

BLUE HORIZONS

MARKETING TODAY MAGAZINE

SIXTEENTH EDITION

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EDITOR'S NOTE

Ta-Da - we're having a bit of a makeover!

The saying "the cobbler's children have no shoes" resonates for us; we're so busy assisting with our clients' marketing needs that our own gets neglected and pushed to the back of the queue. However, we were conscious that our website needed updating and in the process of reassessing our brand in line with our objectives, felt that our visual identity could do with a makeover. Head over to page 10 to find out more about our new look.

In this issue we also talk about identifying your brand personality, provide the low-down on Search Engine Optimisation and Marketing and run through the latest updates in the world of Shopify.

Since our last issue, Tess has returned from maternity leave so it's nice to have her back and be a full team again. We've found a new rhythm of hybrid working post-Covid, enjoying a mix of home working and being in the office.

We hope you find this issue interesting and useful. Do let us know if there is anything we can help you with.

Zoe Davitt

MANAGING DIRECTOR

NEW BRAND LAUNCH

**coming
soon**

WELCOME ONBOARD TO NEW CLIENTS

...SINCE OUR LAST ISSUE

BEST OF HUNGARY	NEURITA	WESTHOLME INTERIORS	ENGAGED APPAREL
BLACKJACK SERIES	ROCK & STONES	FUNDRAZUR	SGT PREPPER'S
BRITISH VINTAGE BOXING	CLUES FASHION	CB FACIAL AESTHETICS	VIVI JEWELLERY
GATHERED LIVING	GEORGIE MAISEY HAIR	WALL FUNK	IRON TREE DIRECT
SATURDAY HERO	RED DOG COMPANY	KOPILA	LATIN SWEETS
JUICEMAN	PAVEMENT	IOLA JONES	QUALITY CONTROL
GALAXIA BOATS	CABOCLO	LINEAR	ZENII
PURE DECISIONS	VITALIZE CLINIC	THE BOARD HUT	EVOSHAVE
BONSAI GROUP	THE BED EXPERTS	DEVON RUM	W2 STORE
CUSTOM VARSITY JACKETS	AISE	ARTSNUG	

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

SEO & MARKETING

As a full digital marketing agency, with experts in areas including Shopify website development and management, SEO, paid advertising, email marketing and social media, we are well placed to connect the dots and deliver integrated marketing campaigns that work towards your business goals.

We recently revamped our offering and moved away from fixed packages. As our client's needs differ greatly, we're now working on a more 'tailor-made' offering, selecting from a range of the following services to meet objectives and budget:

- SEO & Content Marketing (includes keyword research, content strategies, content creation (onsite and offsite), backlink building, onsite reviews and local listings)
- Search Engine Advertising Set Up (includes Google Ads and Microsoft Ads set up)
- Search Engine Advertising Management (for all of our campaigns we offer a monthly management service)
- Social Media Marketing (includes the creation of posts for your social media channels including Facebook, Instagram, Twitter and LinkedIn plus reports)

Want to find out more?

If you're looking to implement digital marketing to help drive traffic and sales, then get in touch and we'll put together a proposal to suit your needs and your budget.

SHOPIFY ROUND UP

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

If you make regular changes to your Shopify store, then you'll probably notice all the little features and improvements that get rolled out and help make your life and your customer's lives better.

Some of our recent favourites over the last couple of months include:

Focal points on images:

Not quite a whizz with PhotoShop yet or don't know how to edit your images easily before you upload them, then don't worry. You can now choose which part of an image you want to focus on so that you can ensure the key part is always front and centre, even on mobile.

Custom CSS per section

If you want to control font size or text or button colour just for a specific section or even if you wanted to add background images to certain sections, then the new custom css tool is perfect. Built directly in the theme editor you can now apply customisations on a per section basis to really tailor your store to suit your market.

Auto-description tool called 'Shopify Magic':

If copywriting isn't one of your skills or you don't have time to create unique product descriptions each time you upload a new item, then let Shopify Magic handle it for you. Just enter a few bullet points and then choose the type of description you want to generate and Shopify will write your own custom products description, there and then, automatically! Now that is magic!

Native filtering & optimised search:

One of our favourite recent launches is the free Shopify Search and Discovery app. You no longer need pricey custom filter apps to allow customers to automatically narrow down their selection by product type, brand, size, colour, price and, well whatever else you want them to filter by! Simple to set up and works with all themes, plus doesn't interfere with collection page customisations like some apps do.

Plus you can even add synonyms to help customers find your products more easily in your site search for free too.

Complementary & related products

Previously the job of yet another app, Shopify's product filter & search app will also let you show specific upsells on a per product basis to help increase average order value, plus select tailored related products in a few clicks in the app too.

Native translation tools for international selling

Use Shopify's Translate & Adapt app for 2 free auto translations of your site content with added control to still tailor the translations on a per content basis.

Tailor multi-language functionality with multi currency and the free geolocation app to automatically detect the country a customer is in and serve them with your store in their language and their currency. Plus only show them products that are available to them too!

