

BLUE HORIZONS

MARKETING TODAY MAGAZINE

INSIDE

DESIGN: 15 GOLDEN PRINCIPLES OF VISUAL HIERARCHY

THE PARADOX OF CHOICE

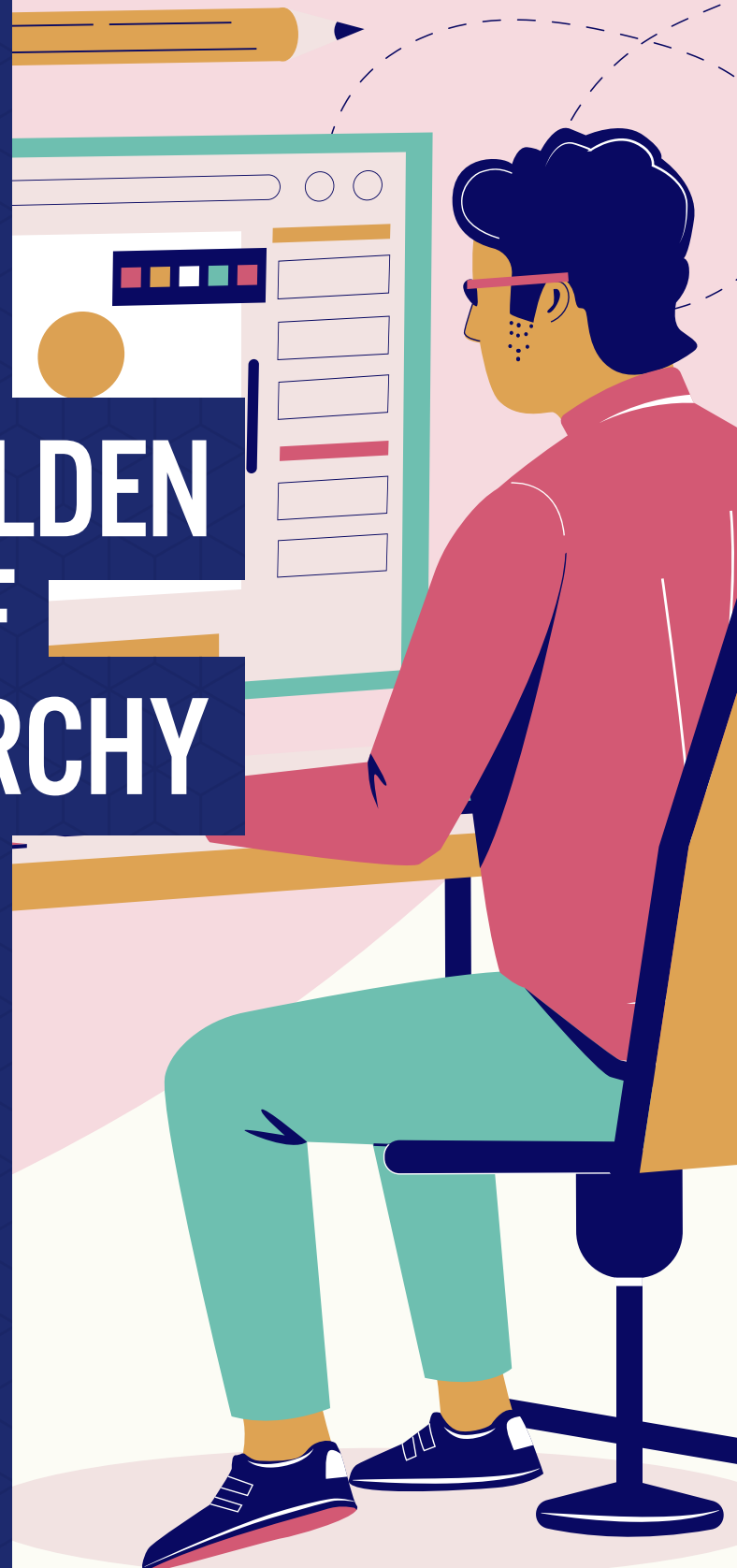
THE LATEST AT SHOPIFY

YOUR MARKETING BUCKET FUNNEL & TAPS

CASE STUDY

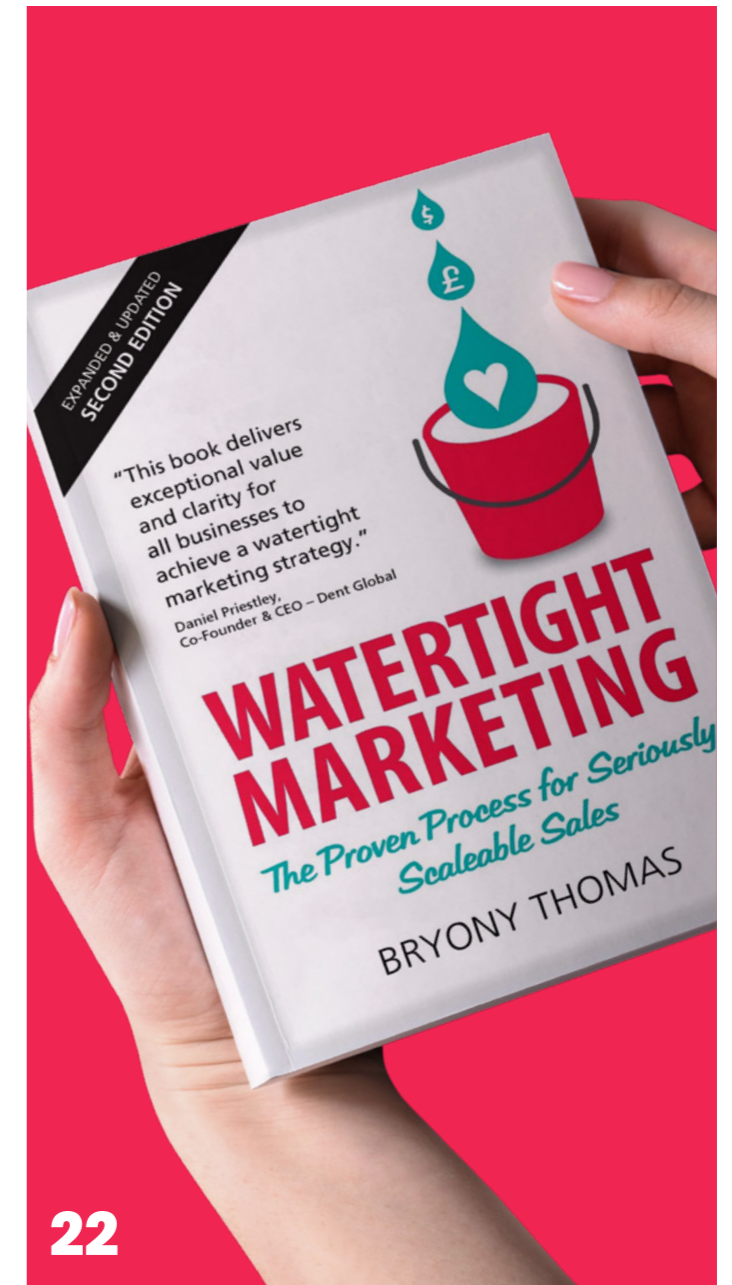
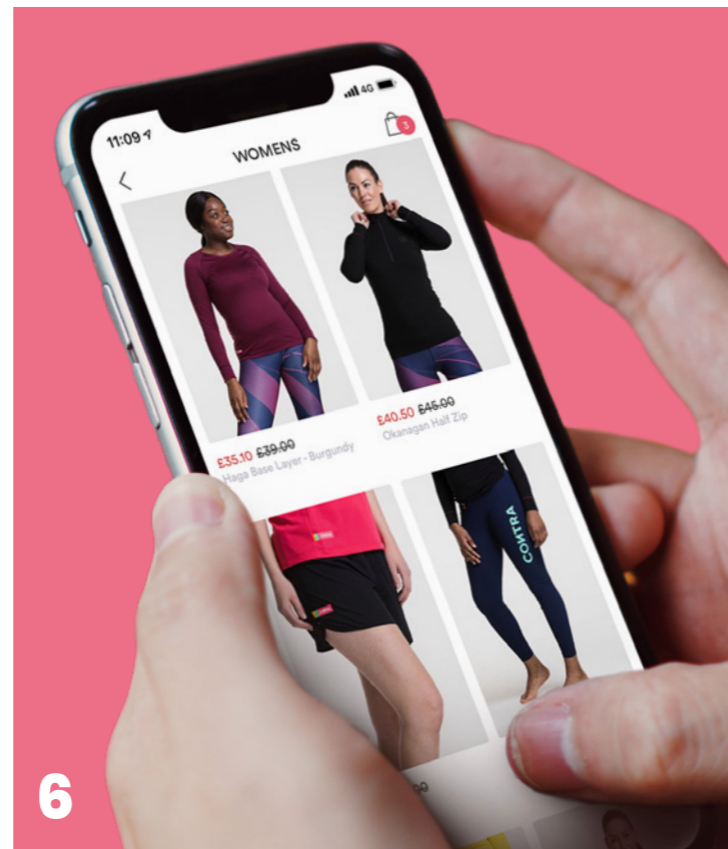
CONTRA

TWELFTH EDITION



CONTENTS

- 4 From the editor
- 6 Case study - Contra
- 10 Design: 15 golden principles of visual hierarchy
- 12 New clients welcomed
- 13 SEO packages
- 14 The Paradox of choice
- 16 The latest at Shopify
- 18 Ben Leonard e-commerce mentorship – the power hour
- 20 Client testimonials
- 22 Your marketing bucket, funnel & taps
- 24 Dealing with difficult different people at work



EDITOR'S NOTE



“ Well, what a year it has been! 2020 has forced many of us into survival mode, our best-laid plans out of the window, being forced to react to the unforeseen situations we found ourselves in. It has left us all feeling out of control, anxious and exhausted. As Christmas approaches, regardless of what restrictions may be in place, I think we all need to take a breather, hopefully spend time with our families, disconnect and reset.

As we all look towards 2021, hopefully a little wiser and more experienced, we're better placed to know where our values lie; what's important to us and where we want to focus our efforts.

Here at Blue Horizons, we're making big plans to improve our service delivery. We want to make managing your projects with us much easier for you - we're developing a cloud-based project management system specifically designed to cater to your needs. Think easier collaboration, check lists, the ability to add sticky note comments/video/voice memos to project visuals, a chat function - the means to see where a project is at holistically without having to hunt through a mile-long email chain!

In this issue we offer guidance on how to improve user experience on your ecommerce store, discuss visual hierarchy in design and run through the latest Shopify updates. We also provide a case study on CONTRA (the sportswear brand by the creator of parkrun), offer tips on how to deal with different people at work and get you to think about your marketing bucket and leaks.

