

MARKETING TODAY

SEVENTH EDITION

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THE KEY
TO ONLINE
SUCCESS

SOCIAL MEDIA
INTERACTION &
ENGAGEMENT

GET SELLING:
PART 1



Dental care plans working for you

0% admin fee for 9 months



Set-up support



Conversion management



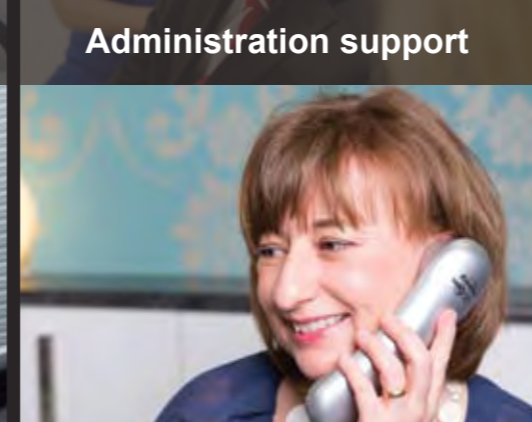
Administration support



Training support



Marketing support



Business development

Editor's Note



Welcome to the seventh edition of our client magazine. In this issue we look at branding, the importance of colour and why content is king in terms of search-engine-optimisation. We also provide you with an update on our latest news, service offerings and provide some useful tips and advice too.

Our best new clients are those that are referred to us by our existing clients. Please do pass this magazine on to anyone who you feel may be interested in our services. As a thank you, you could get a choice of an iPad mini, a case of champagne or a £200 John Lewis gift card if they go on to become a Blue Horizons client.

Kind regards

Zoe

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Managing Director of Blue Horizons

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Understanding **your brand**



A successful brand lives in the hearts and minds of your customers. It is all of the things they think of when they imagine you, your company or your services.

Are you clear in your mind what branding is and what makes a brand successful? Here Zoe lifts the lid on this critical topic and provides you with a quick, easy to digest overview.

What is a brand?

Well, the first thing you need to know is that a brand is NOT just a logo! A brand is so much more than that. A brand is all about promise. Your brand promise is that special mixture of benefits you offer that are why your customers come to your brand for a particular product or service versus your competitors.

But, as with any promise, there comes responsibility. Responsibility to deliver what you say you will in terms of benefits to your customers consistently, every time. Consumers are very discerning these days and have high expectations; so you need to deliver.

A brand also allows you to give your product or service a personality. This is vital to differentiate yourself from the competition so that there is no doubt that it is YOUR products or services that are on offer. And that can apply whether your brand is, to all intents and purposes,

yourself or whether you are an enormous multinational... or anywhere in between!

And there's nothing to stop your brand being as important to your specific target audience as any of the giant brands are to theirs. In fact, the more specific and 'niche' you are, the more you can gain a competitive advantage over the big guys.

Whatever happens, your brand needs to say all there is to say about you. Because, in the consumer's mind, your brand will become a living thing, with a character and personality of its

own. And consumers will want to interact with it in the same way as they would a person, engaging in a dialogue and having an emotional attachment. After all, the brands people choose say a lot about themselves too.

What makes a successful brand?

OK, you understand why you need a brand, so how do you make sure you get a good one that will work well for you?

There are five key elements to a successful brand:

- Clarity: consistently delivers a clear, unambiguous message
- Credibility: it needs to be believable & trustworthy
- Connection: makes an emotional connection with your audience
- Motivation: affirms their choice and elicits a call to action
- Loyalty: establishes, encourages and maintains a long term relationship

How do you build a successful brand?

Well the first thing you do is to look at your brand objectively, from the outside in. What your brand promises and stands for is all about how it is perceived by your audience, not what you want it to be. So put yourself in their shoes and look at things from their perspective. As we've already discussed, your brand is the source of a promise to your customers and demonstrates

the complete philosophy of your business and what benefits you provide.

First of all, who are THEY? You need to clearly define your target audience as your brand position lives more in their hearts and minds than it does in yours. Constantly ask yourself searching questions such as:

- What do my clients want?
- What do they need?
- What do they expect?
- What special benefits can I offer?
- What experience do I want them to have?
- What is their perception of the value I give?
- What 'added value' can I offer?
- Who are my competitors?
- How can I do things better?
- How can I improve my customers' experience with my brand?

Unique customer benefits

So, why should a client decide to come to your business and not your competitors? What can you offer your clients?

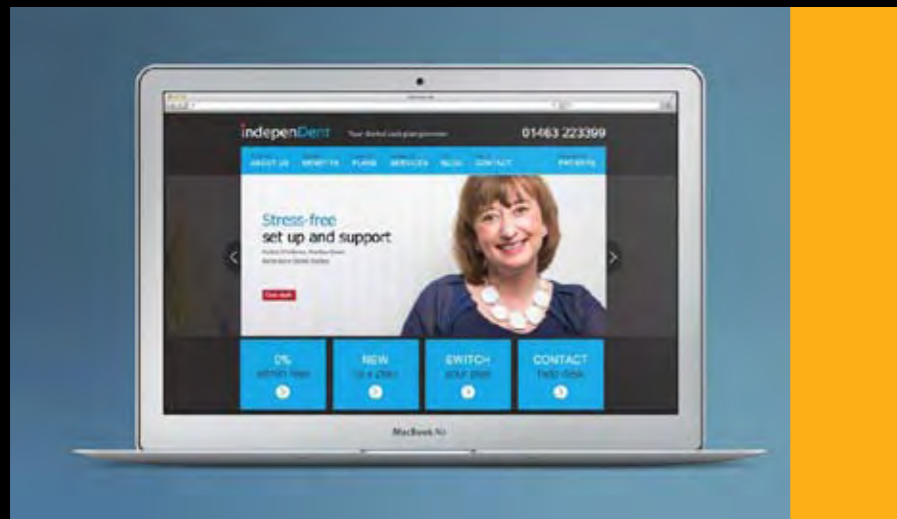
The market is not defined by what you do but what your customer wants. So, instead of thinking about USPs, look at your UCBs - Unique Customer Benefits. What will a client get from using your product(s) and/or service(s), rather than just a list of features? This will help you make an emotional connection.