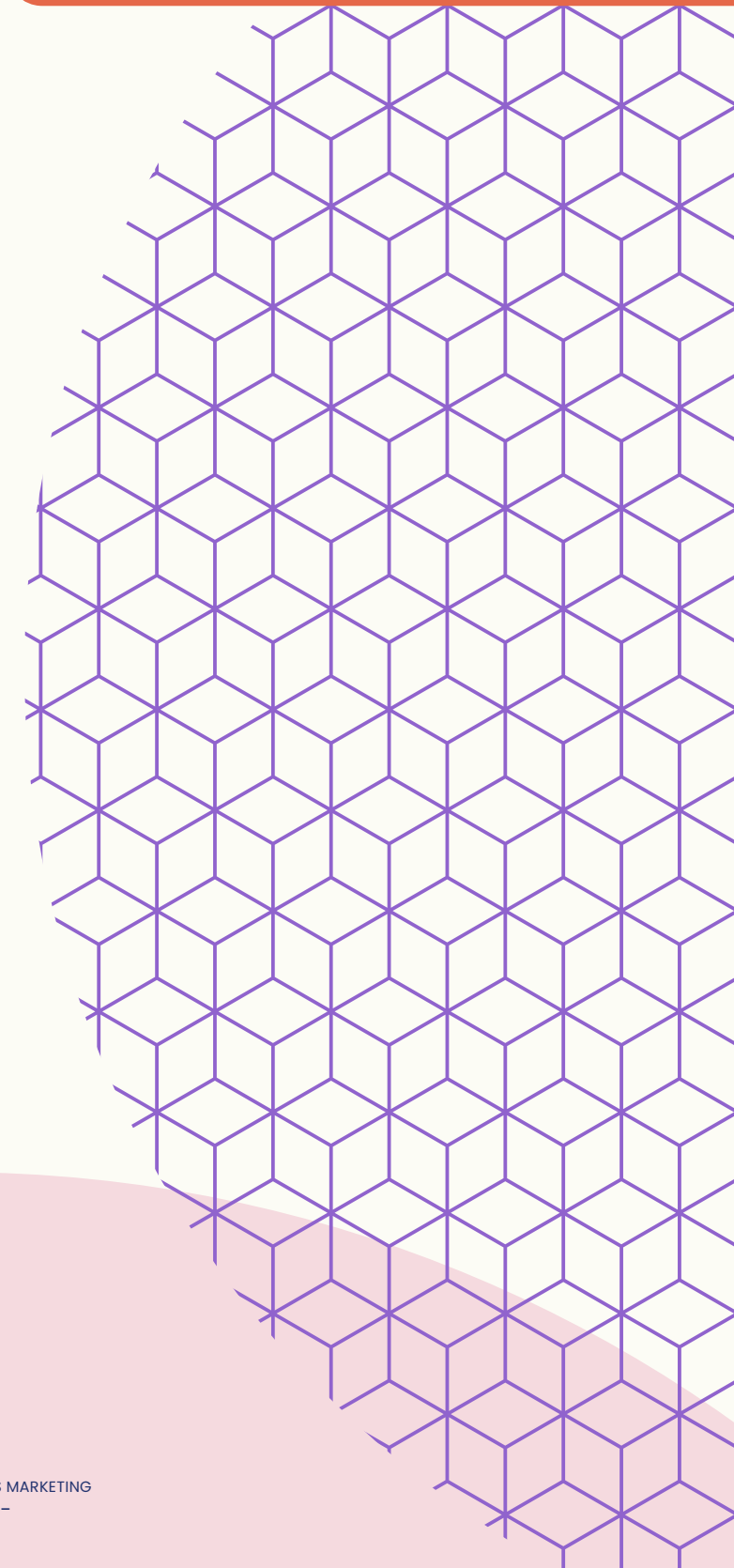
Send a Gift Card to a recipient direct:

A very recent update gives you the ability to enable the recipient name, email and message fields on your gift card product pages.

Customers buying a gift card for someone else have the option of completing these extra fields. Once purchased, a personalized email containing the message and gift card code is sent to the recipient. The buyer receives a notification containing the gift card code to confirm that the gift card was sent to the recipient.

Keep Updated

Look out for our monthly email newsletters to be updated on any new improvements that we think will benefit you and your business.



HAPPY CLIENTS = HAPPY US

1

2

3

"We had a full website re-design done to our specifications and we cannot speak highly enough of Lisa and the team. They were extremely professional throughout, with designer Ash perfectly bringing to virtual life our vision for our store. Thank you very much!"

COMMUNICATION 5 OUT OF 5 STARS

QUALITY OF WORK 5 OUT OF 5 STARS

It has been an absolute pleasure working with Lisa over the past couple of months. Lisa and the team at Blue Horizons have been the perfect web agency to bring our new site to life. From the off they totally hit the mark with the design of the site and have continued to be extremely thorough and proactive throughout the entire project. Lisa is a fabulous asset to Blue Horizons and always cool, calm and professional, she has delivered a top quality website for us. I would, without a doubt, recommend Blue Horizons time and time again. Thank you all. Kate, Salcombe Dairy

COMMUNICATION 5 OUT OF 5 STARS

QUALITY OF WORK 5 OUT OF 5 STARS

"We have an online shop and were in need of a website that would stand out from our competitors and improve the user experience to help gain more sales. All our expectations for the site were met and far exceeded and we now have a website that is quick and functional, and that we are truly proud to show off as part of our brand image."

COMMUNICATION 5 OUT OF 5 STARS

QUALITY OF WORK 5 OUT OF 5 STARS

Jo, who was our point of contact at Blue Horizons was superb. She was very approachable; nothing ever seemed like too much of a chore if we wanted something replacing or adding, she happily assisted. Jo and her team understood what we were after in terms of the look and feel of the website from our first description. She provided consistent updates throughout the process, gave us plenty of advice and input on what ultimately helped build a fantastic looking website.

COMMUNICATION 5 OUT OF 5 STARS

QUALITY OF WORK 5 OUT OF 5 STARS

I couldn't recommend Blue Horizons enough, well worth every penny that you spend and we will be coming back if we ever need any more web design help."

COMMUNICATION 5 OUT OF 5 STARS

QUALITY OF WORK 5 OUT OF 5 STARS

"Great experience working with Zoe, Marcus and Ash. They bring bags of creativity and Shopify know-how whilst also listening (and delivering solutions) to our respective challenges/goals for Super Powders. Excellent communication throughout, even writing back to us whilst on rollercoasters whilst on holiday!"

