No confusion, nothing cute or clever.

What if your brand name already says what you sell? What if your brand is called "Jungle House Plants"? Then it's pretty obvious what you sell! So, use your tagline to highlight what makes you better or different than everyone else.

In this case, something like "curated gorgeous plants, delivered to your door". Nothing smug or smart. Just state what you do!

**But Ben, where should I use my tagline?**

Everywhere! Especially above the fold on your website. Your tagline should be front and centre on your website and slap me in the face within 5 seconds of landing on your site!

It's worth mentioning at this point that you can still have a separate slogan!

For example, Jungle House Plants' slogan might be "Bring The Jungle Home" – it isn't clear what they do – but it is aspirational. And that's what a slogan should do – it should be an image of what the customer wants to become, or get or achieve.

Think of the slogan as the headline ("Bring the Jungle Home" – aspirational). And the tagline as the sub-headline ("curated gorgeous plants, delivered to your door" – what you sell / why it's better).

**Top 3 Tips for writing an ecommerce tagline:**

1. Be clear. Just tell us what you do or why you're better.
2. Be succinct. Keep it short and simple.

3. Test it out loud! Say it to yourself and your team. Does it sound good?

Remember, your tagline is like an expanded version of your logo. In the same way a logo should be recognisable, so should your tagline. The more customers (and potential customers) see and use your awesome clear, short, punchy tagline; the better they'll remember you.

The tagline, once made, should work for you – instead of having to explain in detail what you do, just refer to your tagline.

**When someone asks: "What do you do?"**

Instead of saying "well, you know how people need help with blah blah...well we provide a solution to that by ...blah blah".

You can say "we deliver curated plants to your door".

**Take away:**

If you have a tagline – check that it either tells us what you do, or why you do it better/differently. If it doesn't – fix it, and keep it simple. If you don't have a tagline – please make one!

Ben can help you in all aspects of your ecommerce business – he offers 1-2-1 support through his mentorship programme and power hour calls, as well as plug'n'play digital products for ecommerce business. Visit [www.benleonard.pro](http://www.benleonard.pro) for more information.

# FREE OR MINIMAL COST MARKETING ACTIVITIES

Covid-19 is uncharted territory for us all so we thought we'd put together some suggestions on what marketing activities you can carry out to help your business survive.

## KEEP IN TOUCH

- Connect not just with customers but colleagues, suppliers and affiliates. Support other small businesses – share their content, tag them and give them a mention on social media #inthisogether.
- Pick up the phone – keep relationships alive during the lock-down.
- Utilise email marketing – it's an excellent tool to get in front of your audience keeping the relationship alive, encouraging loyalty and driving traffic to your website.

## BE FLEXIBLE, BE CREATIVE

- What flexibility can you offer? Perhaps you can provide more generous payment terms? Could you place subscriptions on hold? Try to think of solutions that will help your customers during this odd time.
- What can you offer your clients during this lock-down? What content can you share? Can you offer tips and advice or how-to videos?
- Content is king – can you repurpose any of your content? Perhaps break existing blog posts down into useful tips that

you can share on social media? Could you make use of a case study and send this out as part of an email newsletter?

- Are there other businesses that you could partner with during this challenging time?

If you need any help with any creative tasks, get in touch – professional design will really help you stand out from the crowd and get your message noticed.

## LOW COST ADS AND BOOSTED POSTS

Perhaps you've always thought about trying boosting your

social posts but never got around to it– well now could be the perfect time to give them a go. Look at Instagram, Facebook, Google Ads and even try Bing Ads to make your budget stretch further.

## REFRESH YOUR WEBSITE

Now is the perfect opportunity to do some housekeeping on your website, for example:

- Refresh the content on your site, write some blog posts, put together some case studies or testimonials – there is bound to be something you can do to improve your website.
- Could now be the perfect the opportunity to refresh the design of you site? Maybe try out a new theme?
- Spend some time writing great product and collection descriptions – these are great for SEO, so too is ensuring that your products have unique meta data.
- Make use of Shopify opening up Gift Card option for all plans – gift cards are a great way to get your customers to support your business.
- Sign up to Shopify's newsletter and get help on things you can do during Covid-19.

- Have a good tidy up on the back end of your site – all of those tasks that you've never gotten around to – the sense of achievement of having a tidy website will be worth it!
- Check out the Shopify app store, many apps are free or have a free trial period.

Get in touch if you need any help with your website such as creating graphics or banners, doing a redesign on a new theme or installing apps and widgets.