Brand consistency

The market for anything these days is crowded and therefore customers' attention needs to be grabbed and held. One key element in making you seen, heard and believed is brand consistency.



by **Zoe Davitt**
Managing Director,
Blue Horizons Marketing



This applies to everything you do from how staff answer the telephone, through to what your premises look like, to all of your marketing communications materials, social media feeds and website.

That's why it is so important to do the groundwork and get your brand proposition and target audience absolutely right so that your brand can be portrayed consistently and in the best possible light.

Your marketing communications must be a true reflection of your brand as this is how new prospects will judge your abilities to service their requirements. It is how they will be persuaded to make an enquiry and not just bypass you and move onto the next competitor. It also reaffirms to existing clients that they have made the right choice.

The quality of the marketing material is perceived by prospects



and clients to match the quality of the products and/or service they will get from your business and what they are willing to pay. So, if you want to charge top-end prices, your website and marketing materials need to be top-end too.

Are you 'on brand' in all that do?

So, do you think your business has the right brand image? Are you consistently getting the right

message across to your target market? Take time out to cast a critical eye over the following:

- Your visual identity and marketing communications including website and social media
- You and your entire team – don't underestimate the importance of good personnel. You need everyone to be informed about the proposition so that they can be a brand ambassador
- The prospect/client journey. Literally ensure that every touch point of your business is 'on brand'. This is the brand experience.

You can get your unique brand personality across through bespoke photography and video and the use of real testimonials and real people. Make sure you're standing out from the crowd and giving your customers something they're proud to be associated with. By building and strengthening your brand you're looking to achieve awareness, recognition, interaction and engagement and, ultimately, loyalty.

So the next time you purchase your favourite product or experience your chosen brand's particular service, think to yourself, what makes them special and why have I chosen to buy from them? Can you learn anything for your own brand?

Search engine optimisation

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

Air Balloon



£265 per month

Optimisation of chosen keywords

Site structure, meta data & content review in month one

Content creation for your own blog & referral sites (x1)

Creation & issue of online press release - one per annum where applicable

Monthly reporting

Email & telephone support

Plane



£395 per month

Optimisation of chosen keywords

Site structure, meta data & content review

Content creation for your own blog & referral sites (x2)

Creation & issue of online press release where applicable

Content amplification to connect your content with highly engaged audiences

Weekly updates on Facebook, Twitter, Instagram or Pinterest (choose 2)

Monthly Facebook promotion

Monthly reporting

Email & telephone support

Rocket



£625 per month

Optimisation of chosen keywords

Site structure, meta data & content review

Content creation for your own blog & referral sites (x3)

Creation & issue of online press release where applicable

Content amplification to connect your content with highly engaged audiences

Twice weekly/daily updates on Facebook, Twitter, Instagram or Pinterest (choose 2)

Weekly Facebook promotion

Monthly reporting

Email & telephone support

Creation of quarterly content strategy

Quarterly strategy update meetings

If you're thinking of a rebrand for your business or setting up a new company, get in touch to see how we can help.

*Minimum 3 month contract

'I'M IN LOVE WITH THE WEBSITE'

We were approached by business owner Angela D'Isidoro who required our assistance with setting up a website for her new company 'the green bud'. Angela offers high quality, natural and organic baby clothing and accessories made from 100% cotton. All the items have been tried and tested in Angela's home with her children.

During the initial meeting with Angela we discussed her requirements in detail and got a good idea of the kind of look and feel she wanted for her website from examples she provided.

We recommended a half day photoshoot to get a selection of professional images of all the products. During the shoot we were able to get Angela and her son involved to get some lovely lifestyle images to be used on the site in addition to the product shots. Everyone was delighted with the photos.

For the website, we used Shopify, our preferred platform. We selected a theme that we thought would work well for Angela and began by customising this with the green bud logo and appropriate colours and fonts to complement this.

We added all the product pages to the site with the relevant titles, descriptions, images, prices and sizes where appropriate.

A range of images were added to each product page to enable



customers to get a really good feel of what they are buying.

Angela sells a range of products across a number of different categories so it was important that the website differentiated these with easy navigation.

A gorgeous, eye catching image of Angela's son was chosen to be a key feature on the home page with a prominent headline explaining the product offering.

After checking Angela was happy with how the site was progressing and making some tweaks as a result of her feedback we continued to develop the site.

We set up different shipping zones and shipping rates as well as two payment gateways so customers have the option of using Paypal or Shopify payments.