We hope you enjoy this issue. Please do let me know of any particular topics or areas that you'd like to see featured in future issues - drop me an email zoe@bluehorizonsmarketing.co.uk

Stay safe!"

Zoe Davitt

MANAGING DIRECTOR

CASE STUDY:

CONTRA

BACKGROUND:

CONTRA is the creation of Paul Sinton-Hewitt, the founder of parkrun. Paul's ambition was to create a sportswear brand that truly supported and encouraged movement for everyone whilst ensuring all sourcing of their range met the highest ethical manufacturing standards.

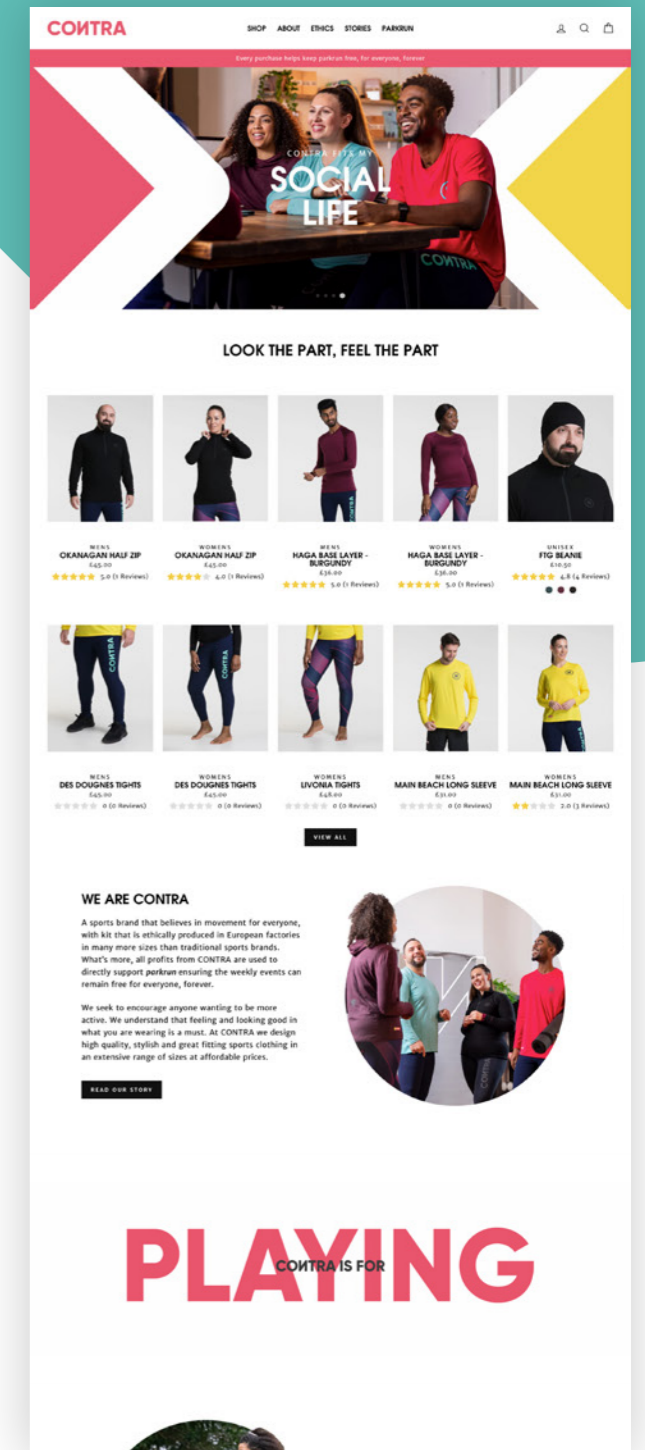
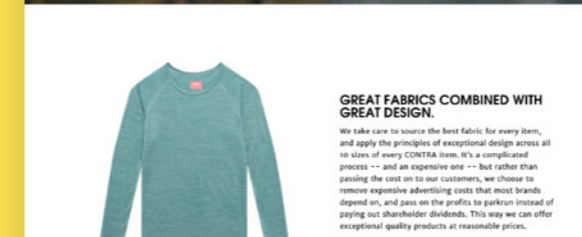
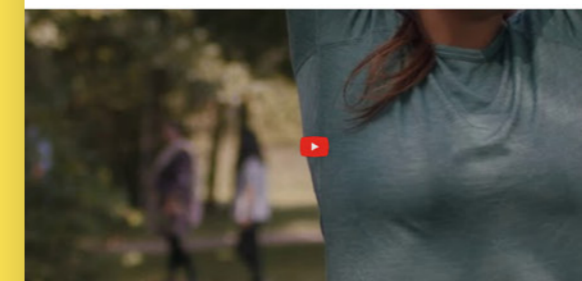
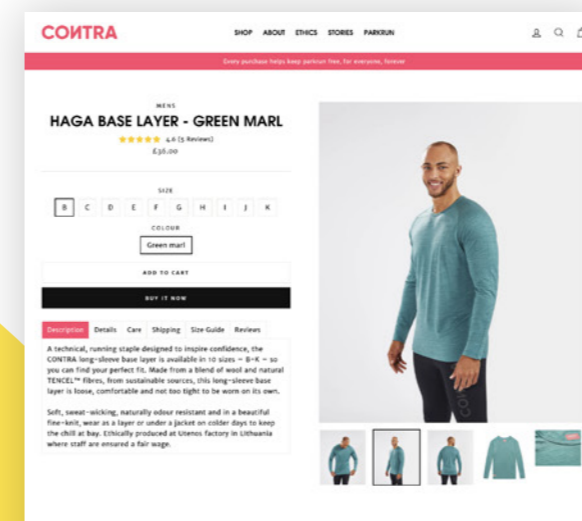
CONTRA create products that fit ordinary people coming in ten sizes for both men and women, in colours that don't promote gender stereotyping.