## EVALUATE YOUR ENTIRE CUSTOMER JOURNEY

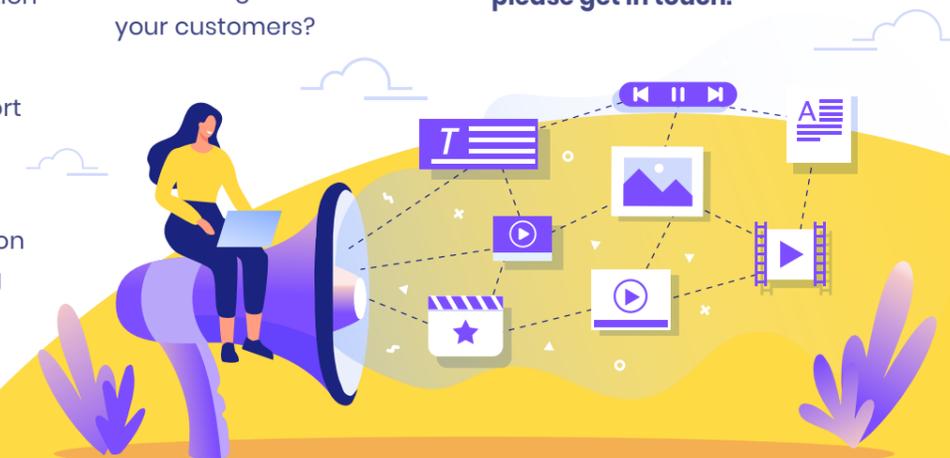
- Check in on your brand, we've got some great posts on our blog to read on [understanding your brand](#).
- Look at your customer journey – are there any areas that you can improve on? Are there any opportunities to surprise and delight? Is there anything you can do to make things easier for your customers?

- Are you actively encouraging loyalty and referrals? Would your business benefit from running a loyalty scheme?
- If you sell a product, what is the unboxing experience like? Could you make use of a print-based creative to help encourage repeat orders and/or referrals?
- Are you actively encouraging reviews and feedback?

## PLAN AHEAD

For most of us we will still be in survival mode over the coming weeks, we can take this opportunity to make improvements that will benefit our businesses in the long-term. We need to stay positive and do all we can. Check out on our blog a previous post on [how to make your business more resilient](#).

**As your marketing partner & Shopify expert we are also here to support you and your business. If you do have any worries or concerns about your project with us, please get in touch.**



# THE LOYALTY LIFE CYCLE: DRIVING LOYALTY AT EVERY STAGE OF THE CUSTOMER JOURNEY

Today ecommerce sales account for 14.1 percent of total retail sales worldwide, and that number keeps increasing. The barriers to entry have never been lower, and acquisition costs continue to rise. However, whether online or offline – acquiring a new customer costs five times more than retaining an existing one. Investing in customer loyalty and retention helps you to build longer-lasting relationships that increase customer lifetime value and ultimately, result in higher revenue. This is why customer loyalty must sit at the heart of ecommerce marketing.

So how can you foster loyalty to boost your customer's lifetime value? We've put together some tips on optimizing retention at each step of your customer journey.

## TURN GUEST SHOPPERS INTO LOYAL MEMBERS

Members generate between 12 and 18% more revenue per year than guest shoppers. Once a shopper has created an account, you can unlock insights about their individual buying behavior and deliver more personalized communications. This will help you to build longer-lasting relationships whilst also making your email marketing more powerful.

To encourage shoppers to become members, you can incentivise account creation with loyalty points or offer a discount on their first order. However, keep in mind that 78% of shoppers are motivated to create an account if the sign-up process is easy. Ensure they complete the registration with a simple form that only requires basic information.

## FOCUS ON YOUR REPEAT CUSTOMERS

Your future success depends on your existing customers, and they want to be rewarded for their loyalty. Our recent research showed that 79% of shoppers are willing to become loyal to a brand if they can access exclusive benefits or rewards.

Encourage shoppers to become repeat customers by creating a tiered loyalty program structure that offers them the opportunity to unlock more exclusive rewards and perks with each purchase. With increasing rewards and status, customers will experience an ultimate feeling of exclusivity. This approach motivates and incentivizes customers to return and repeat purchase in order to reap greater benefits.

For instance, to encourage repeat purchases and further, you can offer customers in higher tiers experiential rewards such as early access to new collections or exclusive events.