We explained how Angela can use the inventory feature to keep track of her stock.

A contact form, newsletter sign up and blog have all been included on the site and Angela is now using the blog regularly.

We installed an app for customers to add product reviews as well as an app to allow Angela to print invoices, labels and receipts.

We set up an 'opening offer' discount code and banner to promote this to encourage sales during the first month the site went live.

The site has been linked with the green bud's Facebook page to enable selling on Facebook as well as directly on the website.

We set up an email account for info@thegreenbud.co.uk to supersede the gmail email account that was previously being used.

As you can see the site looks great and the theme's responsive design works well on all different sized devices: mobiles, tablets and desk top computers.

The green bud website is an excellent example of how professional product and lifestyle photos can be used with professional design and quality content to really make everything come together.



by **Jo Beard**
Client Manager,
Blue Horizons Marketing



Angela is delighted with the site: "I really enjoyed your service, very professional but friendly. We were quite a pain sometimes, with loads of questions, but you were patient enough to promptly explain and adjust things according to our needs. I am really in love with the website you created for the green bud and with the great job Tom the photographer did for it!"



www.thegreenbud.co.uk

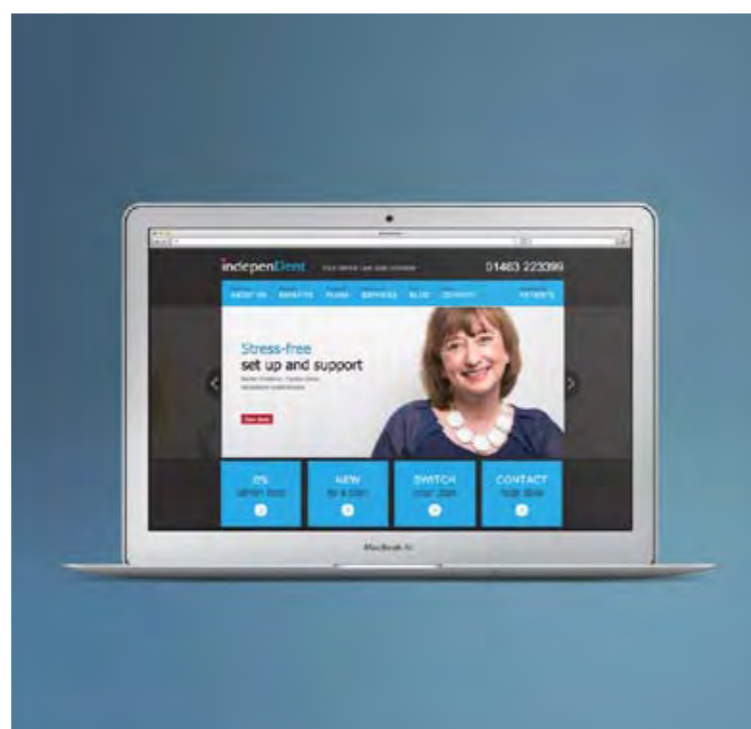
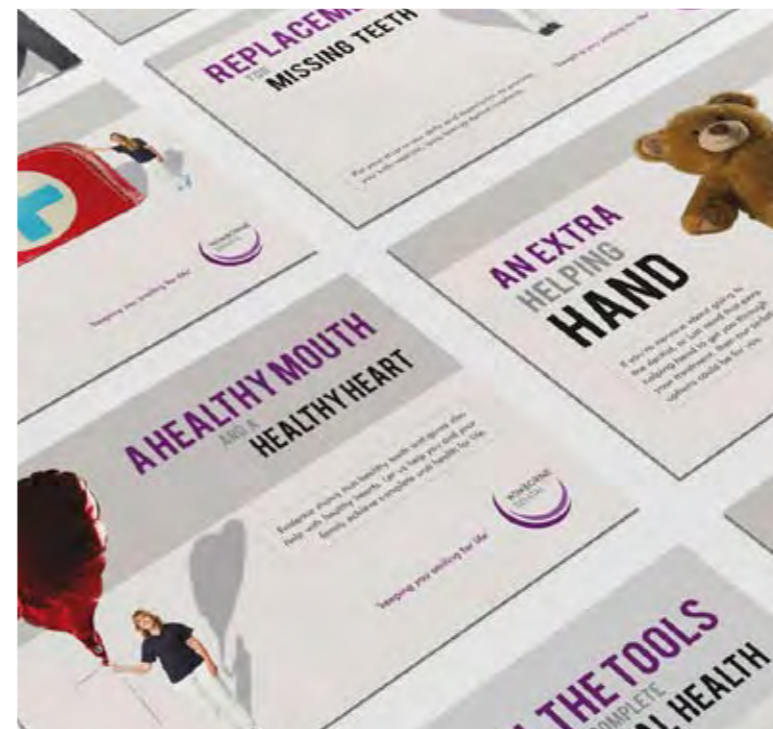


What can we do for you?

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

- Marketing strategy
- Branding & logos
- Signage
- Printed literature
- Promotional items
- Websites & ecommerce
- Video
- Digital presentations
- Awards submissions
- SEO & SEM
- Social Media Management
- E-marketing
- Advertising
- Photography
- PR & copywriting

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



Colour: RGB v CMYK

In design for print and digital media, it is an essential skill to know the difference between and when to use RGB and CMYK colours.



by **Lee Groenewegen**
Head of Design,
Blue Horizons Marketing



CMYK, which stands for Cyan, Yellow, Magenta and Key (Black) and as a guideline, is the default colour model when working with colour for print items such as leaflets, brochures and stationery (with the exception of spot colours, such as Pantones). RGB on the other hand stands for Red, Green and Blue is the typical colour model commonly used for electronic communications such as websites and television screens, although can now be found in modern digital printers.