All profits made go towards supporting UK-based charity parkrun which provides free, timed, 5KM (and 2KM for kids) events at over 2000 locations in 21 different countries.



WHAT WE DID:

- CONTRA approached Blue Horizons back in August 2019 to provide a more professional and contemporary look for their website along with offering additional support with marketing and design.
- We redesigned the CONTRA website from top to bottom, choosing a flexible theme to ensure a cost effective and efficient base to build upon. We evolved the existing brand elements, creating a modern looking backdrop to key images and introduced bespoke page layouts to develop the brand message further.
- Each product page features its own template too in order to ensure every garment is a hero in its own right, providing close up images and additional bullet point features to give customers a chance to explore texture and materials.



- Since the original website refresh, we've continued working with the client to provide ongoing Shopify support, product and lifestyle photography (with regular full, on location shoots with a team of models), social media graphics, email marketing and print design and management.
- The brand has continued going from strength to strength and is already forecasting a 66% growth on their 2019 sales.

SHOPIFY APPS INSTALLED TO IMPROVE FUNCTIONALITY

As part of the store redesign and ongoing management some key apps have been used to improve a customer's experience and to make managing the store even easier. Top apps include:



EasyTabs

makes creating product page tabs that look great and are so much easier to maintain (and all for under a fiver!)



Clean Size Charts

customisable size guides and charts



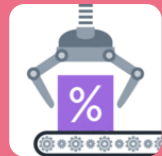
Bulk Product Editor

save hours of work with bulk edit, export and import of your products, plus scheduling sales and discounts



Back in stock restock alerts

send back in stock notifications to customers so you never miss a sale



Bulk discount code generator

generates sets of unique discount codes – perfect for random offers or mystery discount promotions



Tapcart

create your own mobile app for iOS and Android with ease



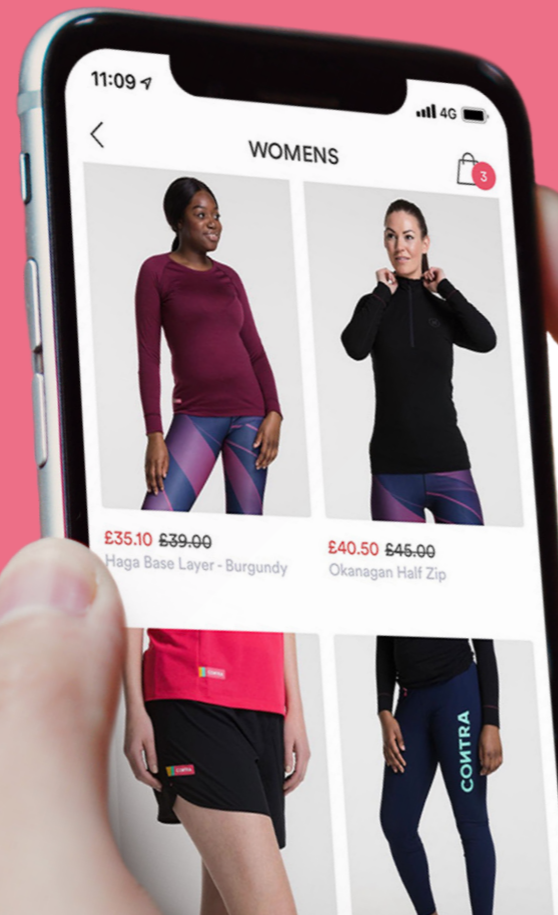
Feed for Facebook

sync your store with your Facebook business manager account, create a pixel and sell on a Facebook shop



Feed for Google shopping

create a product feed to enable to you sell on Google Shopping



HOW CONTRA INCREASE THEIR BRAND EXPOSURE

To ensure they continue to grow, meet targets and build their audience, CONTRA carry out regular marketing, including:



Email marketing
– frequent email newsletters and promotional messages



Targeted direct mail
to existing customers, rewarding loyalty and offering better discounts than to non-customers



Social media – regular posts and campaigns through their key channels Facebook and Instagram



