

MARKETING TODAY

EIGHTH EDITION

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Editor's Note



Here we are with our eighth issue; we hope you find it useful and interesting and it spurs you to make improvements with your marketing. In fact, we have an article on the subject of smart marketing being about help not hype, turn to page 20 to find out more. We also have features on SEO, the new GDPR Data Protection reform, as well as a great case study, tips on how to convert your website visitors to customers and much more!

We have had lots of change here at Blue Horizons - Jo is now on maternity leave after welcoming baby Sophie Eloise to the world on 4th March and Lee and his partner Lisa welcomed their baby girl Olivia Mae into the world on 22nd May - congratulations to all!



After completing his marketing apprenticeship, Kelsey has decided to move on to pastures new. However, we are very pleased to welcome our new team member on board - Tess Davies. Tess joined us on 15th May and has settled in amazingly well and is very much a part of the Blue Horizons family already.

We are here to help you, so please let us know how we can improve our service offering by emailing zoe@bluehorizonsmarketing.co.uk or giving us a call on 01242 236600.

Kind regards

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Office make-over



We have been in our current offices for well over ten years and needless-to-say they were starting to look very tired. Back in the day, clients never came to our offices so it didn't really matter what they looked like! But now that we have more and more clients come to visit us, it was clear that a change was needed.

Walk the walk

As a marketing company it is pertinent that we 'walk the walk' and not just 'talk the talk'. We make every effort to ensure our website and other marketing communications accurately reflect our brand; but our office space definitely did not do this - it was drab, tired and soulless. We worked with Kelly James from Shadow Play Design to help us manage the project; a 'mum from

school' friend and an interior designer with great taste to boot.

The brief

Due to uncertainty with the building and our lease (in terms of it being put on the market at one point) we decided to not invest too much in the infrastructure of the building in case we found ourselves being forced to move, it just didn't make sense.

Our offices are in a prime location in the centre of Cheltenham and we have parking - too good a thing to give up!

Initially we were going to re-plaster the walls, put in new lighting and update the kitchenette, but instead we scaled it back to mainly focus on a scheme that we could easily 'pick up and move' to another premises should we need to.



We wanted to create a space that fitted with our brand, but at the same time was welcoming to clients. Much like our approach to work, we wanted our office space to be professional, yet friendly and welcoming at the same time. We wanted a classic, understated feel with small elements of fun (not too in-your-face loud and wacky!)

The design process

Pinterest was a great tool to enable us to show Kelly what we liked and likewise for her to test the water with certain items/ideas. You can check out our original Pinterest Board here <https://uk.pinterest.com/bhmarketing/office-refurbishment-20156/>

From here, a mood board was put together:

Key items - Blue Horizons 8 step process

We commissioned local illustrator Charlotte Farmer to add more interest to our 8 step process - the perfect opportunity to add Lola, the office dog!

Meeting table & chairs

Due to holding more client meetings at the office, a large meeting table was key. We wanted a statement table that didn't feel too office like, so we opted for a mango wood dining table along with contrasting Eames style chairs to add pops of colour.

Storage

As we were on a budget yet wanted to create a quality feel, we cheated! We used Ikea wardrobe carcasses and then bespoke doors and handles made by Swedish Company Superfront.



Paper roll

During meetings, scribbling down ideas and drawing pictures is a big part of the process, but we wanted something that was more aesthetically pleasing than a white board.

We also quite liked the idea of going back to good old-fashioned pen and paper to sit alongside the digital technology that we use.

Getting stuff done

Its frightening how much junk an office accumulates over ten years. We recycled where possible and used The Furniture Recycling Project. We would wholeheartedly recommend this charity who work to create a better community throughout Gloucestershire.

The whole process, although tiring, was so cathartic; out with the old and in with the new really



Search engine optimisation

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£265
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Optimisation of chosen keywords

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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



does change the energy for the better. Now the room was clear we could crack on with getting the painting done before the new carpet was due to be fitted.

How it all came together

We purposely wanted to create a sense of space in the office but, once all the furniture was in place it did look a little stark. Using plants and artwork really helped soften the look to create a more homely feel. You can see the finished room throughout this article.

Reflecting your brand personality to your clients if so important, regardless of what business you're in.