RGB is an additive colour model and works by blending varying amounts of red, green or blue light to create the image that you would see on the screen of an electronic device. These colour channels are blended in channels with values of 0 to 255, When all values are set to 255 this will produce a white light, and conversely when all the values are

set to 0 you will see black. If you look closely at a television or computer monitor, you may notice small pixels of colour that are either red, green or blue, and when light is projected through them, they are blended to create the desired colours.

CMYK on the other hand is a subtractive colour model that uses a combination of values ranging from 0 to 100 of cyan, magenta, yellow and black. These are printed in layers of halftone dots that create the illusion of different colours. Each layer, when added, subtracts (absorbs) the varying amounts of light that can be reflected.

It is important to design using the correct colour space, as CMYK and RGB colours render differently depending on which medium they are being used for and can appear different to expectations. The main reason

for that is the RGB colour space is much larger than that of CMYK. In fact, there are about 1 million more colours than what can be achieved when printing using traditional CMYK. This is most evident, when clients often note that the colours on screen (which uses RGB) can be vastly different to their printed designs.

The CMYK printing process involves mixing layers of inks to create a limited range of colours, which is often prone to inconsistencies - so much so that if you sent a document to five different professional printers, the likelihood of visual colour discrepancies is high. In order to manage these issues, there are a number of colour libraries that have been developed (such as Pantone) that provide standardised colours when designing for print. These libraries are at times referred to as spot colours and are used when critical colour reproduction is required.

This article touches on the main colour models and practices that are most commonly used. If you have any questions about this article, then please don't hesitate in contacting us on info@bluehorizonsmarketing.co.uk, we will be pleased to help.

How to choose the right recruitment agency – Part 2

For companies

01	 <p>Choose a chain or independent specialist National chains may mean brand recognition and a cheaper charges but specialist agencies will understand your industry in much greater detail and are more likely to give you priority to ensure you come back only to them in the future.</p>
<p>Check the screening process How does the agency vet it's candidates? Are they always meeting or talking to them face to face? A good recruitment company will ensure that they have a high quality selection of suitable candidates on their books and will only offer you those that closely match the required profile.</p>	
03	 <p>Ask for references and testimonials Solid testimonials and references can help separate the good from the great. Delve into details of what people have to say about their experiences with the agency, is there a consistent point of contact, are they honest and trustworthy? This part of the process should really help you refine your selection.</p>
<p>Meet them in person Don't be afraid to arrange a meeting. A good agency will take the time to meet you in person, or at the very least have an in depth phone conversation. Arm yourself with the key questions you want to ask and really get to know them. After all they're working for you and should be a real asset to your business.</p>	
05	 <p>Think long term A good agent will work at building long term relationships. It's a small world. Your reputation must be safeguarded by the agent who is describing your company and the job to potential employees now and in the future. A good reputation can be long in the making but sadly quick to lose.</p>

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DENTAL TRAINING & RECRUITMENT

Get selling: Part 1

So you've just launched your new online store. Your products look amazing, the photographs are gorgeous, the design extremely stylish and you've crafted all the descriptions. But how will anyone actually visit it?

In this article we look at some great ways to drive traffic to your website and start to grow your visitor numbers. The more relevant traffic you can get to your site, the more chance you have of making a sale. There are so many different ways you can market your website these days, so we've just picked a selection

here. We've summarized each to give you a taste, and of course, if you need our help with any of these or have any other questions, then just let us know:

1. Get social

If you haven't already, then get yourself set up on your preferred social media platforms. They all help (in their own different way).

Facebook is a good starting point as you're likely to be familiar with this already, so create yourself a business page and invite all your friends to start with. Facebook also enables you to create highly targeted adverts, so it's often the best social platform to start with.

But don't forget about the others, Instagram is great at brand building, Pinterest the same, Twitter fab at quick conversations and LinkedIn good at raising your own profile and network.

2. Advertise with Google AdWords

A quick and convenient way to get yourself on the first page of Google. You'll bid for the keywords you want to rank for and then only pay one when someone clicks on your advert.

You should have £75 worth of free credit if you have a Shopify site and you can get set up in no time at all with AdWords Express. If you want to delve a little deeper and have more control, then you'll want to go down the full Google AdWords route.

