BLUE HORIZONS

MARKETING TODAY MAGAZINE

INSIDE

HAPPY 20TH ANNIVERSARY BLUE HORIZONS

EDITOR'S NOTE

A big 'ol HAPPY BIRTHDAY to us as October sees Blue Horizons turn 20 years old!

In this issue we provide a round-up of the latest Shopify developments, run through Shopify Markets and Metafields, showcase a recent photoshoot for Superzeros, look at the emotional ingredients necessary for business success and ask what colour personality type you are.

A big thank you to all our clients, existing and new for your support. We feel very fortunate to work with such lovely clients and genuinely enjoy helping you achieve success.

Zoe Davitt

MANAGING DIRECTOR

TEAM NEWS

Team BH had a lovely evening at the Three Choirs Vineyard, celebrating turning 20 this year. We were very lucky with the weather and felt as though we were in Italy or France rather than Gloucestershire.

Tess is still on maternity leave and will be back with us at the end of January 2023. Ash welcomed his daughter, Mia to the world on 11th September. That's quite a lot of Blue Horizons off-spring now ranging from 14 years old through to 4 weeks!

www.three-choirs-vineyards.co.uk

WELCOME ONBOARD TO NEW CLIENTS

PAVEMENT & WESTHOME INTERIORS	SALCOMBE DAIRY	EDIBLE COCKTAIL TOPPERS	THE SUPERPOWDERS
WATERFIELDS BAKERS	ROCK & STONES	SCALP SOLUTIONS	MOOSE DRINKS
HOUSE OF H FURNISHINGS	NEURITA TEQUILA	KITCH CLOTHING	NUTRILIFE
REJOOVD	JUST PRESSED CIDER	RANSFORDS	POUDRE MAGIQUE
GLASS SQUAD	BYZANTIUM COLLECTION	PUZZLEUP	HOLISTICS BY CHARLOTTE
KITCH	5KIND	THE SWEET POTATO SPIRIT COMPANY	AIRTOOLS
NATURALLY EVIE	PLAINAIR	LOVE FROM LOLA	ULULA
URBAN RANCH	FUSION FIXINGS	THE FIRE FIGHTERS CHARITY	DISCREET PLEASURE
AUBIN & WILLS	44 FOODS	HARROWS DARTS	NEUAURA
BEYOND MERCH	ATLANTA BRICK CO	SUNNAH SHOTS	TRIADS
IMPACT WORKWEAR	W1K GROUP	LA FLAUNT NY	FIRST STOP STATIONERS
	HEARTS OF GLASS	FUJI HEALTH LTD	

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.

£ 295 +VAT
PER MONTH

Silver

Onsite review

Keyword research

Quarterly strategy

Content marketing x 1 for your own blog

Monthly reporting

Email and telephone support

£ 490 +VAT
PER MONTH

Gold

Onsite review

Keyword research

Quarterly strategy

Content marketing x 1 for your own blog

Content marketing x 1 other areas of the business

Link building

Weekly social updates

Monthly reporting

Email and telephone support

£ 680 +VAT
PER MONTH

Platinum

Onsite review

Keyword research

Quarterly strategy

Content marketing x 1 for your own blog

Content marketing x 2 other areas of the business

Link building

Twice Weekly social updates

Monthly reporting

Email and telephone support

We can help you grow your audience

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

*Minimum 3 month contract
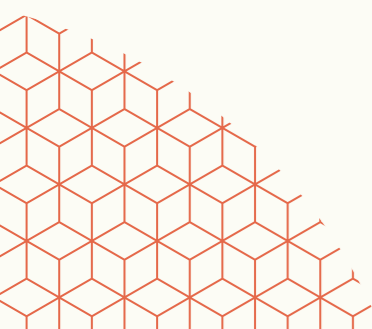
SHOPIFY ROUND UP

Here is a summary of key Shopify updates for you to be aware of:

Grow your business with Shop Cash rewards

This year, Shopify's most popular checkout is getting even better. Shopify will give buyers millions of dollars in Shop Cash rewards for their Shop Pay purchases. With Shop Cash Boosts, you can create offers to gain new customers who are already using the Shop app.

Learn more at https://www.shopify.com/shop-cash-boosts

Twitter Shopping

Sell your products directly on your Twitter profile and tap into an audience of hundreds of millions of users who use Twitter every day.

Shopify Markets

Everything you need to sell worldwide. Shopify Markets simplifies international selling by helping you reach new geographic regions and optimizing your business to drive global sales—all from one place in your Shopify admin. Drive up to 40% higher conversion rates in international regions by customizing your storefront for each market to improve the buying experience for customers.

Read more https://www.shopify.com/markets

Shop Pay Enhancements

Now including fraud protection and more instalment options. Boost average order value with our new and flexible built-in buy-now-pay-later options and fulfil without fear with free fraud protection, now available with Shop Pay.

Learn more https://www.shopify.com/shop/shop-pay

Discount Combinations

Combine different discounts on the same order. Finally—now you can combine discounts on the same order making it easy to launch promotions that win new customers, get repeat business, and increase conversions.

Learn more https://www.shopify.com/discounts

Online Store: Editor and Theme Updates

Powerful new themes are being released all the time for your storefront, built for conversion.

Metafields

Manage custom fields across the core aspects of your business.

More powerful metafield types that work across more aspects of your business like customers and orders. Once created, dynamically showcase your custom information across your storefront.

Admin Enhancements

Dozens of improvements to your everyday Shopify experience.

As they build for their merchants, small and discreet improvements can have a major impact on the overall experience and performance of the platform. Shopify have launched dozens of features and redesigns that enhance how you upload, edit, organize, and set up in Shopify, with many more to come.

Shopify Shipping Goes Global

Shopify Shipping now available in the UK and France.

Merchants in France and the UK can now use Shopify Shipping to save time and money on shipping labels. It's easy to use, set-up is simple, and it's all managed directly inside Shopify.

Shopify Capital

Quick, hassle-free funding for Shopify merchants.

Shopify Capital has increased funding for first-time borrowers to help them accelerate growth and go farther, faster.

Upload your store to YouTube

The new YouTube Shopping integration allows you to seamlessly showcase your products on your YouTube channel and during videos. Pin products next to your videos so followers can like, subscribe, and buy. Products can also be showcased during live streams either by being tagged throughout videos or pinned at the top of the live chat while specific products are being featured on the stream.

Shopify Flow

Build the automated workflows that you need to succeed.

Shopify Flow lets you build custom workflows to automate commerce-specific tasks, like inventory tracking, fraud detection, and email campaigns, so you can focus on what actually grows your businesses. And now, Flow is available to all merchants on the Shopify plan and above.