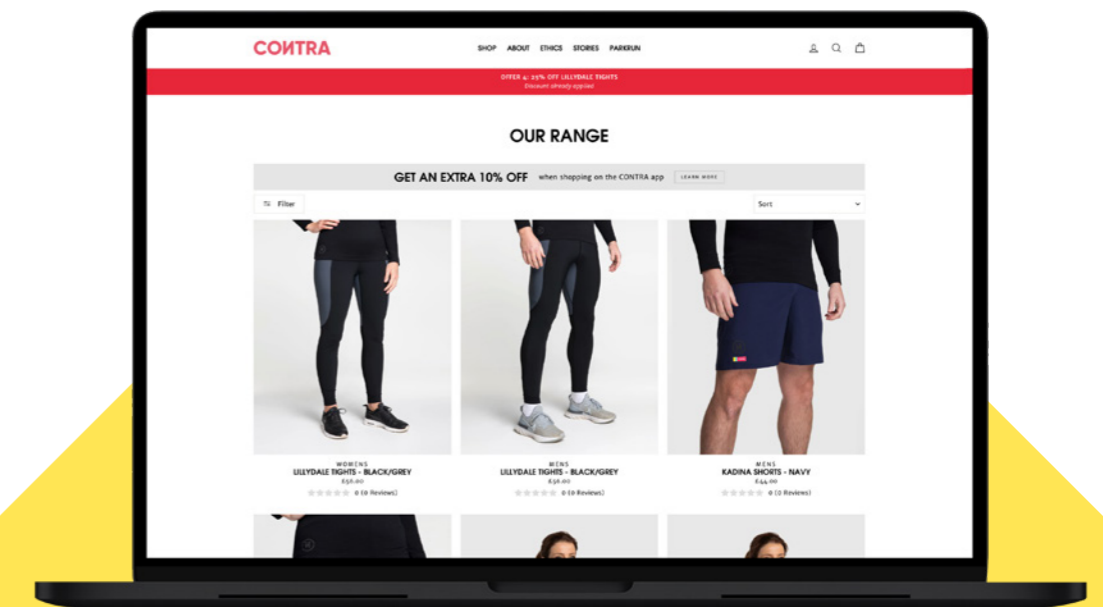
Integrated marketing campaigns tied around specific timely or seasonal offers that use a consistent campaign creative



Paid advertising – regular Facebook and Instagram ads to raise awareness and drive traffic



Push notifications through their mobile app



Head over to

contra-movement.com

to take a look

DESIGN:

15 GOLDEN PRINCIPLES OF VISUAL HIERARCHY

Effective design is key to guide and help communicate with your audience. By utilising the principles of visual hierarchy you make it easier for your audience to find the information that they want as well as encourage them to take a specific course of action.

We make sense of what we see through recognising familiarities and differences, which helps our minds categorise and organise information. We will also try to form relationships between the individual elements as well as the overall story that we are seeing.

By deliberately prioritising the visual weight of information we can manipulate the visual relationships to create meaning for our audience. We need to balance audience needs with business goals by clearly defining:

Usefulness

what is this?

—

Usability

how do I use it?

—

Desirability

why should I care?



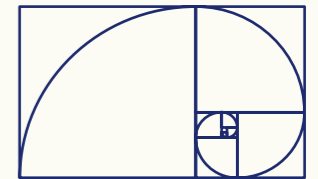
1: Focal point

Need to lay maximum strength on a particular aspect? Go focal!



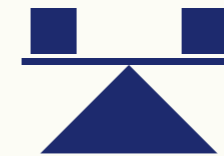
2: Movement

Make your audience move with the flow.



3: Golden ratio

Need to add beauty to your work? Go Golden.



4: Balance

Play safe with balance.



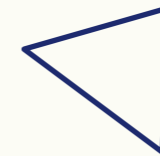
5: Repetition

With repetition make sure no-one misses your message.



6: White space

Less is more.



7: Visual triangle

Works best for limited data. Makes sure no-one misses a point.



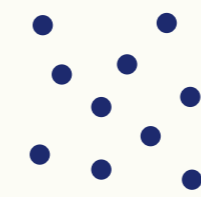
8: Texture

Add texture to refract negative space.

FONT

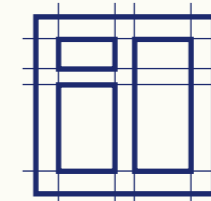
9: Types

Typefaces say so much!



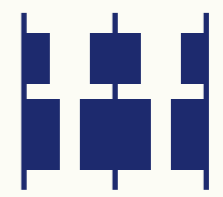
10: Random

Sometimes a lack of symmetry makes an impact.



11: Rules

Deal with clutter, stick to some rules.



12: Alignment

Alignment clears up the mess. Never makes anything appear cluttered.



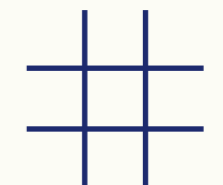
13: Lines

Go linear when you need to make a point straight.



14: Contrast






















Contrast shouts for attention, use it wisely.



15: Rules of thirds

Need to lay equal stress on each element? Go with thirds.

WELCOME TO OUR NEW CLIENTS

Take a look at our latest work
www.bluehorizonsmarketing.co.uk

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.

£ **265** +VAT
 PER MONTH

Silver

- Site structure, content and meta data review (in month one)
- Quarterly content strategy
- Optimisation of chosen keywords including updating citations
- Content creation x 1: One blog post per month
- Monthly reporting
- Email and Telephone support

£ **395** +VAT
 PER MONTH

Gold

- Site structure, content and meta data review (in month one)
- Quarterly content strategy
- Optimisation of chosen keywords including updating citations
- Content creation x 2 from: blog post, referral content, PR or content amplification
- Weekly updates on Facebook and Twitter or Instagram
- Monthly Facebook promotion
- Monthly reporting
- Email and Telephone support

£ **625** +VAT
 PER MONTH

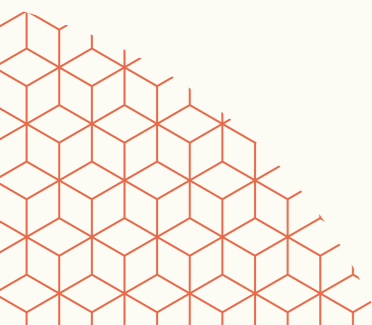
Platinum

- Site structure, content and meta data review (in month one)
- Quarterly content strategy
- Optimisation of chosen keywords including updating citations
- Content creation x 3 from: blog post, referral content, PR or content amplification
- Thrice weekly updates on Facebook and Twitter or Instagram
- Monthly Facebook promotion
- Monthly reporting
- Email and Telephone support
- Blogger outreach –sponsored content on external websites*

We can help you grow your audience

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

*Minimum 3 month contract



THE PARADOX OF CHOICE – HOW TO ENSURE GOOD USER EXPERIENCE FOR YOUR ECOMMERCE STORE

Our society is built on a culture of 'more, better, quicker'. On demand is now our default! Its human nature to take things for granted and once we have a need met, it may satisfy us for a while but then we soon want more, we want bigger and we want better.