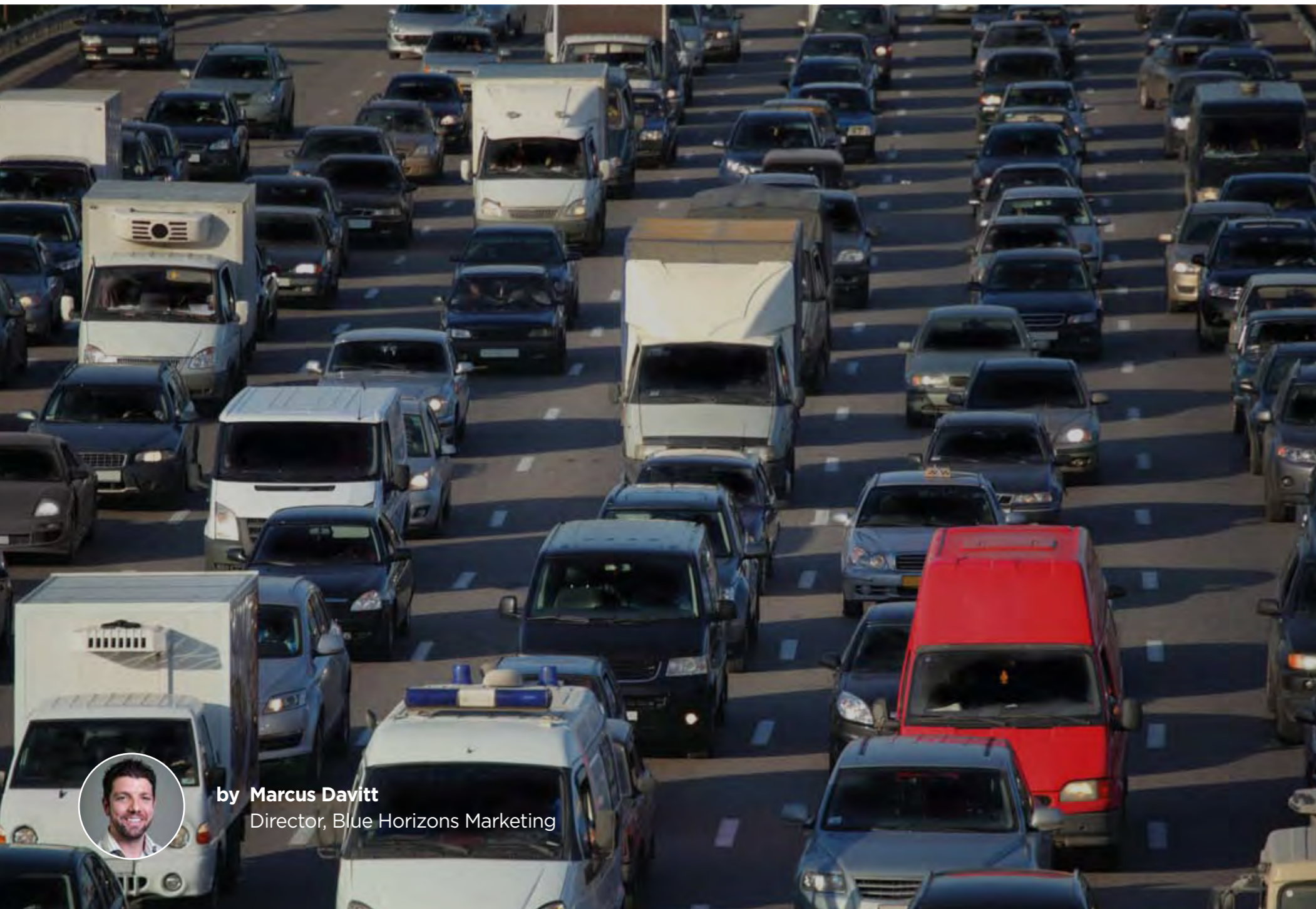
Whilst you're looking at AdWords, why not consider Google shopping. This fits in perfectly with selling products as you'll be appearing with all other shopping listings when people are looking for specific items. You create product feeds and again bid for position. Google's own analysis of your site plays a part too.

And finally, don't dismiss Google display network. These are select Google partners where your adverts can appear on blogs, news sites and other niche places on the web when people are talking about certain keywords or have clicked on different links. You can advertise with text only adverts, image ads or even video ads.

3. Get search engine optimized... and keep it going

Organic search engine ranking is one of the best ways to generate traffic. Ranking for relevant search results on the first page of Google (and the other search engines), is a sure fire way of getting traffic. Successful SEO is no longer about having specific keywords a large number of times on your website, its all about building up the authority of your brand across the web and being the go to company for all things related to your products.

But how? Well, with a careful mix of fresh content on your own site, quality sites linking back to yours with relevant keywords/content, onsite and offsite blogs and even social media content to drive more traffic back to your website.



by **Marcus Davitt**
Director, Blue Horizons Marketing



4. Build your email list

Email subscribers are more responsive and have a stronger connection with your business. They're also a great way to drive repeat traffic to you website and grow your brand through word of mouth referrals.

Encourage sign ups to your list by offering a reason to subscribe, collect email addresses through social media, networking and general advertising, and communicate with your lists regularly to increase site visits.

5. Buy banner ads

Banner ads can work magic when it comes to selling products online, it just depends on how creative you are and where you place them. These tend to be bought in bulk on a variety of partner sites and will appear around existing content ready to attract attention and drive traffic through to landing pages or products.

6. Hand out flyers

An oldie, but still a goodie! Mass leafleting still has a place in the marketing mix. It's a perfect way to get your product or service in front of a potential audience. While SEO and AdWords waits for your customers to come and find you, direct mail gets your business in a front of an audience.

Deliver your leaflets in person, using teams of professionals through Solus, try Royal Mail's door to door service or hire brand ambassadors to target the right kind of clients in high streets or shopping centres. But remember, make it memorable!

7. Use print ads

Print advertising still works. Yes, glossy magazines or national newspapers still charge through the roof, but local directories, business listings or specialist magazines and trade directories are much better value and the perfect mediums to help you stand out amongst other advertisers.