What next?

This year we aim to tackle the second office, which we are referring to as the 'engine room' - where all the magic happens! So watch this space for part two.....

*Minimum 3 month contract

GET SELLING: PART TWO

In part 1 of our Get Selling blog, we looked at different ways of driving traffic to your ecommerce site. Hopefully you're getting visitors now, but you still might not be getting any sales. The second part in the 'Get Selling' series is all about converting your visitors into new and long-standing customers.



Use good quality images

Conversions rely on building trust with your customers, highlighting why they should buy from your site, why others think your products and service are first rate and above all making it easy for them to shop with you.

Here are some ideas to assist in this process:

Use live chat

Have you ever gone onto a website and thought 'I wonder if...' or had a burning question you've needed answering? Well, live chat is the answer to these situations! A live chat function allows customers to get instant answers regarding your products and in turn raises the chances of a conversion.

You can help manage customer returns, make it convenient for customers to get in touch at a

time to suit them (on any device), guide your customers through the buying process and even engage with customers by recommending alternative products.

If a live chat is not available, having an easy to use contact form can be just as effective for a successful conversion. As long as it's simple and intuitive to use, you're onto a winner! Everyone likes to be able to send a quick message without having to fill in a hundred boxes.

Enable product reviews

Did you know that 77% of consumers* read reviews before purchasing online? And that according to Internet Retailer, you can increase ecommerce conversion rate by 14-16% by adding product reviews to your online store.

People like to be able to see reviews from previous customers to help gauge the quality of the products and even the business as a whole. Installing a reviews app, such as the free Shopify Reviews, is an easy way to collect and display product reviews. You can even use an add-on app to invite your customers to leave a review once they've made a purchase.

Ensure your images are top quality

Image quality is something we have mentioned before as the quality of your images are directly linked to successful sales online. Customers like to be able to get a good idea of how products look before purchasing.

When shopping in a real store, customers can pick a product up, feel its weight, try it on, touch its edges and give it a squeeze. When shopping online, customers aren't able to touch whatever you're selling which is exactly why product photography is so important in swaying a potential buyer's purchase decision. Your images need to give them an experience as close to "real life" as possible, so make sure you invest in quality product photography.

Display product videos

Creating product videos, 360 degree views and user guides all assist with providing your customers with as much information on your products as possible. They can help drive more traffic to your site and ensure your customers stay longer. In fact user guides are also excellent when it comes to search engine optimisation, providing users with quality, value-added content to your site.

Include FAQs

Providing a list of frequently asked questions can be great in saving time with customer queries, answering your customers' queries there and then and providing additional, great-value content. Start putting one together and keep adding to it as you run your store.



Introduce an affiliate scheme

Encourage your existing customers to do the marketing for your store with an Affiliate Marketing Scheme. Affiliate marketing can be an amazing sales channel for an online retailer; it relies on your existing customers to spread the word for you and to grow your business.

Offer incentives for customers to share on social media and send emails to their contacts and then set an attractive commission rate when anyone goes on to buy.

Prominently display badges or seals

If your product is endorsed or certified by a reputable firm, let visitors know with a badge or seal. Any important characteristics or certifications of your product (such as specific materials, safety or any third party endorsement) could be included on your product page as 'designed' badges.

These badges and seals allow you to borrow the trust they might represent. This reassurance makes it easier for potential customers to want to do business with you.

Offer free shipping

Once a customer has decided on what they want to buy, quite often the available shipping options can be a deal maker/breaker. If you charge a significantly high amount for postage you should be aware that this could prevent you from gaining sales. We recommend free shipping as a shipping option or a cost priced shipping option so not to make it too expensive for a customer.



Enable free easy returns

In addition to having attractive shipping rates, having a clear and concise returns policy can make it easy for your customer to decide to buy. People want to know that if they don't like something, they can return it without too much hassle. Although this can be seen as a negative offering by some store owners (as they worry people will just return a product), it can actually aid in the trust-building process and encourage people to make that purchase in the first place.

In conclusion

So now you have your reviews system set up, live chat installed, a contact form up and running, perfect product imagery and a sound returns policy and you're well on your way to making the first of many sales on your store. But you're not on your own, Blue Horizons are here to help to run a successful and thriving online business. Get in touch if you have any questions or need any further help with your marketing.