We all have constantly rising expectations but with that comes a degree of anxiety and stress:

- **Choice paralysis** – how do I decide which product is right for me? Lots of choice can make it hard for shoppers to reach a decision which impacts on the choice of whether to purchase or not.
- **Buyer's remorse** – I'm worried I made the wrong choice. Even post-purchase shoppers will still worry about the choices they did and didn't make; perhaps they should've gone with the alternative products they originally rejected.

Offering your customers more is great and necessary to remain competitive; but you need to ensure that you are providing the tools for them to make an easy, informed decision. Here we run through what you can do to improve the user experience on your ecommerce store.

KEEP IT SIMPLE

Make it easy for your shoppers to buy from your store:

- **Design** – ensure that your website provides the right 'on brand' experience throughout the entire site
- **Navigation** – map out a logical journey based on how your customers want to shop. Think about how customers navigate from page to page and not just how they use the menu
- **Language** – use intuitive, descriptive signposts throughout your store
- **Consistency is key** – be consistent with information and images provided – you want to make things feel familiar and easy for shoppers as well as aesthetically pleasing

INFORM YOUR SHOPPERS

Provide your customers with the tools to help themselves with their purchase decision such as:

- Size guides
- Comparison tables
- Search and filter tools. These could include colour, style, brand, price or categories such as most popular, best value or usage type
- Clear details on your delivery and returns

BE HELPFUL

To help shoppers move along the purchase-decision process, make sure that you provide:

- **FAQs** – frequently asked questions
- **Useful product guides, case studies, examples** – blogs and social media can be great for this
- **Provide social proof** – testimonials and customer reviews help emphasise similarities and therefore hugely influence shoppers
- **Offer recommendations and cross-sells** – many themes have this feature built-in or you can use an app
- **Provide customer service help** – how can customers get in touch with you? Consider using use online chat to answer any queries quickly
- **Consider providing samples or trial products** – offering a smaller step which involves less commitment than a full purchase makes it much easier for the shopper to start a relationship with you
- If relevant consider offering gift cards and gift wrapping

We hope you've found this guide useful. Do give us a call on **01242 236600** or drop us an email info@bluehorizonsmarketing.co.uk if you need help improving the user experience on your store.





THE LATEST AT shopify

Shopify's mission is to make commerce better for everyone. Here is a round-up of some of the latest developments:



Shopify Ping is now available on desktop - Shopify Ping is a free messaging solution that lets you manage all of your customer and team conversations from one place. Previously only on mobile devices, Shopify Ping is now available for desktop at shopify.com/ping.



Subscription apps for Shopify checkout Sell subscription products with apps fully integrated with Shopify checkout.



Offer in checkout upsells - with specific apps designed to offer add-on options within the checkout itself.



Show whether products are available for local pickup right from the product page - Pickup availability for the product page is available for online stores using the latest version of the select themes. Learn more about showing pickup availability to your customers in the Shopify Help Center.



New updates to the online store speed report - Shopify have introduced the ability to track your speed score over time through the Online store speed report.



New security feature for collaborator account access - Now merchants can enable a 4-digit collaborator request code, an added layer of security designed to improve their control over collaborator requests sent by Shopify Partners. When enabled, only partners that they have shared their code with will be able to request access to their store.



Manage returns directly in Shopify - You can now manage returns directly from the Orders page in Shopify, so you can fulfill, edit, refund, or return an order from one central location.



Manage deferred payments seamlessly in Shopify - Place or fulfill an order and collect payment at a later date more easily by managing deferred payments in Shopify.

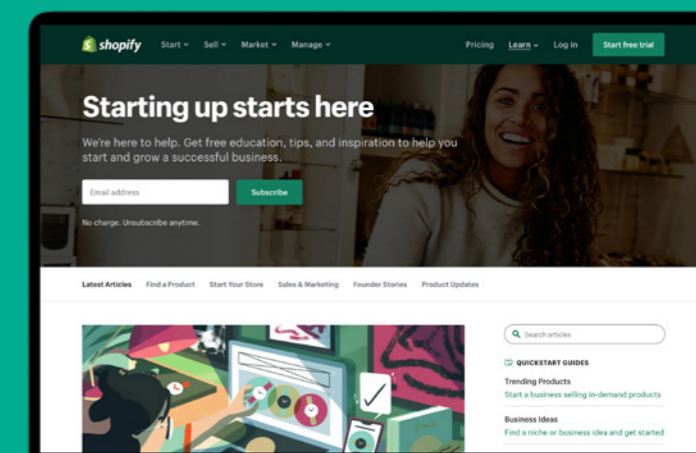


Shopify x TikTok - the New TikTok channel has just launched for US businesses selling in USD. This will hopefully expand out to UK & Ireland soon.