COMMUNICATION 5 OUT OF 5 STARS

QUALITY OF WORK 5 OUT OF 5 STARS

"Would like to thank Blue Horizon for their attention to detail, professional insight and communication throughout my project. It took the pressure off me and I always felt I had complete trust in these guys to design my website based on the feedback I had given them."

Thank You really pleased with the final product you guys are great and would definitely recommend."

COMMUNICATION 5 OUT OF 5 STARS

QUALITY OF WORK 5 OUT OF 5 STARS

"Absolutely Fantastic!! We came to Blue Horizons on a recommendation from another small business who said how great they were but they exceeded our expectations and more. We have had three websites so far in four years of trading and 4 IT support companies. None have been as efficient, sympathetic to our needs and proactive in pushing our new website across the line in super quick time. Within 6-8 weeks we had a new platform rolled out to our customers seamlessly and with no issues. The feedback from our customers has been extraordinary and finally we can focus on pushing the business forward rather than dealing with IT issues that ultimately have been a detriment to our business. This new platform really has come at a critical time for our business and we honestly are so grateful to have Blue Horizons to partner with going forward! Thanks to Lisa, Marcus and the team for all your support. Nikki & the rest of the Team!"

COMMUNICATION 5 OUT OF 5 STARS

QUALITY OF WORK 5 OUT OF 5 STARS

"I worked with two different people from Blue Horizons and they were both exceptionally professional, responsive and patient with me. Would recommend them with full confidence."

COMMUNICATION 5 OUT OF 5 STARS

QUALITY OF WORK 5 OUT OF 5 STARS

"The service Marcus and the team at Blue Horizons provided was second to none! They got the job done in the timeframe needed as well as keep us updated with everything that was being done in real time. Every question we asked was answered immediately, even out of business hours which made us feel like our business was in good hands. I couldn't recommend these guys enough! Thank you!"

COMMUNICATION 5 OUT OF 5 STARS

QUALITY OF WORK 5 OUT OF 5 STARS

"Marcus and Blue Horizons were great! efficient and quick and Marcus patiently worked with me (I have no experience in this area!) to achieve my concepts and together we produced a site from a template that looks like a custom built one! - I am super happy with the results! Thank you!"

COMMUNICATION 5 OUT OF 5 STARS

QUALITY OF WORK 5 OUT OF 5 STARS

"Tess has been such a help through redesigning my website and logo for my hairdressing business. My website looks beautiful and it's so easy to navigate now. I wish I had asked for help sooner! Tess was great with communicating and delivered everything I wanted. I'm so pleased and proud with the finished product! Thank you so much!"

COMMUNICATION 5 OUT OF 5 STARS

QUALITY OF WORK 5 OUT OF 5 STARS

"Thoroughly professional service, great communication and premium quality work. Marcus understood our brief from the get-go making the process easy from start to finish. Great vision and expertise, a pleasure to work with, highly recommend."

COMMUNICATION 5 OUT OF 5 STARS

QUALITY OF WORK 5 OUT OF 5 STARS

You can see all our latest reviews on our [instagram page](#).

Follow us @bluehorizonsmarketing

BLUE HORIZONS BRAND REFRESH

Ta-Dah – here is our new refreshed look!

BLUE
HORIZONS

PREVIOUS

 **blue
horizons**

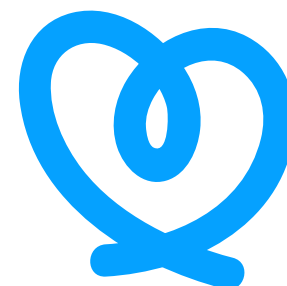
NEW

Letter 'B'



Heart

(Caring / Love / Passion)



Why have you changed your brand identity?

When setting our goals and objectives for 2023, we knew that our website wasn't matching where we were or where we wanted to be:

- To showcase our work better
- To keep up with the advances in the Shopify/Digital arena and therefore our competitors
- To provide prospects with the information they want and need
- To demonstrate what lies at the heart of Blue Horizons – we want to do the right thing – we want to help our clients succeed, we want to do a good job and we want to provide good value for money
- To be authentic – we're a small, owner-run team who believe that we can create great, affordable marketing collateral whilst being decent human beings who genuinely care – "Work Hard, Play Hard, Be Kind"

Ironically, the term Marketing Agency has negative connotations for us – flashy, egotistical, over-priced, style-over-substance – so we were determined to create a business that wasn't any of these things!

We want to showcase our professionalism and the quality of our creative work whilst demonstrating our empathy and humility.

Let us know what you think of our new look!

IF YOU FEEL YOUR BRAND
COULD DO WITH A REFRESH

[GET IN TOUCH >](#)

THE LOWDOWN ON SEARCH ENGINE OPTIMISATION

Search Engine Optimisation (SEO) has been around since the mid-1990s, when early search engines like Yahoo and AltaVista first appeared. In the beginning, it was possible to 'trick' these search engines into ranking website pages by stuffing them with keywords, but as search has evolved and the search engines, such as Google, have become more sophisticated, SEO has developed into a complex and nuanced practice.

SEO is still very much about keywords, but it is driven by searcher intent and the need to deliver relevance, quality information and a great user experience. It is no longer a stand alone practice but one that must be integrated into marketing strategies and website builds from the onset in order to be successful. It is only through understanding what your target audience wants, what they might be searching for and why that you can create content that will answer their questions, satisfy their informational needs and engage them.

What does SEO involve?

Search Engine Optimisation (SEO) refers to the practice of optimising content and websites to improve their visibility and ranking on search engine results pages (SERPs). SEO involves a range of practices, including keyword research, on-page optimisation, technical SEO and link building.

The goal of SEO is to increase organic traffic to a website, which can lead to more leads, conversions, and revenue. By optimising for search engines, your business can be more easily found in search for the products or services you provide, thereby improving your online presence and helping you to reach a wider audience of potential customers.

SEO: Necessity or nice to have?