*Source - Jupiter Research

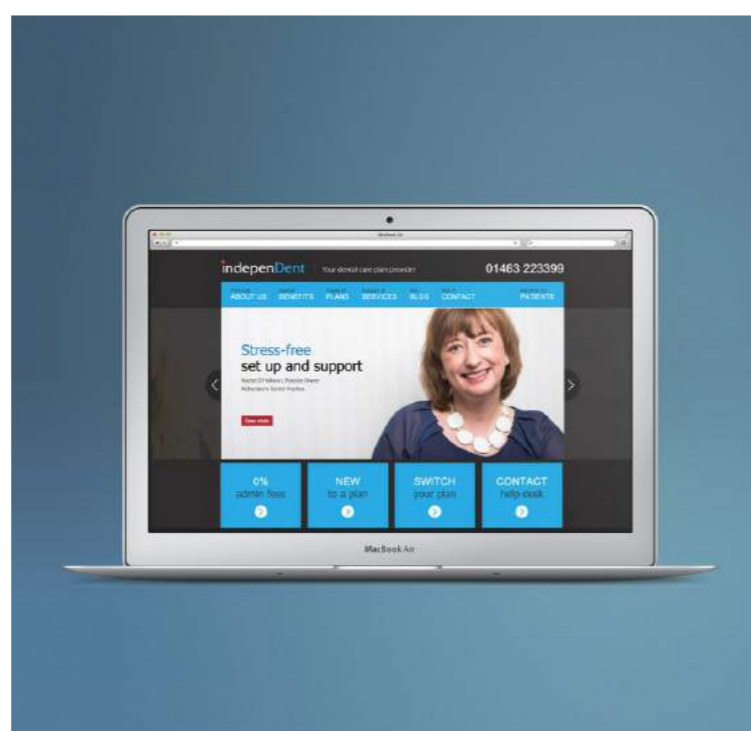
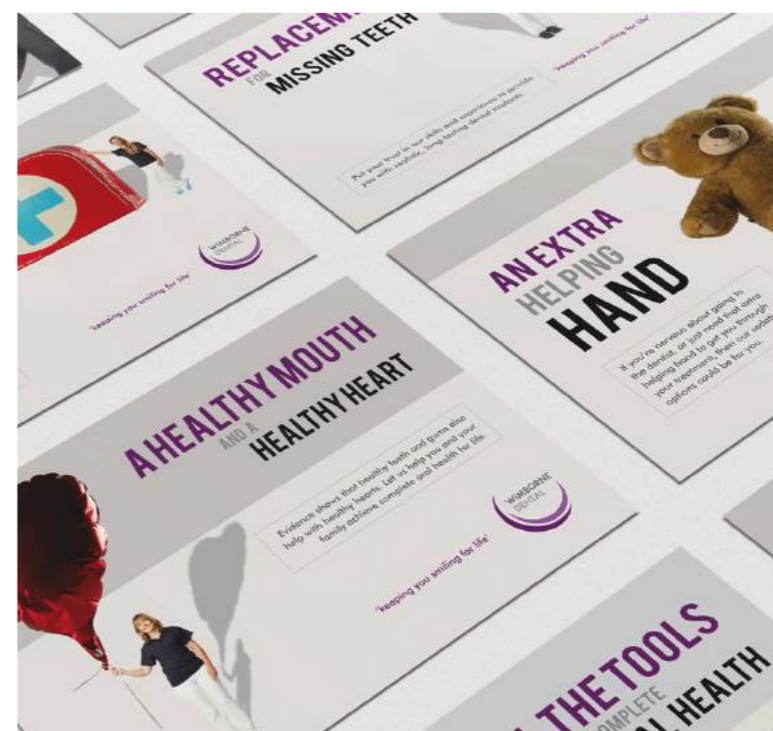


What can we do for you?

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!



What is GDPR & what's it all about?

Currently, we put a lot of trust in companies we don't know. We agree to their terms and conditions just to make the checkout quicker, so we can purchase new shoes or book a flight. We do all of this without knowing what they will then do with our data, how it will be processed and who it will be issued to.