8. Outdoor and ambient advertising

There are a wealth of options available to generate brand awareness and get your products noticed whilst people are carrying out their 'normal lives'. We consume a huge amount of media just on our daily commutes. You'll drive past large billboards, AdShells (bus stop posters), the buses themselves (both t-sides and bus backs), train platform posters, public convenience displays and more. These can be bought in bulk and you can even pick specific locations for maximum exposure.

Ambient is the new way of getting customers to experience your brand, they range from leafleters with static or digital 'sandwich boards' on them, clean graffiti, pole people, pizza box advertising, AdBikes, AdVans and you can even pay people to shave your brand into their heads. The options are endless!

9. Generate word of mouth (and incentivise for it)

There's nothing more powerful than a recommendation, so ask for testimonials and encourage referrals from likeminded customers. Send out emails after purchase, pack cards with orders and offer discounts for any referrals.

10. Radio

Radio can help target a mass audience either through traditional spot adverts or event through programme sponsorship. Or perhaps one of the best options is to get the presenter to talk about your product - the perfect endorsement.

In summary

These are just a selection of ways to generate traffic, so have fun, get creative and test, test, test to make sure you're using the right medums going forward.

In Part 2 we will look at some great ways to convert your visitors and make some sales.



PROFESSIONAL PHOTOGRAPHY ON A BUDGET



by **Marcus Davitt**
Director, Blue Horizons Marketing

We all know how much of a difference quality images can make to your marketing. Just look at your favourite brands, websites and those that win design awards and most of the time it's the images that make them!



Achieving the right look for your brand through professional photography is traditionally expensive. There's the location to source and often pay for, the photographer's time, an art director, professional models, image stylists, props, photo retouching and editing, the list goes on. But there are ways to still achieve the inspirational images that reflect your company's products and services without breaking the bank.

At Blue Horizons we are always trying to create the most affordable marketing solutions for our clients' budgets and the same goes for our product and lifestyle photography.

We work with exceptional photographers who can achieve this high end, consistent look, but without it costing the earth. So as well as choosing the right photographer at the right price, what else can you do to reduce costs?

Research your location

It's often feasible to get a free location if you spend time finding one. Studios are great for consistent lighting and a clean background, but they don't suit everything and can often require set design (which can be expensive on top of the hire itself). So think creatively.

Some hotels will be happy to offer use of their facilities in return for some publicity, many public areas can be used without charge, if you're discreet and your existing friends, families or colleagues may already own or live in the picture perfect location which you may not have even thought about. Ask around and don't be disheartened if you do get a 'no'.



Model yourself

This may strike the fear of God into you, but don't dismiss the idea totally. You may already know friends or family who photograph well, so ask them, especially if they're your target audience. Consider 'friends of friends', particularly those who express an interest in modelling as a career or side job. After all they will need to develop a portfolio somehow, so offer them use of the images from your shoot.



Styling on a budget

Professional stylists can make a big difference, but as long as your models look smart, consistent and on brand, this is often enough for most companies. Dress the scenes yourself with low cost accessories, from flowers to candles, cushions to technology. One of the most important and often overlooked factors is ensuring that the space is tidy and clear of clutter. These small details can make a big difference.

Photo editing

Yes 'Photo-Shopping' is a real skill, and 'cutting out' images is an art, but you don't necessarily have to pay separately for this. A good company will provide a one-off cost for your shoot which will include this within the package or look to get this included when the images are used by your marketing company on their required medium. Or if you need cut outs, consider an online provider, often overseas, who can cut out multiple images at incredibly low prices!

In summary

Don't miss out on creating high quality photos for your products or brand just because you think it will be too expensive. Photos really do say a thousand words and help set you apart. Just think creatively about how you can achieve the look you want and talk to your marketing company about how this can be achieved within your budget. And at the end of the day, have fun with it!

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TOP 7 IT TIPS

- Step 1** Know who your IT contact is. Internet, network, email and phone services might be with different service providers.
- Step 2** Prepare for the worst. Backup your email, documents, accounts, contacts and all service/account credentials.
- Step 3** Security. Both your employee and customer data need to be protected using long passwords.
- Step 4** Save valuable time. Archive email and delete unwanted messages, contacts and documents to find things quicker.
- Step 5** Save money. Storage can be expensive, so remove unnecessary email and documents once they are backed up.
- Step 6** Enjoy technology. Mobile phones and social media are great first steps to engaging with new customers.
- Step 7** Regularly repeat steps 1 to 6.

The Key to Online Success? Create Compelling Content

If you know anything about SEO you may have heard of the popular phrase, 'content is king', used by marketers to let loose on the benefits of having a solid content marketing strategy. But what does this actually mean, and how can content creation excel your online success?



SEO AND CONTENT MARKETING

SEO is a fundamental part of getting your business seen online. It involves the all the technical aspects of website HTML, site crawling and link building that help you get indexed and ranked in the search engine results pages (SERPs) - ranking 1st place on Google being the ultimate aim.

But it's your online content that actually gets your site indexed, ranked accurately in the search results, and better seen online. Without quality, fresh and relevant content to continually index your website and build site authority, you won't rank highly for the key search terms your business wants to be found for. Cue in content marketing.

WHAT IS CONTENT MARKETING?

According to the Content Marketing Institute: "content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action."