See more https://www.shopify.com/flow

And some just for Plus...

There are also a range of Shopify Plus exclusive options, including Wholesale, Audiences and Checkout Extensibility, but we haven't covered these here as they're not relevant for the vast majority of our clients.

For all these improvements and more, see the Shopify Changeling here https://changelog.shopify.com/

THE EMOTIONAL INGREDIENTS NECESSARY FOR BUSINESS SUCCESS

In his book 'Twelve and a half: leveraging the emotional ingredients necessary for business success', Gary Vaynerchuk (world reknowned entrepreneur) argues that the softer skills associated with emotional intelligence can help accelerate business success despite them being less-favoured and often not quantifiable like the traditional hard skills.

Emotional intelligence is made up of many different components that can be combined together to solve a wide range of problems both in business and in life. In essence, we need to power up our strengths and improve on our weaknesses.

Here at Blue Horizons, we place a strong emphasis on emotional intelligence as part of our ethos and culture with an overriding growth mindset.

GARY VAYNERCHUK

#1 *NEW YORK TIMES* BESTSELLING AUTHOR

TWELVE AND A HALF

LEVERAGING THE EMOTIONAL INGREDIENTS NECESSARY FOR BUSINESS SUCCESS
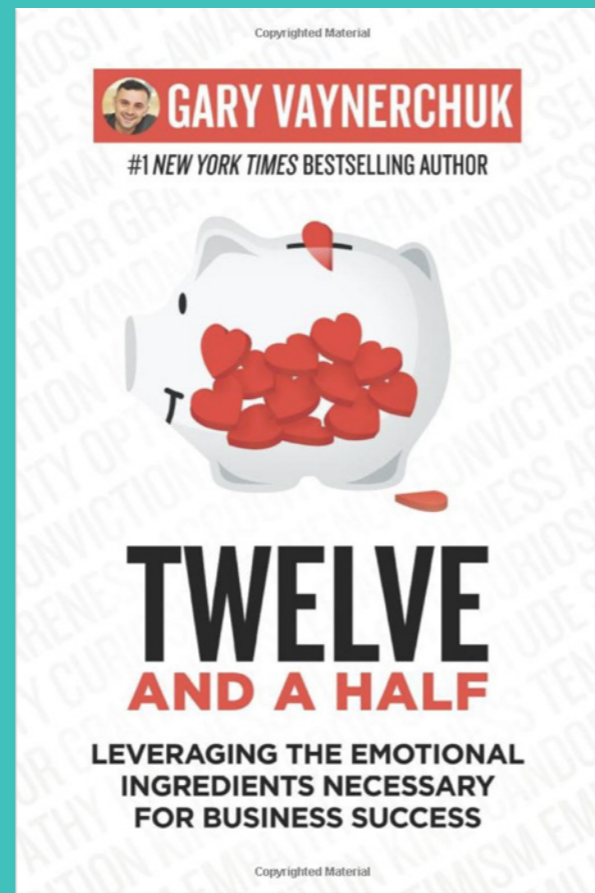
GET YOUR COPY FROM AMAZON >

#1: Gratitude

The ability to be thankful and show appreciation. An attitude of gratitude makes us happier, improves our moods and makes us feel more connected to others. In a working environment it also enhances the sense of belonging and respect which in turn leads to higher job performance, less sick days and lower staff turnover.

#2: Self-awareness

A clear knowledge of your self; your personality, values, strengths, weaknesses, behaviours and thought processes. Without understanding yourself internally, you can't really understand how you present yourself externally and therefore how you interact with others. Being able to flex your own behaviour appropriate to the situation ensures far more success in life.

#3: Accountability

You are responsibile for every situation in which you find yourself. You may not be responsible for the circumstances themselves but you are always responsible for how you react to the circumstances. All of your decisions belong to you.

#4: Optimism

A hopefulness and confidence about the future. Being optimistic is not about being naive, it's just asking you to assume an attitude of hope and confidence about the future.

#5 & #6: Empathy & Humility

Empathy is the ability to understand and share the feelings of other people, while humility is the comfort you take in your understanding of yourself.

Together empathy and humility make it possible to truly put yourself in someone else's shoes without feeling in any way superior or inferior to them.

#7: Conviction

Believing in yourself. Conviction keeps you on track and prevents you from being over-influenced by other's opinions.

Conviction is one of the ingredients that will protect you from doubt and help you to keep going.

#8, #9 & #10: Tenacity, Patience & Kindness

Tenacity is the gritiness that inspires you to push on even when the going gets tough.

Patience is the ingredient that enables you to maintain your tenacity.

Kindness is all about being friendly, generous and considerate. You never know what's going on in someone else's life and vice-versa. Always be kind and don't take other people's unkindness to heart.

#11: Ambition

The desire to do or achieve something. Strategise, set goals and work to achieve things.

"Why am I trying to grow this business?" - By answering the bigger picture questions you'll refocus your mind on the goals and targets you're trying to achieve.

#12: Curiousity

The strong desire to know or learn something. Genuine curiousity helps drive your ambition and makes you wonder how far you can go.

And finally, in case you're wondering, the #1/2 that Gary's book refers to, is identifying whichever ingredient you're weakest in and working harder at it.

SHOPIFY MARKETS: HOW TO EXPAND YOUR STORE TO MULTIPLE COUNTRIES

Markets helps you scale and optimize your international selling strategy with what you need to easily identify, create, and manage a multi-country store from your Shopify admin. With Markets, you can reach new international customers in just a few clicks, increase sales with custom buying experiences by market, and optimize your expanding business for cross-border selling.

Increase international sales with localization

Markets helps you localize your online store by creating tailored experiences for your customers with currencies, languages, domain names, and payment methods that build trust and drive conversion.

Local currencies

Your international customers expect to shop seamlessly in their local currency, and Shopify's data shows that stores that price their products in a customer's local currency increased their conversion rates up to 40%.

When using Shopify Payments, Markets lets you automatically convert your storefront prices to 130+ international currencies and rounds them up based on the latest foreign exchange rates. From storefront and checkout to notifications and refunds, Markets provides a consistent multi-currency experience so your international customers can shop with confidence.

Store translation to local languages

A survey of 8,709 global consumers in 29 countries found that 65% prefer content in their language when making purchases online, and 40% won't even consider buying from websites in other languages. Our own data shows a 13% relative increase in conversion when buyers were shown a store translated into their language compared to the same one in the default language.