Print packing slips in bulk from the orders list Speed up your fulfillment workflow by printing packing slips in bulk from the Orders page. Select multiple orders from the orders list and then click Print packing slips under the More actions menu. Packing slips are created for each selected fulfillment.

Head over to the Shopify Blog to receive lots of help, advice and inspiration to grow your business www.shopify.com/blog



BEN LEONARD

ECOMMERCE MENTORSHIP

THE POWER HOUR

Understand that e-commerce is overwhelming and unlike other consultants I've been there and done it – I built, scaled and sold a multimillion pound international brand and I'm doing it again!

WHAT IS A POWER HOUR?

If you have some sticking points, questions or need a sounding board for your e-commerce issues – I can help you.

Perhaps you have issues with supply chain, branding, sourcing, Amazon, Shopify, email marketing...whatever!

The Power Hour is your chance to work with me, without committing to a four month mentorship.

Choose how long you need to chat for and we'll have a video call and get to work on your Ecom business.

When you apply what you learn on these calls, the ROI, especially compounded over time, massively outweighs the initial investment.



IN THE POWER WE CAN:

1

Discuss the issues to understand where you are and where you want to be, so that you have a clear path

2

Set out simple, effective and proven strategies and solutions so you don't waste any more time, effort and money

3

Apply what you learn to your business so you can get back in the driving seat and move forward with confidence!

"In one call, Ben was able to understand our business processes and identify opportunities in our business. As a result of Ben's strategy, we've now got a solid plan in place and more importantly are getting sales through our Shopify website. I have no hesitation in recommending Ben and his services to other business owners."

Nick Eary: Director, Liberty Brands



Head over to

www.benleonard.pro

to book your power hour

HAPPY CLIENTS = HAPPY US

"We are really happy with the new website – it looks fantastic! The orders are coming in and fingers crossed it will be much browsed over the next couple of months... Thank you for all your help and in my case, patience!"

Jane



"We are absolutely chuffed to bits with the website that has been created for us. Genuinely had the wow factor when we first saw the design. Couldn't be more excited to launch our store and will definitely be using Blue Horizons for any future work. Very prompt in their communication too which is always good when working towards a deadline."

Matt Whitmore



"Absolutely first class service. Superb communication, attention to detail, and quality of work. BH brought their own ideas and perspective to bolster my vision and create an outstanding website - the feedback I've had has been excellent."

The team often uses ingenious technical know-how to get the theme to do what we want - the value in using experts like Blue Horizons is huge!

Thanks for another great site - I'll be back!"

Ben Leonard



"Marcus took our rather unexpected phone call about us wanting to 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



"Marcus and the team were engaged and excited about the project from the first call. They were very clear and thorough (oh, and patient!) taking us through the design process and the quality of their work was excellent. Recommend very highly."

Simon



"Highly recommend. Worked to our deadlines, able to action last minute changes, very responsive and went above and beyond to deliver an enhanced end user experience and visually exceeded our own expectations."

Abbie Wheatley



"Excellent service throughout the process. Understood our needs, provided on-going advice and delivered as per our requirements. Service aftercare top class and as a result of this we shall use no other provider. Would highly recommend."

Dominic



"Absolutely brilliant service and communication from Blue Horizons Marketing for our new website. Jo, was extremely thorough and proactive throughout the project - always accommodating, very knowledgeable and extremely patient (with us!). Jo's attention to detail gave us a great confidence that things were being done right."

We're so pleased that we are now working with Blue Horizons to design and print our marketing leaflets, SEO and also looking at a revamp to our existing website whiskytastingcompany.com as well as photographic services.

Highly recommend, Blue Horizons will do you a great job I'm sure."

Colin



"Blue Horizons was wonderful to work with and helped us move our website to the Shopify platform. They designed a clean, straightforward, and beautiful shopping experience for our customers and set up in-store pick up options as well as shipping. Our site is now searchable, and easy to navigate for consumers, and reflects our brand perfectly."

Laura



"Blue Horizons have been fantastic from the moment we picked up the phone. So impressed with their approach, skill level and attitude. Have loved working with Marcus and his team and would absolutely recommend them to anyone wanting to reinvent their web presence. So pleased with our new site."

Joanna Ham



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

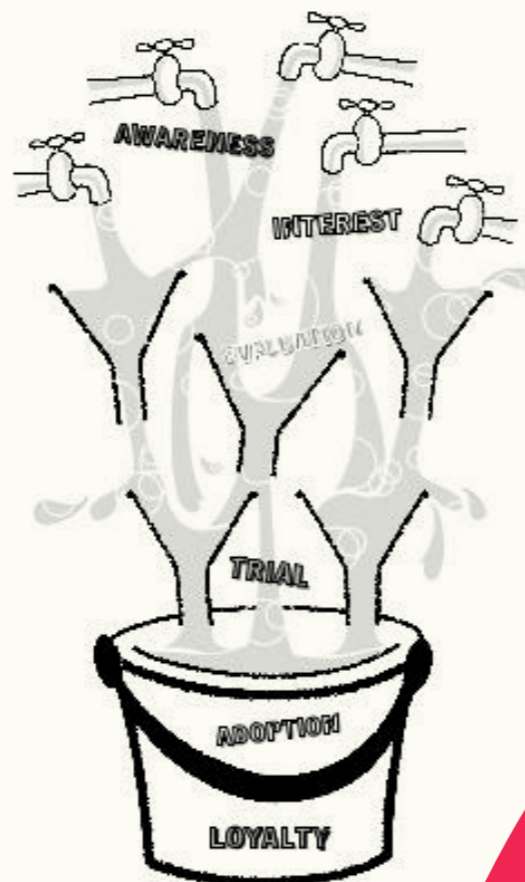
Follow us @bluehorizonsmarketing

YOUR MARKETING BUCKET, FUNNEL & TAPS

Whilst tidying up the study and organising the many books, I rediscovered Bryony Thomas' 'Watertight Marketing – Delivering long-term sales results'. I read this for the first time back in 2013 and have dipped back in frequently over the years. With the current pandemic causing havoc for many businesses, this book offers solace, with an easy to understand concept and practical solutions to help you get your marketing watertight.