What this means is that by creating owned content and curating valuable and relevant content online, you'll be able to attract and retain your target customers and influence their behaviours.



by **Steven Henderson**
Head of Interactive Services,
Blue Horizons Marketing

So, as well as being good for SEO – driving traffic to your website – content is also about the user experience when they get there, helping you effectively generate leads, engage target audiences and strengthen your brand identity.

Content marketing is an ongoing, holistic SEO approach to building online visibility and developing your brand.

How creating content creates online success

- According to research from Content +, 60% of customers say they feel more positive about a brand after reading custom content on its site.
- Consistently sharing informative, interesting and high-quality content will entice users to continue to read, click through and interact with your website. In the long-term, you'll be building credibility for your company and strengthening your connection to your readers.
- Content marketing is a brilliant way to use keywords strategically to boost your performance in the SERPs. Producing valuable content that your audience will want to read, will allow you to implement your target keywords in a more human and user-friendly way.
- The better the content, the more likely users will want to share it and link back to it from their sites. Good authority backlinks are key to building SEO success.

Although 88% of B2B marketers use content marketing, only 32% have a documented content strategy (Forbes). Having a content strategy is important to consistently create quality content with your audiences' interests in mind. Your strategy also needs to consider where these audiences will be and how the different channels – social media sites, your blog, content publishing platforms etc. – will affect the type of content you produce.

5 tips to creating successful content

1. Avoid keyword stuffing at all costs: content is useless if it doesn't provide a valuable user experience and make people want to engage with your brand. Instead make it your duty to understand your target audience and use keywords strategically to help solve their problems.
2. Content marketing needs to be integrated into your whole marketing strategy: don't plan separately, the content you create and the results you achieve need to be implemented into your social media marketing, PR campaigns, paid advertising strategies and so on.
3. Factor in your mobile audience: though long-form content (over 1,500 words) is shared more often, this won't necessarily be the case for the growing mobile and tablet readers who don't have the time to digest a long, dense piece of content. Again, know your target audiences and adjust your offerings accordingly.
4. Collaborate: creating guest articles or collaborating with other industry professionals is an effective way to build your authority on a subject and your brand reputation, as well as helping your content be seen by a wider audience. Collaborating with influencers or people popular within your target market, is also an increasingly popular way of getting seen online.
5. Make sure you include all forms of content: the written word is a powerful thing, but visual content is growing extremely important. Research has found that articles with images get 94% more total views (Jeff Bullas) and additionally it's predicted that 74% of all internet traffic in 2017 will be video (Syndacast).

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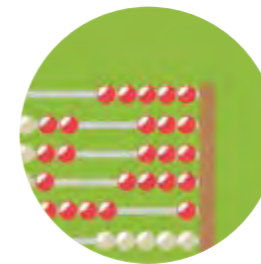
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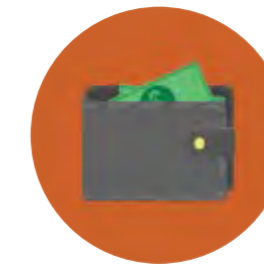
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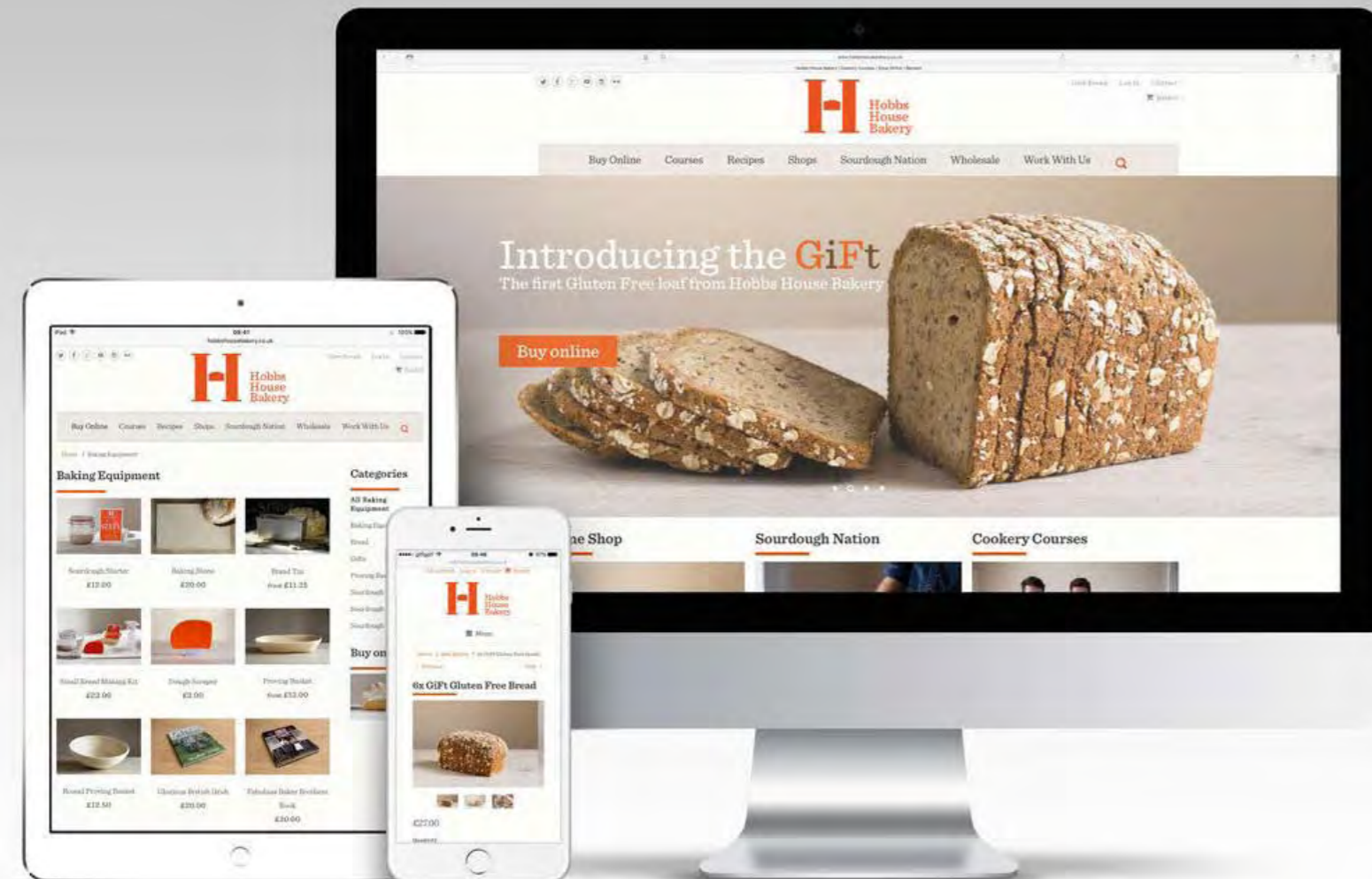
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SOCIAL MEDIA INTERACTION & ENGAGEMENT