You can even take this approach to another level by including VIP tiers with extra special rewards or creating a

subscriber tier that customers have to pay to access.

## ENCOURAGE LOYAL CUSTOMERS TO BECOME BRAND ADVOCATES

92% of consumers trust recommendations from people they know, and this highly influences their purchasing decisions.

Through your loyalty program, you can easily implement a referral strategy. For instance, you can offer a two-sided incentive: encourage your customers to make a referral by offering them loyalty points. And, to convert the referred friend into a purchase and perhaps even a new member, offer them the opportunity to earn additional points or on their first purchase.

Remember that reviews also act as a trust symbol online. Leverage your user-generated content by awarding your

customers with loyalty points each time they leave a review. You can also set up an automated email for those customers who have already left a review and you know are feeling good about your brand, and motivate them to make a referral in return for loyalty points.

## RE-ENGAGE WITH YOUR AT-RISK CUSTOMERS

Your at-risk customers – i.e. those who haven't returned to repeat purchase in the time frame you expected – might need more encouragement to come back than your repeat customers.

To remind them to return to your store, you can send them personalized loyalty emails about available rewards that they have waiting for them, or remind them of the exclusive benefits that they can access. This will make them feel valued. To surprise and delight them further, you can also offer them

bonus points or access to a higher tier on their birthdays.

Consider creating a sense of urgency when communicating with at-risk customers, to bring them back to your store sooner. Consumers are often spurred into action by the idea that they are avoiding losses rather than acquiring gains. For instance, you can use points expiry emails that show a specific time and date for a reward or points promotion to expire. Such activities will give your at-risk customers the motivation they need to return and restart their relationship with your brand.

Your loyal customers are the ones who return to order from you time and time again, and with proven higher average order values and greater purchase frequencies, they are your most valuable assets. By building a better understanding of what drives loyalty at every stage of the customer journey, you can drive retention to secure sustainable growth for your business.



## ABOUT LOYALTYLION

LoyaltyLion is a data-driven loyalty and engagement platform that powers ecommerce growth. Unlock real insights to build a better understanding of what drives longer-lasting customer relationships, and use those insights to connect and accelerate your existing marketing efforts. Proven to increase retention and spend, LoyaltyLion is trusted by thousands of fast-growth ecommerce merchants worldwide.

Start for FREE, get in touch with Blue Horizons to find out how.



# BEATING PROCRASTINATION

**W**e all procrastinate more than we should, particularly regarding certain tasks and projects, you know, those things that you just keep putting off but for some reason you just pretend to ignore them even though they make you feel really guilty!

## YOU'RE ONLY HUMAN

Even if you think that you're a logical person, chances are you're not as logical as you think you are, and certainly not all the time – our emotions play a huge role in our behaviours and decisions, often without us being aware.

We can be overly hard on ourselves about a lack of motivation and willpower to get things done but it is very hard to get through life on willpower alone; you'll end up exhausting yourself. Instead we need to break bad habits and create new, positive routines that become a part of our daily life.

## BREAKING BAD HABITS

We often hold on to unhelpful beliefs such as 'I work and perform much better under pressure this is why I leave things until the last minute'. Try to objectively critique yourself in terms of how you approach tasks to ascertain what bad habits you display that need breaking.

Our brains are marvellous but can also sometimes hold us back. Once we have done something repeatedly, our brain learns this pattern (habit) and goes into 'auto pilot' without us realising. This is great if the pattern of behaviour is positive but not so great if it's a bad habit – such as procrastination!

What we need to do is create new positive pathways that supersede the old negative behaviour patterns.

## CREATING ROUTINE

Routines are the foundation for creating cues for action and positive routines create positive habits. A habit is something that we do repeatedly and becomes the 'norm' and thereby easy for us to do.

## THE 2 MINUTE STRATEGY

This strategy is taken from David Allen's bestselling book- Getting Things Done.

Part 1 – if it takes less than two minutes, then do it now.

Part 2 – when you start a new habit, it should take less than two minutes to do.

There are so many things that we could get done if we just got on and did them – quickly put a load of washing on, file away some paper work, – the idea of this strategy is that if a task takes less than two minutes to complete, then follow the rule and do it right now.

Obviously, not all of your goals can be accomplished in less than two minutes but every goal can be started in 2 minutes or less and that's

the purpose behind this little rule. The 2-Minute Rule works for big goals as well as small goals because of the inertia of life. Once you start doing something, it's easier to continue doing it.