It's much more powerful to visualise your marketing operation as being made of three parts:

1. your Bucket: those things that come together to keep your customers your customers.
2. your Funnels: the tools and techniques you use to channel that interest and move people through the process to try you out.
3. your Taps: ways of generating interest in your offer.



© Illustration by Lizzie Everard re-used with permission from Watertight Marketing by Bryony Thomas

1. Forgotten customers
2. Poor on-boarding
3. No emotional connection
4. No gateway
5. No critical approval
6. No proof
7. Information overload
8. Not representing your business for how they're looking
9. Not representing where they're looking
10. Not there when they're looking
11. Not known by who they ask
12. Not known for what you do
13. No emotional impact

There are also four foundation leaks:

1. The wrong kind of work
2. Unused marketing muscle
3. No familiarity to work from
4. Expensive exhaustion



Bryony has recently brought out an updated version of the book and I whole-heartedly recommend you read it. Regardless of what business you're in, this book will help you take control of your business growth. It will inspire you and provide clear, practical guidance to deliver long-term sales results.



DEALING WITH ~~DIFFICULT~~ DIFFERENT PEOPLE AT WORK

Yes, the word 'difficult' has purposely been struck through. A business coach once told me that there is no such thing as a difficult person – we should do away with that label as it is unhelpful and often unfair – it becomes a self-fulfilling prophecy – instead, we should reiterate positive intentions and deal with the facts and not opinions in situations.

REACTIVE TO PROACTIVE

Disputes often occur due to miscommunication, whether it be a misunderstanding or a misinterpretation. Have positive intentions and lead with a proactive rather than a reactive approach. Focus on facts and proactively lead a conversation to establish the facts. Even by entering an interaction with a proactive shift in your body language and demeanour can have such a positive effect on the outcome. It isn't easy not to react negatively, but taking a moment to 'think before you speak' will pay huge dividends.

A favourite acronym I learnt from my daughter's reception teacher was:

Before you speak **THINK**:

T – is it True?

H – is it helpful?

I – is it inspiring?

N – is it necessary?

K – is it kind?

PICK YOUR BATTLES

Choose carefully what to get involved in. Run through a cost-benefit analysis of the situation – does a situation

truly require your time and energy? Does the benefit of getting involved outweigh the negatives? Would it perhaps be better to empower the other parties to deal with the situation themselves?

DETACH YOURSELF

Picture yourself looking down on a situation from above – this helps you to remove your emotions from a situation. Coach yourself through it by saying "I need to keep my emotions in check. I need to preserve my energy and not get dragged into a lengthy dispute. I need to keep calm and in control."

Visualise yourself as a rational, calm, level-headed being and have the self-belief that you can deal with potentially tricky/charged situations and won't react irrationally regardless of how the other person behaves. If you have children you're probably well versed in this skill!

DON'T TAKE IT PERSONALLY

Everyone is hard-wired to look out for themselves and often a person's behaviour is more a reflection of them than you. It isn't easy, but we must try to detach ourselves when someone is displaying what we view as negative behaviour/language towards us and assess the situation in an objective manner. Remember too that cultural differences play a huge part in how people communicate differently. What we may interpret as someone being aggressive and angry could also be seen as them being passionate and enthused – it depends on your viewpoint.

SEPARATE THE PERSON FROM THE ISSUE

There will always be different perspectives to any situation. What we must try to do is

separate the person from the issue. Often there is much more to a situation than is initially evident; take the time to listen and explore what has led to the point you/they are at now. Show empathy towards the other person, but focus on the facts and work towards a resolution.

EMOTIONAL INTELLIGENCE

Being professional doesn't mean you can't display softer traits such as humour and kindness. In fact, professionalism is as much about being humble, honest and demonstrating integrity as it is about your level of expertise and knowledge. Developing our emotional intelligence is a key skill in all aspects of life, not just work.

Remember too that humour goes a long way to help establish rapport and connect with someone. It can be a very useful tool to help soften a situation (when used correctly of course!)

CELEBRATE OUR DIFFERENCES

We all need to be more self-aware – there will be aspects of our characters that we need to dial down and others that we need to dial up depending on the situation.

More introverted characters will be seen to shy away from situations that could be viewed as confrontational, whereas more extrovert personalities can come across as more domineering and over-powering.

Just because someone is different to you it doesn't mean that one of you is right and the other one is difficult. We need to be more accepting and realise that we all just want resolution.

By making a conscious effort to be more objective, seek facts not opinions and manage our own emotions, we can all get along better, work together more effectively and achieve so much more.



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**

BLUE HORIZONS

A : Upper Floors,
40B London Road,
Gloucester, GL1 3NU

P : 01242 236660

E : info@bluehorizonsmarketing.co.uk

W : www.bluehorizonsmarketing.co.uk