Markets simplifies translating your store using Shopify's new free 'Translate & Adapt' app that support a combination of both manual and machine translation. Similar to currencies, languages work consistently across your store to provide your customers with a holistic localized experience.

Domains and SEO

International domains increase the visibility of your store on search engines, help attract new customers, and help drive conversion. Markets makes setting a region-specific domain strategy simple by automatically creating subfolders when you create a new market. This means that your US market can be at example.com and your Canada market at example.com/en-ca. You can also choose to set a subdomain (ca.example.com) or a country domain (example.ca) based on your preference.

Whatever you choose, Shopify automatically sets the right SEO tags so your international buyers see the right domain in their search results. In instances where auto-redirects don't work as intended (like in the EU, where you aren't allowed to automatically redirect visitors), the Geolocation app can prompt customers to choose the correct market based on their IP address.

Payment methods

Online payment methods can heavily influence buying decisions. In some regions, customers prefer to pay using services they recognize and trust, which vary around the world.

Offering your international customers local payment methods can have a significant impact on conversion. For example, Shopify's data showed that adding Bancontact as a payment method led to a significant increase (150 basis points) with Belgian buyers. When using multiple currencies, Markets makes it easy to add major European payment methods to your checkout to help reduce abandoned carts.

Duties and import taxes at checkout

International buyers can find it unclear if additional duties, import taxes, or other fees will apply to their purchase, which can result in less-than-ideal customer experiences, parcel refusals, and chargebacks. As such, duties and import taxes are an important part of your international strategy.

Markets make it easy for international customers to have a great experience with your business by collecting duties and import taxes at checkout. This gives your customers total cost clarity on their purchase and fewer surprises at delivery.

HOW SHOPIFY MARKETS SUPPORTS MULTI-COUNTRY EXPANSION ON YOUR TERMS

Turn key market optimization

Markets streamlines the process of international expansion by automatically implementing the right currency and domain subfolder when you create a new market. This ensures that your international customers can find you online and browse in the currency they're most likely to convert in. What's more, data-driven recommendations help you enter the most viable markets strategically and efficiently to ensure you're set up for success.

Configurable market areas

Markets lets you organize your international business in the way that makes sense for you. Depending on your business, it could be more beneficial to manage multiple countries or regions as a group versus individually, which can help you expand more broadly without having to duplicate your localization work. For example, you may want to create a single market for all of Europe or Asia Pacific (don't worry, you can do this and still present prices in local currencies with local payment methods to your buyers in those markets).

Custom pricing by market

One size doesn't always fit all, and the pricing strategy that works in your primary market likely won't be the same for every market you want to expand to.

Markets helps you take greater control of your pricing strategy by allowing you to adjust your store's profit in international regions to account for cost differences in shipping, you can make

quick percentage-based adjustments by market. Or, if you need to set specific prices for select products in different regions based on your agreements with resellers or retailers in that region, Shopify Markets lets you do that, too.

Coming soon: More customization

Customizing your store's pricing is just the beginning. Soon, Shopify will be releasing additional functionality for Markets that gives you greater control over your international operations, including:

- **Custom storefront content by market.** Go beyond translation by displaying fully unique content to your customers in specific markets.

- **Sell different products in different countries.** Customize the products you sell by market to align with buyer preferences, seasonality, and regulations.

- **Market-specific inventory and fulfilment controls.** Surface the right inventory to your online store based on your various warehouse or inventory locations that ship to a particular market.

The future of international selling is here

Global e-commerce isn't an option anymore; it's a necessity, and your company's growth, perhaps even its future, depends on it. It's why we've made selling internationally easier than ever with Markets.

MASTERING METAFIELDS

Since the launch of 2.0 in 2021 and with various additional options over the last few months, Shopify have made metafields a key part of any growing Shopify store, but what are they and how can you use them?

What are Metafields?

Metafields enable you to customise the functionality and appearance of your Shopify store by letting you save specialised information that isn't usually captured in the Shopify admin, such as:

- part numbers
- color swatches
- launch dates
- related products
- blog post summari
- files for download
- lists of ingredients

Typically the product page (and other parts of the Shopify admin) were restricted to entering content into fields that already existed. Unlike other platforms, you couldn't add additional attributes to product pages or associated products to blog posts without using an app

(and a developer). That's all changed with native metafields which give the merchant lots of additional tools at their disposal to further customise their store and the shopping experience for customers.

You can add Metafields to your products, collections, blogs, customers, orders, and other parts of your store, either directly from your Shopify admin (or by using an app from the Shopify App Store).

For the purpose of this article, we're focusing on the native metafields in Shopify as everything is built in and ready to utilise within various 2.0 themes (or with some clever coding).

Head to Settings > Metafields to get started.
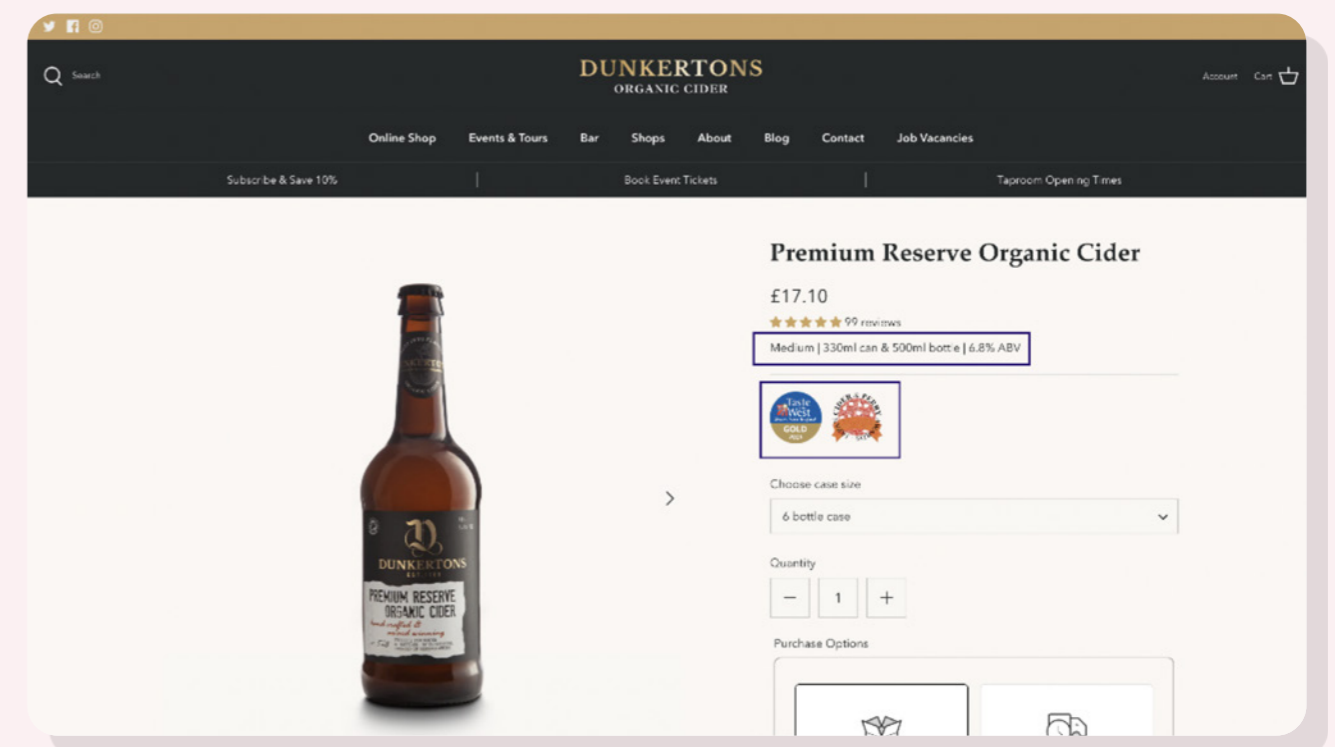
Examples of metafields on a product page