In a nutshell, SEO is a necessity. Any organisation that has a website needs SEO in order to make the best of that website. Think of your website as a small shop in a rural area, hidden down a country lane that no one ever goes down. Despite stocking a fabulous range of products and having an awesome team of people running your store, if nobody knows it exists, you simply won't get the footfall you need to generate sales. It's the same for your website. Without proper signposting and optimisation to help you compete with the organisations who have been doing it for years, your website won't be found when people are looking for the products or services you offer.

Organic and paid search: what's the difference?

If you are looking to grow your online presence you might be considering organic or paid search marketing. To know what will work best for your business right now, it's a good idea to understand the difference. Let's look below at the two types of search results your business could appear in:

Organic search results – these are the listings on a search engine results page (SERP) that appear due to their relevance to the user's search query, as determined by Google's algorithm. These results are not influenced by advertising or payment to the search engine, but rather by the content of the website and its optimisation for search engines.

Paid search results – these are the listings on a SERP that appear because the advertiser has paid for them, typically through Google Ads or Microsoft Ads. These listings are typically displayed above or below the organic search results and are marked as "sponsored" or "ad." Advertisers pay the search engine to display their ads to users who have searched for specific keywords or phrases.

The latest statistics suggest that 80% of website visits are trackable and of that 80%, 53% of visits come from organic search and 27% from paid search. This means that the majority of website traffic is from organic search, confirming the fact that SEO is a necessity. It also shows us that it is possible to influence paid search results by paying for the keywords that are most relevant to your business.

The core difference between organic and paid search is the time that it takes for your website to become more visible. Organic search is a long term commitment to improving the visibility and reach of your website. It is something that should be done on a continual basis and which should grow and change as your business, audience and goals change. Paid search, on the other hand, can help to increase

your visibility from day one. This can be a very useful tactic when launching a new business or website, expanding to new target markets, fighting back against new competitors or giving your brand the edge at important times of year.

Google Ads: the best route to paid search visibility

Google has a 93% search engine market share in the UK, which means if you are looking to advertise your products or services, Google Ads currently provides the best route to increased visibility.

Google has a suite of advertising networks that can enable your business to be more easily found in paid search for the products you sell or the keywords that best describe your products and services. It can also help increase the reach of your brand through visual and video ads.

Some of the Google advertising services you might like to consider include:

- **Search Ads:** These are text ads that appear on search engine results pages when a user searches for a specific keyword or phrase related to the business.
- **Shopping Ads:** These are product ads that appear on search engine results pages when a user searches for a specific product or category of products.
- **Performance Max Ads:** These are a new type of automated campaign that allows advertisers to access all ad inventory from a single campaign. This includes all of Google's advertising channels, such as Search, Display, YouTube, Gmail, and Discovery campaigns.
- **Video Ads:** These are ads that appear on YouTube and other video platforms.
- **Display Ads:** These are image led ads that appear on websites and apps that are part of Google's Display Network.

- **App Ads:** These are ads that promote mobile apps and appear on other apps or websites.

Google Ads, when done correctly, can be a powerful tool to help you reach your target audience and drive sales and conversions. If you're not sure whether paid ads will be worthwhile for your business, consider the following benefits:

- 1. Targeted Advertising:** Google Ads allows your business to target ads to specific locations, languages, and devices, as well as to people who have already shown an interest in your products or services.
- 2. Measurable Results:** Google Ads provides detailed analytics and tracking, allowing you to measure the success of your campaigns and make data-driven decisions.
- 3. Cost Control:** Google Ads allows you to set a daily budget and only pay for clicks or impressions, ensuring that you don't overspend on advertising.
- 4. Flexibility:** Google Ads allows you to create and adjust campaigns at any time, giving you the flexibility to respond to changing market conditions and customer needs.

How a digital marketing agency can help your business harness the power of SEO and Search Engine Advertising

Whilst it is possible for your business to run its own organic and paid marketing campaigns, there are definitely advantages to calling in the experts to work alongside your in-house teams. As a full digital marketing agency, with experts in areas including Shopify website development and management, SEO, paid advertising, email marketing and social media, we are well placed to connect the dots and deliver integrated marketing campaigns that work towards your business goals.

Some of the key advantages we can promise you when working with us on SEO and Search Engine Advertising campaigns are:

Strategies that help you reach your goals – we listen to your requirements to get a better understanding of your business so we can devise a strategy that helps you work towards your overall aims. We can also ensure that the right tracking is in place to help you understand what channels are delivering the most visits, sales and revenue.

An open and honest approach – we are fully open about what we are doing for clients. We provide you with regular plans and strategies to show what we will be working on and aim to be open and honest with you at all times. We might love marketing but we hate industry jargon, so we'll always try to explain everything in simple terms and provide stats in a way that they are easy to understand.

Monthly management that makes sense – each month you'll receive a report from us that shows you data on how your website and campaigns are performing. We'll explain the stats so they can help you make future marketing decisions and outline any work we have done, or plan to do, that month.

Keeping you up to date – not only will we provide regular reporting and communication to keep you up to date on everything that is happening with your marketing activity, but we'll also ensure our services remain relevant and fresh. When the big movers in the industry, such as Google, Microsoft and Facebook make changes to their services, we make it our business to know these changes so we can understand how they might impact your business. For example, as Google is currently rolling out Google Analytics 4 (GA4) we are on hand to advise on when to implement the new tracking and what it means for the data you'll be able to see.

A brief outline of the services we offer:

SEO and Content Marketing – to include keyword research, content strategies, content creation (onsite and offsite), backlink building, onsite reviews and local listings. All of our content is created based on the keywords we have researched for you, with the goals of helping your website to be found around these keywords and improving users' onsite experience. All content is all sent to you for approval prior to publication.

Search Engine Advertising Set Up – to include Google Ads and Microsoft Ads set up. If you already have campaigns set up, we can review these initially and provide a report with recommendations on how you can improve these campaigns and, where necessary, add in new ones to help you improve visibility, reach, website visits and sales.