For example, if you want to write regular blog posts for your business just write one sentence (2-Minute Rule), and you'll often find yourself writing for an hour.

If you want to get fitter then put your running shoes on and get out the door (2 minute rule) – when you think about it, it all makes sense!

## REWARD

Often procrastination occurs from fear. Be honest with yourself, what is actually stopping you from doing a particular task? Often it can be fear of failure but we need to train our brain to see that on the other side of that fear is success.

As humans we are governed by our hormones. When we do something that we enjoy, endorphins are released, making us feel good. If we reward ourselves for progress towards our goals (whether that is a cup of coffee once you've sent an email or a meal out for hitting a target) we are training our brain to repeat the positive behaviours which should then become habits.

## TO SUMMARISE:

1. Stop punishing yourself for procrastinating
2. Tackle your most important task for 15 minutes
3. Break tasks down into small chunks
4. Start your day with the hardest tasks
5. Give yourself a pep talk for motivation
6. Aim for progress not perfection
7. Promise yourself you'll get a reward when it's done



# HAPPY CLIENTS = HAPPY US

"I couldn't operate my small business without Blue Horizons. I am a small business owner, with little to no 'techy' skills. I need help for every tiny task on my site. From adding apps, to editing layouts, they are always there to help me out."

**Diane**



"Blue Horizons literally threw my wholesale gift business a lifeline when Covid 19 took hold. We have taken 118 orders in just under a week. This is really going to help us get through this and I'm delighted with the way the site looks and the functionality too."

**Annie**



"I have used Marcus and his team on a number of websites now and would highly recommend them. Excellent communication skills and high end results. Looking forward to working with them on the next project in the near future!"

**Jordan Daykin**



"The team at Blue Horizons, were absolutely brilliant, they understood what I was looking for and added and enhanced the design so it worked beautifully on the finished site.

Their communication throughout the project was spot on, they did exactly what they said they would do, when they said they would do it. And so much more.

Highly recommend Blue Horizons! 5 Stars and more - a very happy customer"

**Julie**



"Marcus and Zoe were amazing. They totally rescued us from a Covid induced crisis and without their incredible speed and support we may well have not made it through. I cannot rate them highly enough and quite happy to be contacted privately by any potential new client. Indeed it was a glowing reference from another client that convinced me to proceed."

**Louisa Turner**



"Very professional, friendly and efficient. We couldn't be happier with our website and the services carried out. I would advise anyone in e-commerce to use Shopify and an excellent Shopify Partner - Blue Horizons - to design the site."

**Cassie**



**You can see all our latest reviews on our instagram page.**

Follow us @ [bluehorizonsmarketing](#)

# THE WHEEL OF MOTIVES:

using deeper human insight to effectively engage people

**W**e may like to regard ourselves as logical, level-headed beings but in truth, our emotions will always trump information and rationality. It has been said that "the rational is the alibi of desire" - we are very good at convincing ourselves that our choices are well-thought out and not at all emotionally charged!

## THE PATHWAYS OF HUMAN BEHAVIOUR

Nature has established an array of systems in our brain and made their satisfaction intrinsically rewarding. To help us survive as a species nature added new survival systems to our brains on top of the old ones. In satisfying our fundamental human motives, we live life to the fullest.

As abundant and varied as our emotions are, they all stem from 12 Fundamental Human Motives, which are triggered by equivalent systems and operations in our brain. Society and culture, far from denying our biological origins, tend to exaggerate them.



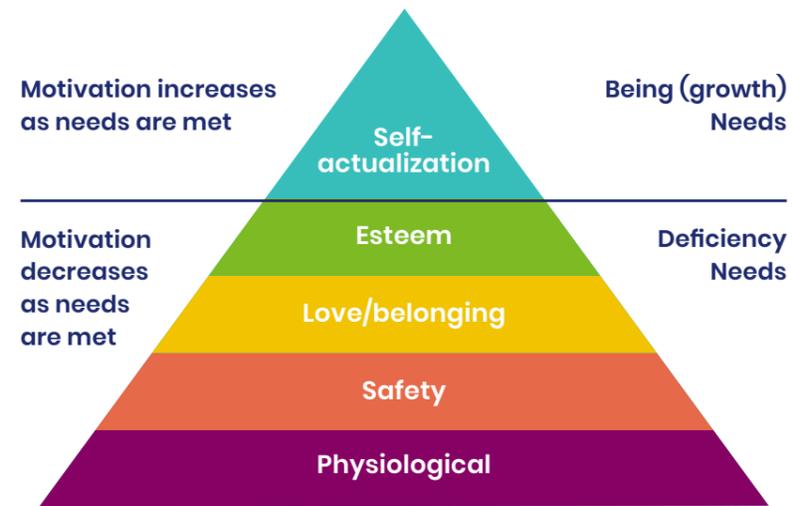
## MASLOW'S HIERARCHY OF NEEDS

One of the fundamental theories in psychology is still relevant today. Maslow's hierarchy of needs can be depicted as a pyramid where needs lower down in the hierarchy must be satisfied before individuals can attend to needs higher up.