Its all in the definition

Think of a definition as a rule. Metafield definitions act as templates that specify what part of your store a metafield applies to and what values the metafield can have.

Adding metafield definitions ensures that the same validation rules apply to every value that you enter for a specific metafield.

You have a choice of either:

- **Standard definitions –** wherever possible, always opt for standard definitions as they are automatically configured for you and are designed to be universally compatible across Shopify. Because standard metafield definitions follow standards that are used across all Shopify stores, they're supported by apps, themes, and other parts of your store.
- **Custom definitions –** you may choose this if there is no standard definition for the specialised information that you want to add. Or, you want to migrate existing metafields to a definition.

You add metafield definitions on the Metafields page of your Shopify admin. You can add additional types of metafields in the following ways:

- using an app from the Shopify App Store
- editing your theme code

Did you know - you can have up to 100 metafield definitions per area of the site, plus you can pin up to 20 to easily show within a product page or blog posts too (the rest are still available, they just need an extra click to reveal)!

Ideas on how to use Metafields

But what are these metafields for and how can you use them?

We see the main advantage of metafields on product pages. Previously any key features a

product had all had to be included within the main description and could only be highlighted with basic bold or italic type styling. Now you can create metafields to store additional product information and then display this anywhere on a product page (or even on a collection). Think displaying product materials or features, benefits, weights, sizes, specific delivery information, sell by dates - you name it, you can add this into a metafield.
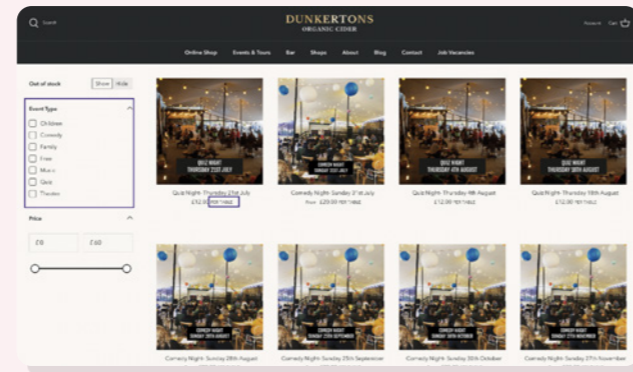

Metafields use on a collection filter and pricing reference

You can also store paragraphs of text in metafields and then display these on the product pages in accordions or tabs simply by connecting them in a compatible theme. Gone are the days of using apps to create accordions or templates to display content in different areas on different products, metafields let you do that all dynamically so the information will change depending on the product page you're on.

What else can you do with them?

- Related products - use them to associate specific related products for upsell purposes
- Filters - set them up and then pull them into the new Shopify filter so customers can sort products by key information
- Images/awards/badges - showcase and trust logos, awards or other badges that are unique to different products

- Collections - with a clever bit of coding you can pull this information into collections too so the information shows directly on the product listing here
- Size charts - display specific size charts for certain products by referencing pages or images
- and more - with advanced use you can use metafields to change the background colour on a product page or associate other products with colour swatches - the ideas are endless
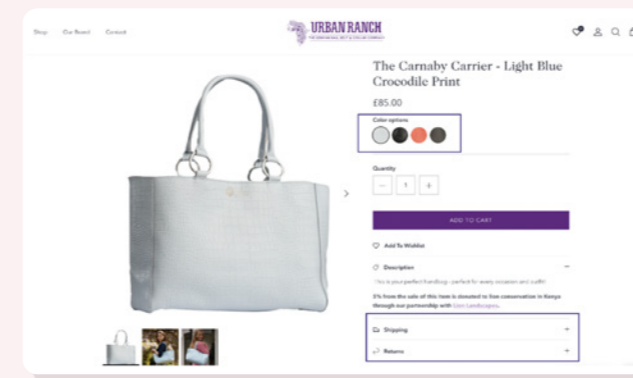
Show related colour swatches or accordions
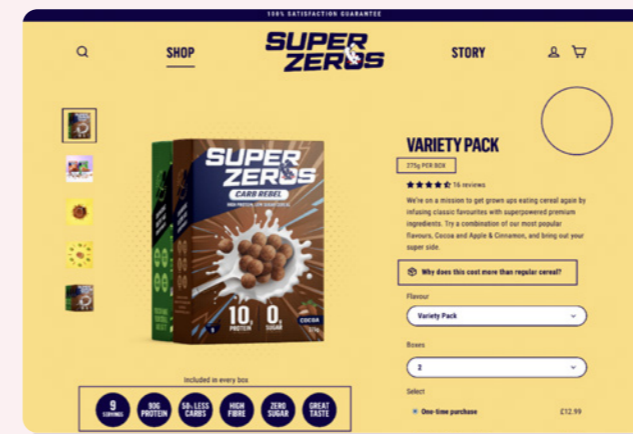
Advanced use with coloured backgrounds and custom icons

And they're not restricted to products either. Collect additional information on your customers by adding metafields to customer records and pull this information in with custom account registration forms. Display products that customers can buy from within a blog post or highlight different parts of a post outside

the main copy area. Or why not add details to orders to pass onto your customer service team? The ideas are endless.