Search Engine Advertising Management – for all of our campaigns we offer a monthly management service. This includes monitoring the campaigns and making tweaks as necessary to maintain and improve performance. This might include: refining keywords to ensure you only pay for clicks that are relevant, tweaking bidding strategies to get the best from your budget, updating ads to keep them fresh, adding in new campaigns as necessary, ensuring product data feeds correctly from your website and advising on ad, feed, campaign and product disapprovals as necessary. We can also implement special offers and reviews into paid advertising campaigns to help encourage people to click through on your ads.

Social Media Marketing – to include the creation of posts for your social media channels including Facebook, Instagram, Twitter and LinkedIn, reporting on how these channels are contributing to your website's traffic and sales and the creation of ads on social media channels to help you reach targeted audiences.

Email Marketing – to include helping you to integrate your Shopify website with Klaviyo – a powerful email marketing tool that integrates seamlessly with your website to give you full transparency on how email campaigns are contributing to traffic and sales. We can help you to set up flows to ensure that new sign ups get welcome emails and offers and that those who abandon their cart are given reminders to complete their purchase and discounts on doing so where applicable. We can also create regular, seasonal or special promotion newsletters to your entire database or segments thereof, to remind past and existing customers of what you can do for them or to introduce new products, services or special offers.

Want to know more?

It's never too early or too late to start search engine marketing and advertising. Whether you've had a website for years and never really invested in promoting it or you are just looking for a change in direction or fresh approach to your current marketing strategy, we've got the experience and resources to support you. Get in touch to find out more about our full suite of digital marketing services or to request a review or quotation.

MARKETING FROM THE BIG BRANDS

Here's a few examples of marketing campaigns that we thought were pretty clever!



PROUD ANTI-SPONSOR OF THE WORLD F* CUP

100% OF REVENUE (NOT JUST PROFITS) GOES TOWARDS FIGHTING HUMAN RIGHTS ABUSE.

Criticised as being a shameless PR stunt, there's no denying the bold marketing strategy was hugely impactful.



Yes, you read that right. This isn't a World Cup. It's a World F*Cup. Football's been dragged through the mud, before a single ball's been kicked. Let's be honest: Qatar won it through bribery. On an industrial scale.

Football is meant to be for everyone. But in Qatar, homosexuality is illegal, flogging is an accepted form of punishment, and it's OK for 6,500 workers to die building your stadium. That's why we're kicking off. And we're putting our money where our mouth is, with all profits from our Lost Lager sold during the tournament going to fight human rights abuse.

We're proud to be launching BewDog as an anti-sponsor of the World F*Cup. To be clear we love football, we just don't love corruption, abuse and death. So join us. Let's raise a glass to the players. To the fans, To free speech. And two fingers to anyone whol thinks a World Cup in Qatar makes sense.

Your Sincerely,



BrewDog spoke out against the oppression of LGBTQ+ people in Qatar, where the 2022 World Cup was held.

Images sourced from www.thedrum.com



3D Advertising

Check out this selection of 3D adverts, from mind-bending optical illusions to life-like interactive displays.

[WATCH NOW >](#)



Cadbury Worldwide Hide

The Worldwide Hide campaign run for Cadbury by creative agency VCCP London, returned for the third year running this Easter.

Participants are given the option to hide a digital Easter egg on a virtual map via Google Street for their 'someone special' to find. Once found, a real Cadbury egg is gifted.



[WATCH NOW >](#)

BRAND NARRATIVE: IDENTIFYING YOUR BRAND PERSONALITY

Personality

"the combination of characteristics or qualities that form an individual's distinctive character."

Personalities are not one dimensional but multi-faceted. No-one likes to be pigeon-holed as being one particular thing or, heaven forbid 'predictable'. We like to see ourselves as individuals but at the same time share commonalities with others in order to feel connected.

It can be hard to develop and build a strong brand personality. Our brand needs to be distinct, identifiable, relatable and relevant.

As a starting point define:

- What your brand stands for in terms of values and beliefs
- What are you offering your audience?
- What do you want your audience to think and feel about you?

Understanding how you are positioned in the mind of your target audience and what you want to elicit from them will help guide you in terms of building your brand narrative.

What makes up a brand narrative?

Brand narrative is made up of 5 key components

1. Promise
2. Position
3. Personality traits
4. Story
5. Associations

Ideally you are wanting your brand's story to share your target audiences values and solve their problems. A connection takes place and they feel that your brand connects with their emotional and functional needs, so much so that they are compelled to take action - your brand visibility increases, you get more conversions and sales and your profits rise.

The beauty of stories is that they enable you to connect the often disjointed elements of your brand personality together.

What needs does my brand need to meet?

It can help to think in terms of emotions when establishing who your target audience is. It is more valuable to think in terms of intent and affinity behaviour rather than purely demographics.