Social media is a trend which has gained a lot of momentum as something you 'should be doing' as a business owner in the last couple of years. For good reason too, social media is a great asset for any business to build an audience, gaining more sales and solid consumer traction. However this is only possible when used in the most effective way for the business.

LOG IN

SIGN UP



by **Kelsey Smart**
Marketing Coordinator,
Blue Horizons Marketing



For most social media experts/specialists, interaction and engagement is something very important for the success of any social media page. But why? What is the base line of social media?

Well, social media is predominantly free, open to any user and with the potential user reach of millions which means the potential for millions of new customers!

Social Media allows you to post relevant content to your audience and interact with them. The key for generating relevant content is to not necessarily post content you like but content your audience will be interested in! For example if you make designer apparel, posting a video of fashion through the ages would get the attention of your audience and potentially further post shares and in turn

placing the spotlight onto your page.

Creating/finding relevant content can often be challenging and, to a certain extent, quality over quantity does come in to play. However, as well as providing relevant content, regular posting also helps to gain a social foot hold. Finding the happy medium is a great thing to be able to achieve.

A question which we hear a lot is why is the use of social media important to my business? If you are a mail order company for example then utilising social media would be perfect to allow you to reach potential customers who don't live within a local proximity of your business/area of operations and increase engagement.

Engagement is all about your interactions with your followers and visa versa, which can be measured though the use

of certain Key performance indicators (KPIs) such as: likes, comments, retweets, downloads, shared and post clicks. Although the whole concept of social media use for businesses can be rather confusing for some, there are a simple things you can do to help increase the engagement of your followers. Ask questions! By asking the opinions of your following you are creating a topic of conversation, you can respond to their views, your followers can engage with each other which creates a mini community.

If you'd like any advice/help with the management of your social media accounts why not give us a call and we can create a bespoke plan to help boost your social presence.

Looking for a new website or a marketing revamp?



If you think it's time for a revamp to any existing marketing but are concerned about your marketing budget, then don't forget that we can offer to spread payments over several months via interest free Direct Debit.

Ask about spreading the cost of your new project today.

GOCARDLESS

*Minimum spend applies. Ask for more details.

Referral offer

Here at Blue Horizons, we are always delighted to welcome new clients on board. If you refer a colleague who goes on to become a Blue Horizons client we will show our appreciation by offering you a choice of:

1. An iPad mini
2. A case of champagne
3. £200 John Lewis gift voucher

Plus, your chum will get a 20% discount off their first order*!

Please pass on details to any colleagues who you feel would benefit from our services, or alternatively, pass on their details to us and we'll take care of the rest.

* Minimum spend applies. Ask for more details.

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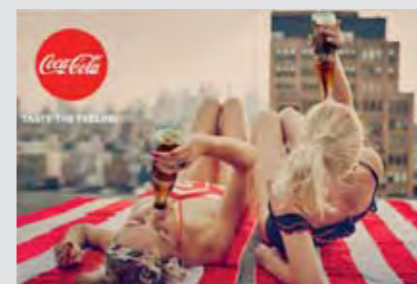
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Industry news

Marketing round Up



Coca-Cola crashes out of world's top 10 brands

Coca-Cola, one of the world's most iconic brands, has been served a warning after it failed to place in the annual BrandZ ranking of the top 10 global brands for the first time.

Read more at <http://bit.ly/29agxpx>



UK content marketing spend predicted to more than double by 2020

Content marketing spend in the UK is set to rise 179.2 per cent to £349 million in 2020, from £125 million in 2014, according to a report from Yahoo and Enders Analysis.

Read more at <http://bit.ly/29bZwF2> |

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