Setting up Metafields

Setting up new Metafields involves the following tasks:

1. Adding Metafield definitions to add fields for your specialised information to pages in your Shopify admin

2. Adding Metafield values to parts of your store, such as products or variants

3. Optional: Connecting Metafields to your theme to display specialised information on your online store

Once you've set up the metafields you want, you'll then be able to activate it with a 2.0 compatible theme and theme editor. Each theme is different, so refer to your theme documentation, but it should be as simple as adding a block or section, looking for the dynamic content icon and connecting up to your new metafield.
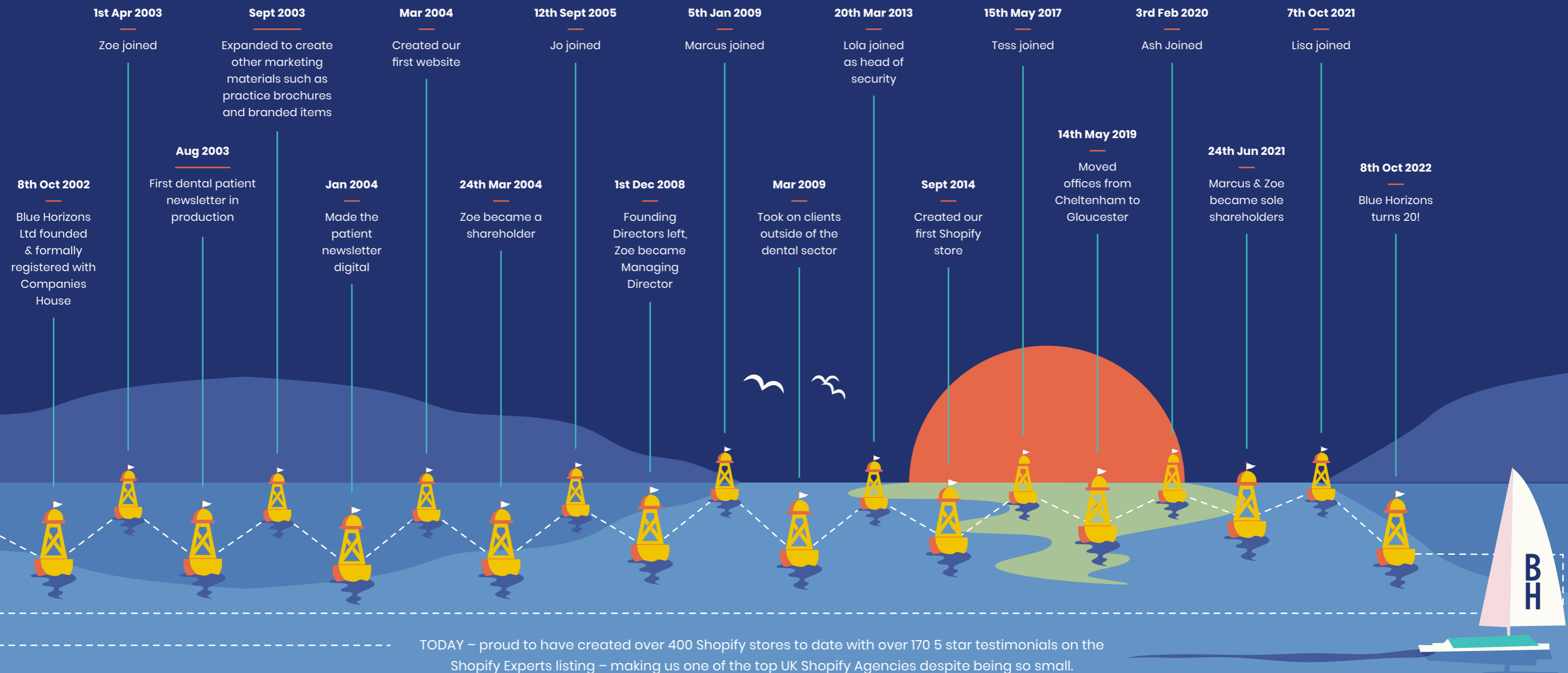
Over to you

So have fun in adding additional information to your store and really customise the shopping or admin experience. And if think you'd like to make the most of metafields in your store but you're don't know where to start, then get in touch and let one of the team guide you.

HAPPY 20TH ANNIVERSARY BLUE HORIZONS

Some of our newer clients may be unaware that Blue Horizons started life as a Dental Marketing Company, initially supplying just one product – a paper-based patient newsletter – to private dental practices across the UK.

We've put together a little timeline to depict our journey. Needless to say, it's been far from plain sailing over the years. As we're sure a lot of you can attest, running a business is HARD. There have been times when we've wanted to jump ship, crashed into a few things, nearly capsized but, we held strong, adjusted our course and live to tell the tale!

1st Apr 2003
Zoe joined

Sept 2003
Expanded to create other marketing materials such as practice brochures and branded items

Mar 2004
Created our first website

12th Sept 2005
Jo joined

5th Jan 2009
Marcus joined

20th Mar 2013
Lola joined as head of security

15th May 2017
Tess joined

3rd Feb 2020
Ash Joined

7th Oct 2021
Lisa joined

Aug 2003
First dental patient newsletter in production

Jan 2004
Made the patient newsletter digital

24th Mar 2004
Zoe became a shareholder

1st Dec 2008
Founding Directors left, Zoe became Managing Director

Mar 2009
Took on clients outside of the dental sector

Sept 2014
Created our first Shopify store

14th May 2019
Moved offices from Cheltenham to Gloucester

24th Jun 2021
Marcus & Zoe became sole shareholders

8th Oct 2022
Blue Horizons turns 20!

8th Oct 2002
Blue Horizons Ltd founded & formally registered with Companies House

TODAY – proud to have created over 400 Shopify stores to date with over 170 5 star testimonials on the Shopify Experts listing – making us one of the top UK Shopify Agencies despite being so small.

HAPPY CLIENTS = HAPPY US

"Zoe and the team at Blue Horizons helped us set up our new Shopify website. They were amazing and so very patient with me and my lack of knowledge! Nothing was too much trouble and they answered all my questions promptly, whenever and whatever I threw at them. We are so pleased with the result - our website looks great, and we are already getting orders. They know Shopify inside out and helped us to understand how everything works - and they are still there to help our whole team with questions. I could not recommend them highly enough."

COMMUNICATION ★★★★★ 5 OUT OF 5 STARS
QUALITY OF WORK ★★★★★ 5 OUT OF 5 STARS

stocks AT THE VINE

"Highly efficient and informative, exceeded expectations on all aspects of their service."