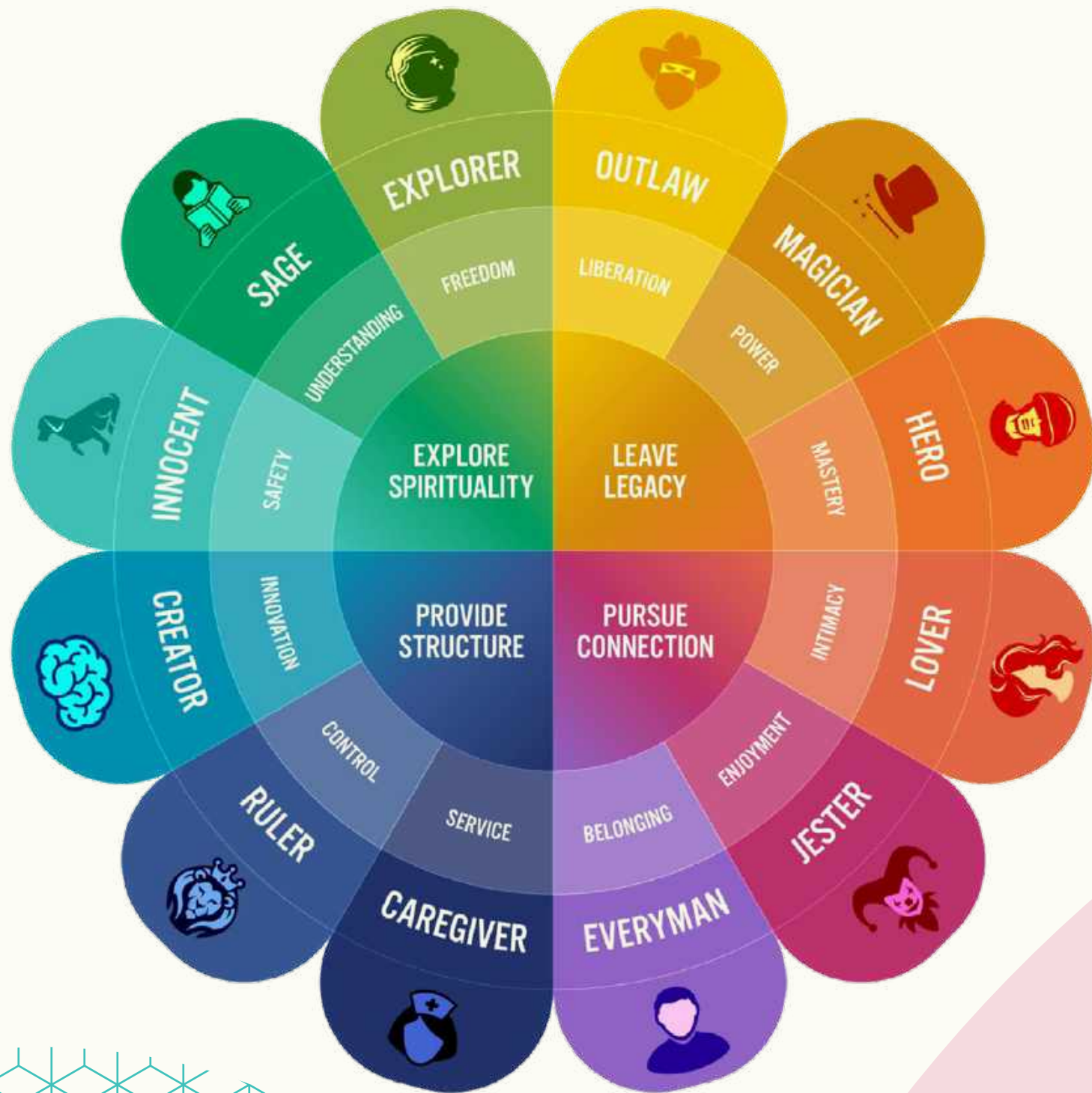
Emotions are critical for guiding needs. Stemming from Maslow's 'Heirarchy of needs' there are 9 basic emotions:

1. Security
2. Volition
3. Attention
4. Intimacy
5. Emotional connection
6. Connection to community
7. Privacy
8. A sense of self
9. A sense of achievement

Brand Archetypes

The brand archetypes as depicted below are derived from Swiss psychologist Carl Jung. "We all have the same instinctive and unconscious understanding of behavioural patterns."

We instinctively understand Archetypes and their associated traits and behaviour patterns. They are a great tool to enable you to differentiate your brand, give depth to your brand personality and truly connect with your audience.



Conveying your brand personality

Often when people think of brand they solely think of a brand's visual identity but a brand is quite literally everything! From what you say, what you do, how you present yourself to how you make others think and feel.

There must be a consistency of thought, purpose and action across all facets of your brand so consider:

- **Visual assets** - have an up-to-date brand style guide - are all visual elements of your brand consistent?

- **Promise & message** - what are you promising your customers?
- **Content** - consider adapting language to suit different communication channels whilst still using the same brand voice
- **Experience** - if you have a physical store, is this 'on brand'? How do your brand touch points make customers feel?
- **Employees** - are all staff members emulating the brand personality?

If you need some help with your brand then drop us a line - we'd be delighted to help.



ARE YOU ON THE RIGHT SHOPIFY PLAN FOR YOUR BUSINESS?

If you've been running your Shopify store for a while or if you're still waiting to launch, we thought it would be useful to run through the various options available with Shopify Plans and the different features/benefits of each plan.

Firstly, let's run through the features available on all main plans:

- Online Store
- Unlimited Products
- 24/7 Support – phone, email and live chat support
- Sales Channels
- Manual Order Creation
- Abandoned Cart Recovery
- Discount Codes
- Gift Cards
- Free SSL Certificate
- Customer Segmentation
- Unlimited Contacts

It is also worth being aware that International Commerce is now available for all Shopify plans, this includes the following features:

International market management

Define geographic market areas to ensure you are providing a localized buying experience for customers in different regions.

Market domains and subfolders

Assign custom web addresses for each market that are optimized for search results and automatically redirect customers to the right domain based on their market.

Language translation

Translate your store into multiple languages to provide a familiar shopping experience for customers in different markets.

Currency conversion

Automatically convert prices into your customer's local currency to drive conversion in each market (requires Shopify Payments).

Local payment methods

Set local payment methods to appear for customers who check out in specific markets (requires Shopify Payments).

Product pricing by market

Take greater control of your international pricing strategy by setting specific prices for products or product variants in each market.

Duties and import taxes

Estimate and collect duties and import taxes at checkout to give customers total cost clarity and reduce your risk of returns and parcel refusals.

THE DIFFERENT SHOPIFY PLANS

Here are the key differences between the plans. Are you on the right plan for your needs or for your level of sales or could you save on transaction fees by upgrading?