The EU General Data Protection Regulation will be used to specify how consumer data should be used and how it should be protected. GDPR will replace all data protection legislation in the EU member states, including the UK's Data Protection Act 1998. Adopted by the European parliament in April 2016, it will become enforceable throughout the EU in May 2018.

It applies to everyone included in the processing of data for or about individuals, in the

context of selling goods and services to the citizens in the EU. This will even apply if the organisation is located outside of the EU but trades within. For example, Facebook have set up their entire non-US operations in Ireland; this means everyone signed up to Facebook and living in a European country is bound and must comply to the Irish Data Protection Law. Even though we are due to leave the EU, Britain has promised to mirror the law when we leave

and will comply fully whilst we are still in and during the leaving process.

Currently the EU Data Law is patchy and outdated. Companies and organisations pick and choose which parts of country's laws they wish to adhere to and can find many ways around complying with specifics. The impact and reason for EU GDPR means the law and forfeits will be of the same level across the entire of Europe.

The impact of GDPR on businesses and organisations

GDPR means there will be a restriction on commercial use of data. This means business will now be limited as to what they can and cannot do with data to gain commercial benefits. In the run up to the enforcing of GDPR, businesses will need to comply with the key requirements. This will involve spending thousands of pounds for most companies. Employing Data Protection Officers, buying new software to cater for some of the requirements and even putting in place safety procedures to alert customers

to any risks within 72 hours will cause huge expenditure to some organisations.

On a positive note GDPR will strengthen customer trust as well as customer confidence in your company.

What are the requirements?

7 Key Requirements

Consent – It must be just as easy to opt in as it is to opt out. Sentences must be clearly written, cannot include legalese and cannot 'fool' anyone in to opting in.

Breach notification – If a breach of data does happen, data processors must notify anyone

involved, including notifying customers of any risks within 72 hours.

Right to access – The data subject now has the right to obtain confirmation from the data controller as to whether their personal data is being processed. The data controller should then provide an electronic copy of personal data. This copy should be free of charge and electronic.

Right to be forgotten – Every data subject now has the right to have the data controller erase their personal data and cease its dissemination when the data is no longer relevant to its original purpose.





Data protection officers –

Professionally qualified data protection officers must be appointed in public authorities or organizations that engage in a large scale with systematic monitoring, processing or sensitive personal data. Those workplaces require

a professionally qualified data protection officer if the company has more than 250 employees.

For non-compliance with these 7 requirements by May 2018, the company can be fined 4% of their global turnover or 20 million Euros, whichever one is greater.

So how can we prepare for the change?

Here are our 8 top tips taken from ico.org.uk

- Document the personal data you hold, where it came from, who you share it with
- Review your current privacy notices and put a plan in place for making any necessary changes in your business in time for the implementation of GDPR
- Check and update your procedures to ensure they cover all the rights individuals have
- Review how you seek, record and manage consent and whether you need to change or refresh these processes
- Start thinking now about whether you need to put in place systems to verify individuals' ages and to obtain parental or guardian consent for any data processing activity
- Make sure you have the right procedures in place to detect, report and investigate a personal data breach
- Designate someone to take responsibility for data protection compliance and assess where this role will sit within your business
- If your organisation operates in more than one EU member state, you should determine your lead data protection supervisory authority

For more information, head over to the Information Commissioner's Office website

<https://ico.org.uk/for-organisations/data-protection-reform/>

Data portability – The ability to provide smooth data portability for a data subject. This means the individual can obtain and reuse their personal data for their own purposes across different services. Companies should provide a service that allows the individual to move, copy or transfer personal data easily from one IT environment to another.

Privacy by design – Each new service or business process that uses personal data must take the protection of data into consideration. An organisation needs to be able to show that they have adequate security in place and that compliance is monitored by a data protection officer. This means that an IT department must take privacy into account during the whole life cycle of the system or process development.