COMMUNICATION ★★★★★ 5 OUT OF 5 STARS
QUALITY OF WORK ★★★★★ 5 OUT OF 5 STARS

EVME

"Zoe & Marcus have been absolutely fantastic. They understood the brief and were able to deliver extremely quickly which was crucial to the project."

COMMUNICATION ★★★★★ 5 OUT OF 5 STARS
QUALITY OF WORK ★★★★★ 5 OUT OF 5 STARS

acorn & pip

"Blue Horizons built our first website - managing the Shopify build, taking a directional brand document and turning this into a store design as well as shooting and adding lifestyle photography for marketing and social media. I would definitely recommend them both as technical specialists and digital design - they had a solution to every technical challenge that came up and were always able to provide clear guidance on integrations and other platform set up. Their design was also first rate and they really developed the brand identity from where it was. Day to day communication also really good and they worked closely with me to ensure all elements were refined right up to the final day. Very happy and proud of the final outcome!"

COMMUNICATION ★★★★★ 5 OUT OF 5 STARS
QUALITY OF WORK ★★★★★ 5 OUT OF 5 STARS

SUPER ZEROS

"Fantastic experience working with Blue Horizons, from initial discussions through to final delivery. They understood our requirements, were proactive in their approach, had good technical knowledge (including integration of subscriptions and reviews) and delivered a great looking site. A pleasure to work with and super responsive to requests. Highly recommended. Rob (Director, Positive Science People)."

COMMUNICATION ★★★★★ 5 OUT OF 5 STARS
QUALITY OF WORK ★★★★★ 5 OUT OF 5 STARS

Positive Science People

"After being let down twice we finally came across BH after doing some extensive research to find the right company with the right vision. After chatting things through with Marcus we knew they were the one. Marcus and his team have been great, they completely got our brief and were able to understand the mad ideas in my head. Marcus and Tess have been very helpful throughout and continue to be so with ongoing support.

We wouldn't hesitate to highly recommend BH!"

COMMUNICATION ★★★★★ 5 OUT OF 5 STARS
QUALITY OF WORK ★★★★★ 5 OUT OF 5 STARS

THE little GREEN platter COMPANY

"Very smooth migration from Magento, all inevitable problems dealt with quickly."

COMMUNICATION ★★★★★ 5 OUT OF 5 STARS
QUALITY OF WORK ★★★★★ 5 OUT OF 5 STARS

MONGOOSE PUBLISHING

"We mainly worked with Tess and Ash from Blue Horizon and they both did a fantastic job. We wanted to simplify our UX and backend whilst still retaining the unique character of our brand and the end result did just that. They were great at communicating and guiding us through this process as well as finding solutions to some of the limitations of the Shopify template. They were very reasonably priced and went over and above the scope of the project with a view to customer satisfaction. We are very happy with the new website and it has received a great response from our loyal customers so far."

COMMUNICATION ★★★★★ 5 OUT OF 5 STARS
QUALITY OF WORK ★★★★★ 5 OUT OF 5 STARS

Aloha

"An incredible company to work with during our Store migration to Shopify. The service you have provided has been amazing, through constant communication and guidance. We appreciate all the work you have put in to help us go live with our new Shopify website. Thank you!"

COMMUNICATION ★★★★★ 5 OUT OF 5 STARS
QUALITY OF WORK ★★★★★ 5 OUT OF 5 STARS

Kitch x

"What a breath of fresh air. Having worked in Marketing for 25 years I can say it's not everyday you get blown away with service and quality of outputs from your marketing partner. This is what Blue Horizons Marketing have done. Their creativity & client service is second to none. They helped translate some initial ideas we had to what is a powerful shopify site that will form the basis of how we intend to spread the word on the importance of looking after your Noggins. So impressed were we with their work to date, we are engaging them with our wider marketing needs. Keep up the great work, Lisa, Marcus and Team. It is really appreciated and we are very thankful. I would absolutely recommend Blue Horizons - you will be so happy you did. Team Noggin."

COMMUNICATION ★★★★★ 5 OUT OF 5 STARS
QUALITY OF WORK ★★★★★ 5 OUT OF 5 STARS

Noggin

"Marcus and Tess were so patient as our brand launch was delayed nearly 2 years due to the global pandemic. We had excellent communication during the store set up and they did an amazing job. They replied to all the emails in detail and guided us thoroughly. Looking forward to working with them in the future for marketing as well."

COMMUNICATION ★★★★★ 5 OUT OF 5 STARS
QUALITY OF WORK ★★★★★ 5 OUT OF 5 STARS

KEMI ACTIVE

"Our company having carried out a lengthy selection process, selected Blue Horizons and it became apparent very quickly that we had found a partner who really understood our requirements.

From the outset they provided a service that I can only describe as first class. Always quick to respond, even over weekends with calm, clear and concise information, and able to give suggestions as to how we might improve our vision.

Excellent service and highly recomended."

COMMUNICATION ★★★★★ 5 OUT OF 5 STARS
QUALITY OF WORK ★★★★★ 5 OUT OF 5 STARS

"Blue Horizons were excellent, I would have no problem recommending them to anyone. The service from beginning to end was superb. There were a couple of issues along the way (mainly down to me!) but they dealt with everything in a timely, professional and friendly manner."

COMMUNICATION ★★★★★ 5 OUT OF 5 STARS
QUALITY OF WORK ★★★★★ 5 OUT OF 5 STARS

Waterfield's

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

Follow us @bluehorizonsmarketing

WHAT COLOUR ARE YOU?

Understanding how people function and why we often struggle to connect with each other is a valuable skill to possess.

In his book "Surrounded by Idiots", Thomas Erikson's simple method for assessing everyone we communicate with is based on four personality types: Red | Blue | Green | Yellow

5%	80%	15%
of people are only one colour	have two	have three and no-one has four

Arguably, the most important person to understand is yourself! Being self-aware enables you to play to your strengths and appreciate how you may respond to certain behaviours from others and likewise, how they may respond to you.