Basic	Shopify	Advanced
<p>£ 25/mo IF PAID MONTHLY</p> <p>£ 19/mo IF PAID YEARLY (25% OFF)</p>	<p>£ 65/mo IF PAID MONTHLY</p> <p>£ 49/mo IF PAID YEARLY (25% OFF)</p>	<p>£ 344/mo IF PAID MONTHLY</p> <p>£ 259/mo IF PAID YEARLY (25% OFF)</p>
<p>Credit card rates:</p> <ul style="list-style-type: none"> • 2% + 25p online • 1.7% + 0p in person • Third party fee if not using Shopify Payments 2.0% 	<p>Credit card rates:</p> <ul style="list-style-type: none"> • 1.7% + 25p online • 1.6% + 0p in person • Third party fee if not using Shopify Payments 1.0% 	<p>Credit card rates:</p> <ul style="list-style-type: none"> • 1.5% + 25p online • 1.5% + 0p in person • Third party fee if not using Shopify Payments 0.5%
<p>What's included on Basic:</p> <ul style="list-style-type: none"> • Basic reports • Up to 1000 inventory locations • 2 staff accounts 	<p>What's included on Shopify:</p> <ul style="list-style-type: none"> • Professional reports • Up to 1000 inventory locations • 5 staff accounts 	<p>What's included on Advanced:</p> <ul style="list-style-type: none"> • Custom report builder • Up to 1000 inventory locations • 15 staff accounts
<p>In addition:</p> <p>Ecommerce automations (automate tasks & create workflows)</p>	<p>In addition:</p> <p>Ecommerce automations (automate tasks & create workflows)</p> <p>Third party calculated shipping rates</p>	<p>In addition:</p> <p>Ecommerce automations (automate tasks & create workflows)</p> <p>Third party calculated shipping rates</p>

NB. Carrier calculated shipping can only be added on the Shopify or Advanced Plans. Its included on an annual 'Shopify' plan or any Advanced Plan or can be added to a monthly 'Shopify' plan at \$20 a month.

Please note that you can move up or down from a plan at any point. Find out more about Shopify Plans [HERE](#)

WHAT ABOUT SHOPIFYPLUS?

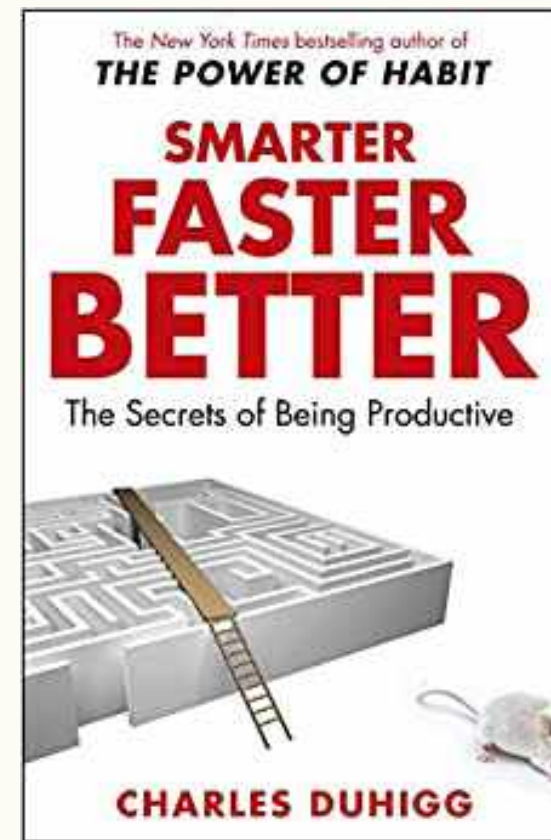
ShopifyPlus is an all-in-one complete solution for high volume, enterprise-level businesses. To give context, monthly plan costs start from \$2000 per month.

Here are some reasons as to why you may need to be on ShopifyPlus:

- Dedicated servers with faster speeds
- Need for extended customisation, in particular with checkout experience
- Complex requirements
- Wholesale channel
- Additional 9 expansion stores
- Reduced transaction fees
- Unlimited staff accounts
- Up to 20 store locations

Do get in touch if you would like to discuss how you can make the most out of Shopify for your business.

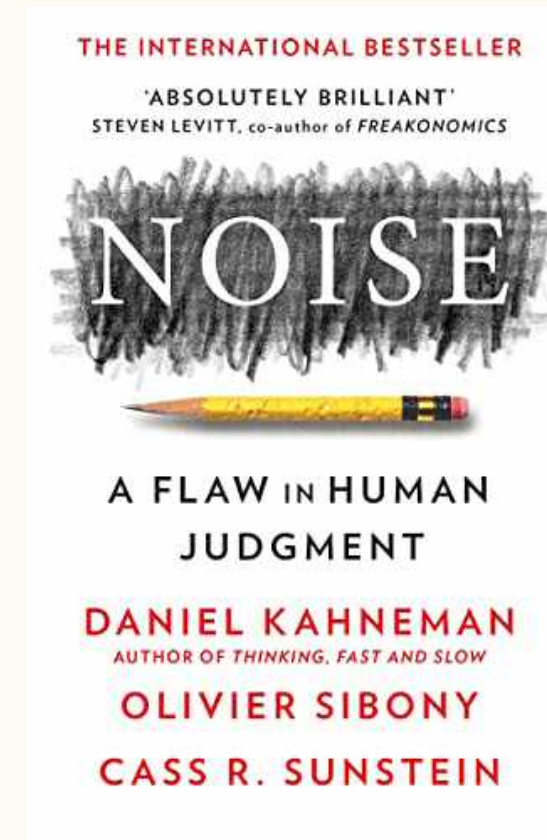
WHAT WE'VE BEEN READING



Smarter, Faster, Better

By Charles Duhigg

Drawing on the very latest findings in neuroscience, psychology and behavioural economics, he demonstrates the eight simple principles that govern productivity. He demonstrates how the most dynamic and effective people – from CEOs to film-makers to software entrepreneurs – deploy them. And he shows how you can, too.