Ideally, we move our way up the hierarchy towards a level of self-actualisation. However, life doesn't work like that – we lose our job, a relationship breaks down – and often find ourselves moving back and forth between different types of needs.

The first four levels are often referred to as deficiency needs and the top level is known as growth or being needs. Deficiency needs arise due to deprivation and are said to motivate people when they are unmet.

Also, the motivation to fulfil such needs will become stronger the longer the duration they are denied. For example, the longer a person goes without food, the hungrier they will become.



## CREATE EFFORTLESSNESS = COGNITIVE EASE

As always, Apple is an excellent illustrative example. The Apple brand is founded on creating an emotional connection, appealing to those higher-order needs of being a part of something. The design of their products is built on simplicity; with aesthetic and tactile pleasure in mind – all of which fire up those areas of the brain via a path of least resistance – creating positive emotions and memories.

Nothing around us is neutral of meaning. We prefer brands that favour the expression of our personality and often project our ideal self onto the products/services we buy.

So, re-assess your marketing communications; everything from your brand identity through to your website and emails. Make things as simple and easy as possible for your consumers whilst being as aesthetically pleasing and alluring as possible. It is no easy task but the more depth and more thought applied equates to more meaning and engagement – get it right and boom!

## THE WHEEL OF MOTIVES

Taken from 'Living Brands' a book by Dr Constantinos Pantidos – the wheel of motives is a model that can help marketers understand the predispositions that guide consumer preference. It links rationality with emotion and logic with pathos.

It is pertinent at this point to look at the ways in which our brain reaches a decision. For instance, you may be surprised to learn that 90 – 95% of our decision making is pre-conscious or intuitive. It helps to think of the brain as an 'ignoring' machine, it does as little work as possible as it tries to be efficient. Things that feel familiar, are of a repeated experience and are clearly displayed all help create ease for the brain so these things will be preferred.



## CHANGE YOUR MARKETING MINDSET

Have a read of one of our previous blogs start with why to help illustrate a communication strategy that [starts with WHY](#).

The winning business combination is to balance logic with emotion – provide both tangible benefits of your product and/or service that make sense and appease the logical brain together with the elements that don't necessarily make sense but make us feel all warm and fuzzy inside!

Being clear about who you are enables those with shared values to connect with you. This in itself makes good business sense as it improves efficiency – the right clients will be attracted to you because you emulate what's important to them – this is natural selection in terms of qualifying leads. What values are important to you? How do you want to come across? What do you want your clients to think about you?