The intention behind a particular behaviour is one thing, how we interpret it is another.
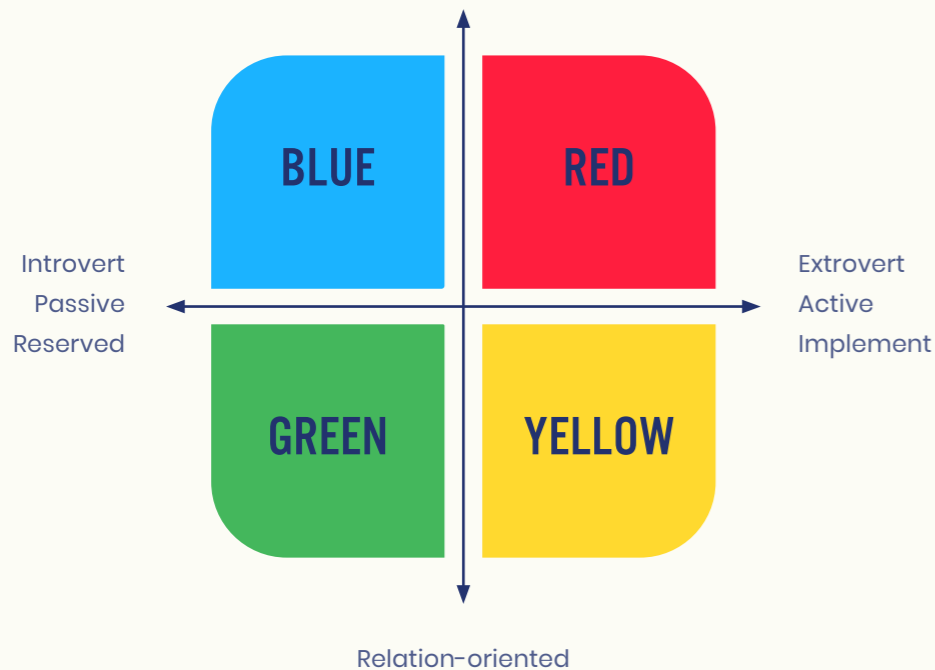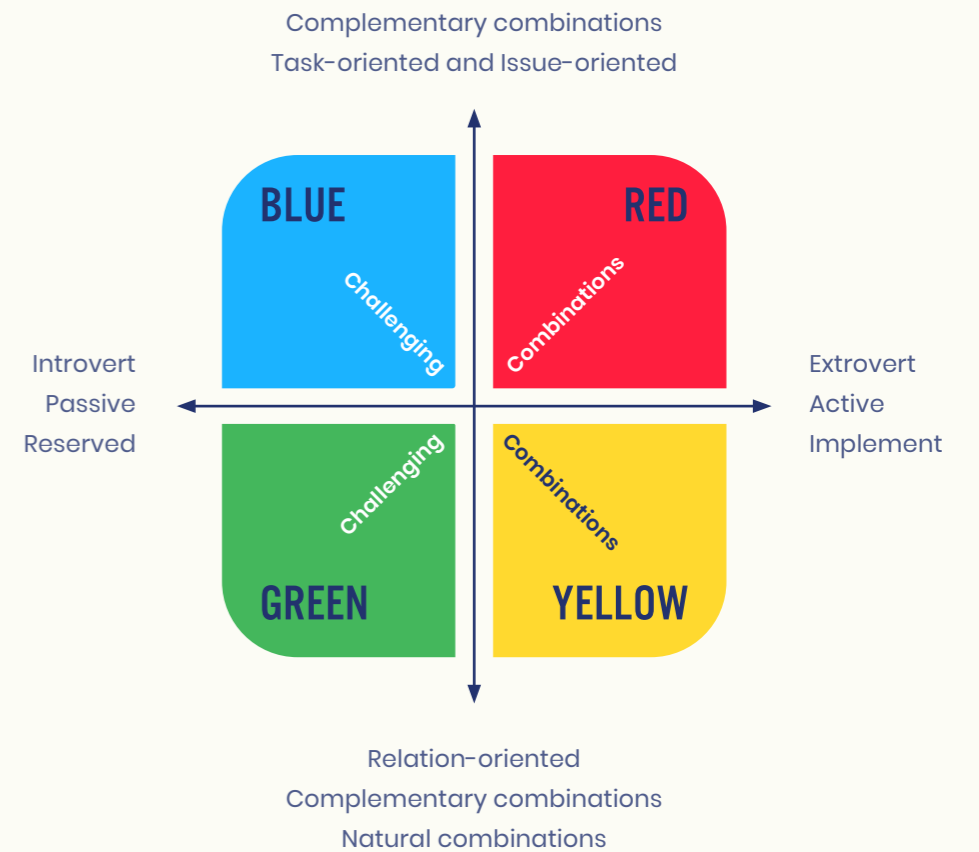

Introvert / Passive / Reserved — Extrovert / Active / Implement

BLUE · RED · GREEN · YELLOW

Relation-oriented

RED	YELLOW	GREEN	BLUE
Aggressive	Talkative	Patient	Conscientious
Ambitious	Enthusiastic	Relaxed	Systematic
Strong-willed	Persuasive	Self-controlled	Distant
Goal-orientated	Creative	Reliable	Correct
Pushing	Optimistic	Composed	Conventional
Problem-solver	Social	Loyal	Seems insecure
Pioneer	Spontaneous	Modest	Objective
Decisive	Expressive	Understanding	Structured
Innovator	Charming	Lengthy	Analytical
Impatient	Full of Vitality	Stable	Perfectionist
Controlling	Self-centred	Prudent	Needs time
Convincing	Sensitive	Discreet	Reflecting
Performance-orientated	Adaptable	Supportive	Methodical
Powerful	Inspiring	Good Listener	Seeks facts
Results-orientated	Needs attention	Helpful	Quality orientated
Initiator	Encouraging	Producer	Scrutinizes
Speed	Communicative	Persistent	Follows rules
Timekeeper	Flexible	Reluctant	Logical
Intense	Open	Thoughtful	Questioning
Opinionated	Socialble	Conceals feelings	Meticulous
Straightforward	Imaginative	Considerate	Reflecting
Independent	Easygoing	Kind	Reserved

DOMINANT	INSPIRING	STABLE	ANALYTICAL
NEGATIVE	NEGATIVE	NEGATIVE	NEGATIVE
Pushy	Manipulative	Stubborn	Critical
Strict	Hot-tempered	Uncertain	Indecisive
Tough	Undisciplined	Compliant	Narrow-minded
Dominant	Counteractive	Dependent	Fastidious
Hard	Egotistic	Awkward	Moralising
POSITIVE	POSITIVE	POSITIVE	POSITIVE
Strong-willed	Inspiring	Supportive	Diligent
Independent	Stimulating	Respectful	Thoughtful
Ambitious	Enthusiastic	Obliging	Serious/Persistent
Determined	Dramatic	Reliable	Demanding
Effective	Outgoing	Pleasant	Methodical

Who gets along & why it works

In a perfect world we would have equal numbers of all the colours for the best possible group dynamics within a team.

By understanding temperaments and dispositions you can gain a better appreciation for how a person will react and thereby foresee any potential triggers.