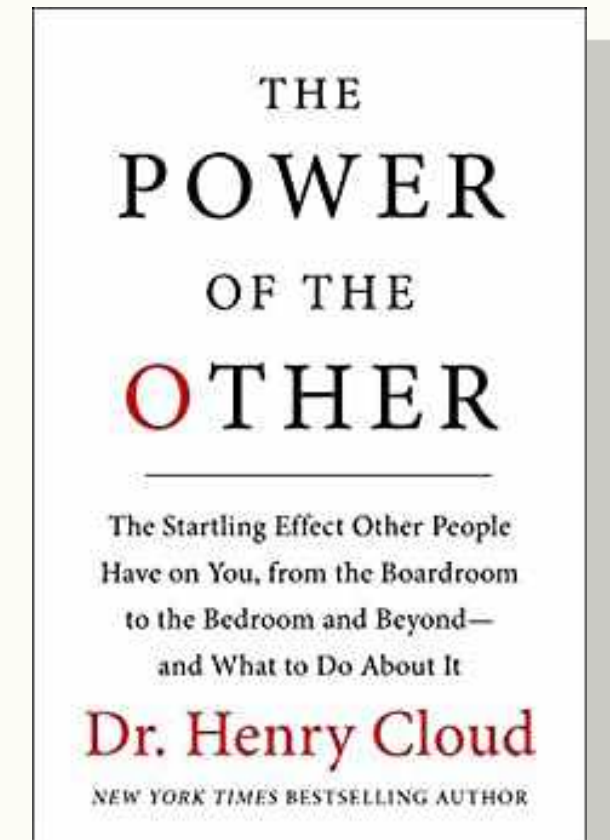


Noise

By Kahneman, Sibony & Sunstein

We like to think we make decisions based on good reasoning – and that our doctors, judges, politicians, economic forecasters and employers do too. In this groundbreaking book, three world-leading behavioural scientists come together to assess the last great fault in our collective decision-making: noise.

We all make bad judgements more than we think. Noise shows us what we can do to make better ones.



The Power of the Other

Dr Henry Cloud

Using evidence from neuroscience and his work with leaders, Dr. Henry Cloud shows that the best performers draw on another vital resource: personal and professional relationships that fuel growth and help them surpass current limits. Combining engaging case studies, persuasive findings from cutting-edge brain research, and examples from his consulting practice, Dr. Cloud argues that whether you're a Navy SEAL or a corporate executive, outstanding performance depends on having the right kind of interpersonal connections to fuel personal growth and minimize toxic associations and their effects.

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**

SUPPORT: HOW WE SERVE OUR CLIENT

At the heart of Blue Horizons lies a genuine passion for helping businesses. As an owner-led micro business ourselves, we 'get it' and our work ethic and ethos is based on treating our clients how we would wish to be treated ourselves.

Our aim is to help you future-proof your business, balancing the drive for achieving short-term goals with long-term sustainability and integrity.

How we serve our clients

We want our clients to enjoy interacting with Blue Horizons. Life can be pretty hectic, busy and often stressful so we want to ensure working with us is a positive experience.

Creating your marketing collateral should be enjoyable - seeing your vision come to life and helping you to achieve your dreams and goals in a timely and affordable manner.

Blue Horizons has been in business for over 20 years so we have gained a wealth of experience and knowledge during this time. Everyday is a school day and we are still learning, evolving and adapting in order to help serve our clients in the best way possible.

Although we have a set process of how we work in order to efficiently and effectively deliver, we also adjust and adapt to how you like to work; ensuring that we work together to get the best possible result.

Listen

Listening is the most important part of communication so we take the time to listen to your specific needs and circumstances.

Learn

Despite having collectively over 100+ years worth of marketing experience and having built in excess of 500 websites we are still actively learning each and every day. We genuinely enjoy problem solving and discovering work arounds with new ways to do things.

Recommend

Once we have analysed a client's unique situation and needs and evaluated the various solutions, we will put forward our recommendation. Our recommendations are formed from our knowledge, experience and expertise.

Guide and support

Integrity is a core value at Blue Horizons so we will challenge you if we believe a particular route is/isn't recommended - due diligence if you like. That being said, we are of course here to service our clients and we work with you, supporting you and your team throughout the process so that you feel in control at all times.

Empower

We dislike knowledge gatekeepers and the 'cloak and dagger' approach to service provision. We understand that clients come to us because they require professional help and guidance. At the same time we see a big part of our role is to empower our clients to help themselves - to inform, educate and share knowledge.

Proactive or reactive?

When asking someone to be fully 'proactive', we're wanting them to take full ownership and responsibility for a situation, acting in anticipation of future problems, needs or changes, often without our input.

When engaged on a project for a client we utilise our knowledge and experience and proactively provide guidance and support to ensure the best possible outcome to suit the unique circumstances of each of our clients.

However, as a small team we don't have the resources to be truly proactive for each and every one of our clients, everyday - it just isn't viable. We can offer guidance and support, but taking responsibility for overall business strategy is outside of our remit.

Micro businesses are able to be responsive - there is no giant chain of command and complex structure, so you are able to easily flex and change course if need be. When issues crop up and need immediate attention we do our best to react quickly and help our clients as soon as possible.

Responsive is considered

Responsiveness implies thoughtful action that considers long and short term outcome in the context of the situation in hand.

Here at Blue Horizons we believe we are responsive rather than merely reactive. Our experience allows us to offer a valid perspective - having worked with over 500 different clients from all sectors and industries, we are able to creatively problem-solve tasks and come up with unique solutions to suit your requirements.

BLUE HORIZONS

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