# CASE STUDY: PIZZA PILGRIMS

## BACKGROUND:

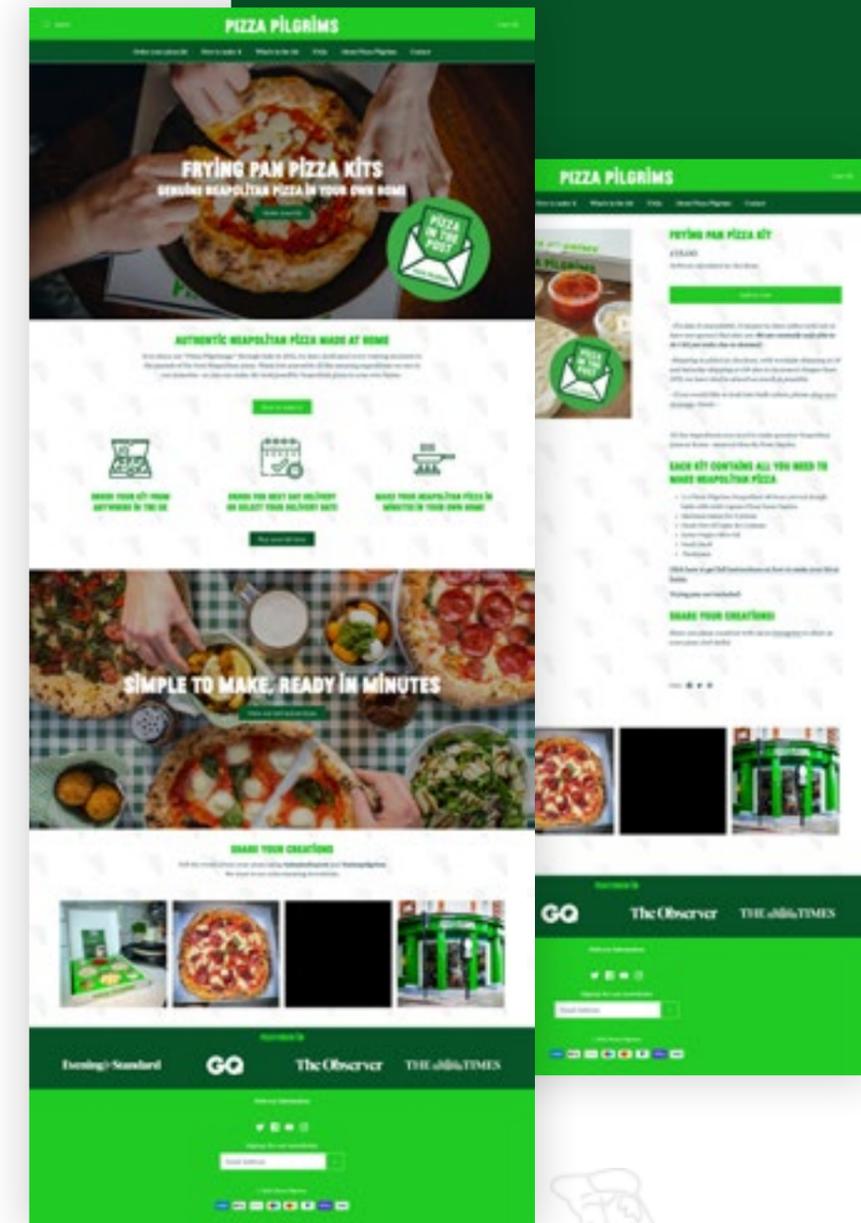
Pizza Pilgrims serves slow-proved Neapolitan pizza in both their own pizzerias and at events across the UK. All of their dough is made fresh daily and they source the best ingredients Italy has to offer in order to bring you the best possible pizza base going. As any Neapolitan will tell you – its all about the crust!

After Covid-19 struck, all of their 12 pizzerias had to close. Stuck with what to do they decided to set up their own Shopify store and fumbled together a way to sell pizza-in-a-frying-pan kits. This immediately went crazy, selling out in minutes but they realised that their method of creating products for each day just didn't work. They contacted Blue Horizons to help them make their store more on brand and in keeping with their main website and to streamline the process, making it scalable for the growth plans they had.



## WHAT WE DID:

- Created a fully branded store with custom fonts to match their main site
- Refined the mobile experience for an easier customer journey
- Created additional pages with 'how to' instructions, ingredient information and background on the founders
- Streamlined the buying process so there was one core product to buy but with a date picker, allowing people to choose the date they wanted the pizza to arrive
- Restricted order quantities and set up delivery rates based on the delivery day as well as ensuring specific locations couldn't check out



## TESTIMONIAL

"Marcus took our rather unexpected phone call about us wanting the sell "Pizza that we send through the post" and he didn't laugh at our stupid idea once. He has helped us turn our own, first, incredibly rudimentary efforts at a Shopify site into a slick online platform from both a front and back end POV. Thanks for all the hard work and the belief!"

Thom Elliot

## OUTCOME:

- With sales through the roof, Pizza Pilgrims have had great press coverage including an appearance on Channel 4's Sunday Brunch, a spread in the Sunday Times and piece on the Shopify Podcast! They even trended on Twitter with #pizzainthepost
- Since the store went live, within less than a week they had an increase of 163% in sales and an increase of 173% in orders.

# CREATIVE BRANDING & PHOTOGRAPHY

Blue Horizons are here to help you make your business a success. As a full service agency we can help you with all of your creative and marketing requirements:

- + Ecommerce
- + Branding & Design
- + Professional Photography
- + Printed Literature
- + Direct Mail
- + E-marketing
- + Promotional Items
- + Digital Presentations
- + Signage
- + SEO & SEM

Do get in touch if there is something that you'd like assistance with - we'd love to help.



**BLUE  
HORIZONS**

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