Complementary combinations
Task-oriented and Issue-oriented

Introvert / Passive / Reserved — Extrovert / Active / Implement

BLUE (Challenging) · RED (Combinations) · GREEN (Challenging) · YELLOW (Combinations)

Relation-oriented
Complementary combinations
Natural combinations

'There's nowt as queer as folk' but that's what makes life interesting! If you want to gain a deeper understanding of how to get the best from your team then we would thoroughly recommend reading the book.

SUPER ZEROS

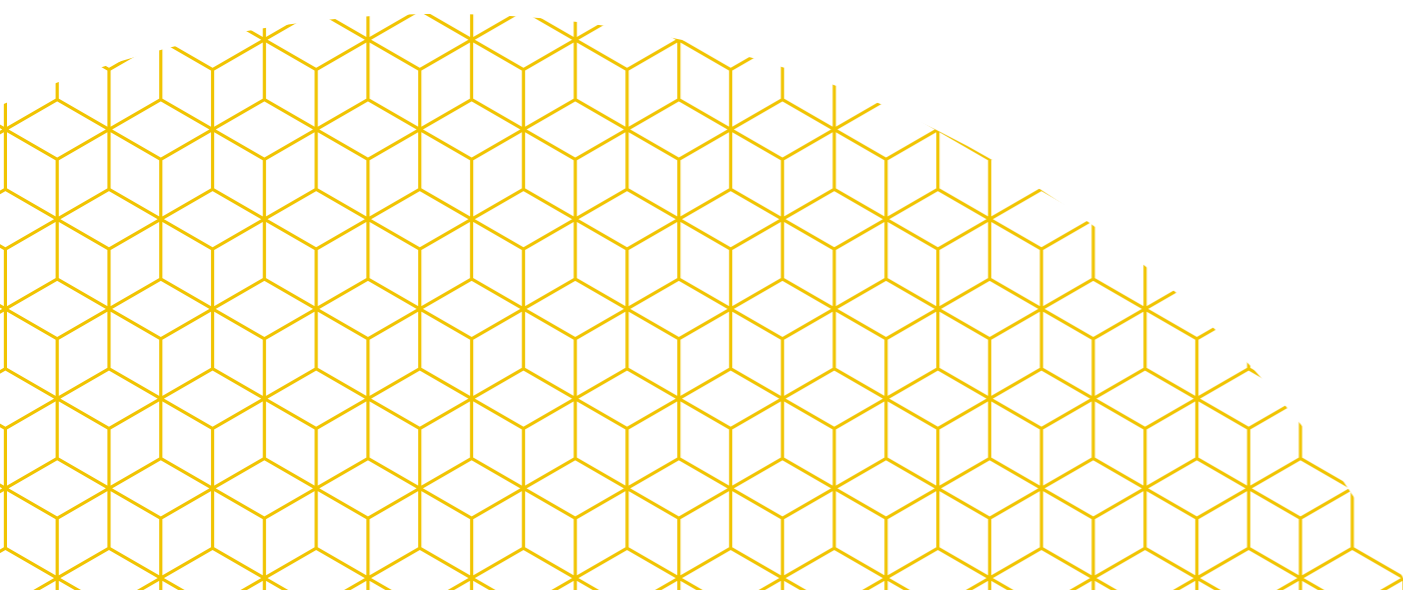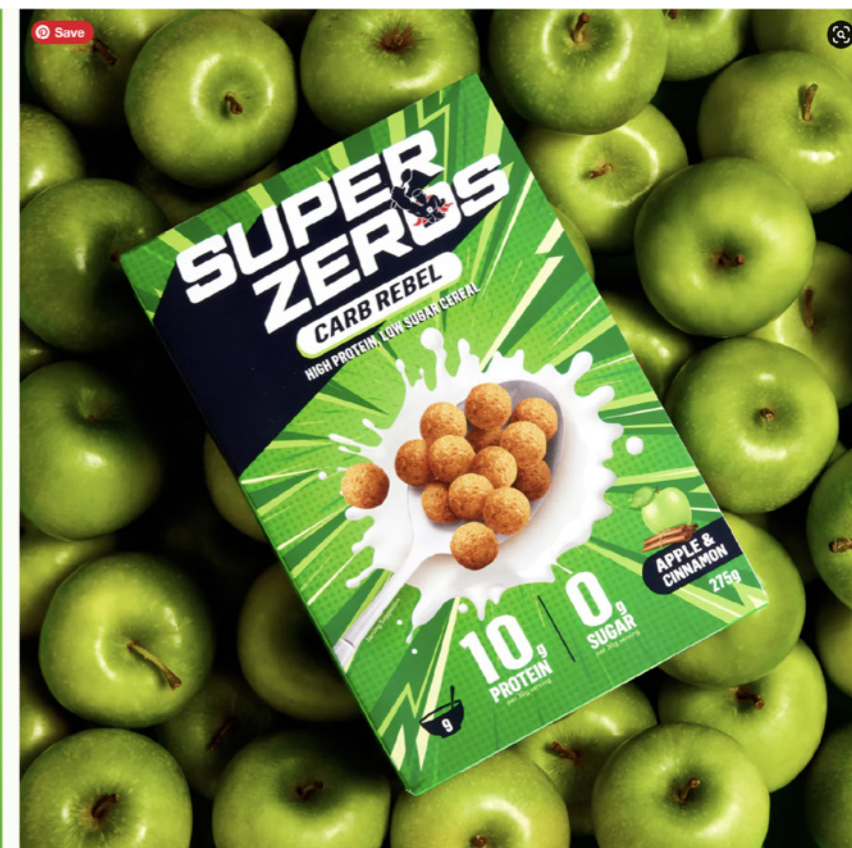## PHOTOGRAPHY

HELPING THE BRAND TO STAND OUT

Superzeros have created a revelatory protein-rich, low-carb, and sugar-free breakfast cereal that tastes out of this world. Founder Noel is a cereal lover with a sweet tooth but wanted to create something healthy as well as tasty.

In order to engage the audience it was important that any imagery used replicated the fun, vibrant nature of the brand's identity. Noel wanted to emphasise that Superzeros is a tasty, nutritious snack but with a nod to traditional cereals of the past and so commissioned a bespoke photoshoot through Blue Horizons. The aim was to create a library of creative imagery that they could use on all their marketing materials.

The results are a dynamic, fun and enticing selection of images that really helps the brand stand out in what is becoming a crowded market place.

Want to see your brand brought to life?

Get in touch to see how we can help
with your next photoshoot

https://www.bluehorizonsmarketing.co.uk/pages/contact

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
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