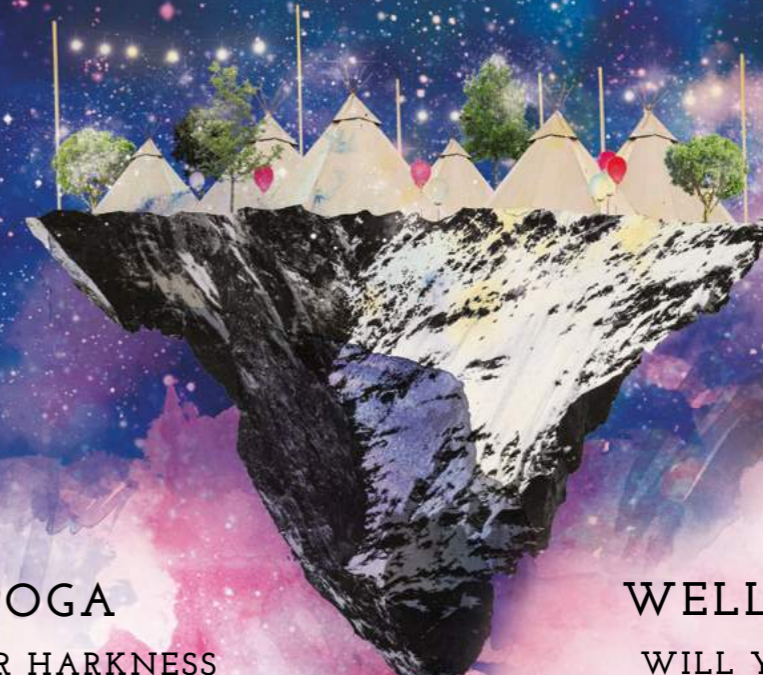
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- FOUR WALLS . HARVEY CAUSON . BEST LEFT WILD
- JOSH FLETCHER . ROOTS INSPIRATION (DJ)



Hosting Glossary

As part of our open and transparent business philosophy, we like to take the opportunity to explain many technical terms in the services we provide. Our website and email hosting services, being technical by nature, sometimes require a little education to understand. If you are new to websites, email or hosting, we hope the following reference guide will be of use.

Our packages

 £25 per month	 £40 per month	 £80 per month
Website hosting & back-up	Website hosting & back-up	Website hosting & back-up
Unlimited email addresses	Unlimited email accounts	Unlimited email accounts
1GB storage**	2GB storage**	5GB storage**
5GB bandwidth**	10GB bandwidth**	25GB bandwidth**
Monthly Google analytics	Monthly Google analytics	Monthly Google analytics
Email & phone support (9-5)	Email & phone support (9-5)	Email & phone support (9-5)

If you have any questions about our latest hosting packages or about our hosting services in general, please get in touch by emailing marcus@bluehorizonsmarketing.co.uk or calling **01242 236600**

Backup

An archive of important documents. Invoices, contracts, proposals, accounts, receipts, photos and blueprints are often created and stored on a laptop or portable device today, and should be copied for safe keeping. DVDs, USB Storage, NAS and Cloud Backup; there is no shortage of ways to backup digital documents (and like photocopies, some of these too can also be kept in a safe deposit box). Emails and files created on phones are often saved to Cloud with some form of backup but, if you are not tech savvy, we recommend having somebody technical ensure you have a backup of anything important.

Server

The computer (or in many cases multiple computers) that provides services such as storing documents (text, images, spreadsheets, video etc) for websites or programs such as Microsoft Word, Microsoft PowerPoint or Microsoft Outlook. These computers can be in your office or remotely connected to over the internet. Some servers are for private use, like sharing documents in an office, and some are for providing a public place for files to be accessible from all around the world (like a website).

Hosting

A service whereby users can access servers. Web hosting for example provides the means for people over the internet to access its

content. Not only can data be accessed on a server, a hosting service may also allow data to be sent over the internet, such as email. Some hosting services provide services directly via a website, whereas others can provide access to services via third party software such as Microsoft Outlook or Dropbox.

Usage

The activity of using a computer. Be this through using your phone to send and receive emails or downloading an application form on your laptop. Using data hosted by a remote server is a service facilitated by both the host(s) of that data and also the Internet Service Providers used by both yourself and each server whose data you use.

Storage

A space where something can be stored. Most modern devices like phones and computers have a set amount of storage into which varying content can fit. As with vinyl, tapes and discs where you would get a variety of content per purchase, additional purchasing would be required to access more content. The same is true with computers, phones, TV service packages, Dropbox and email.

Bandwidth

The rate of computer usage in terms of both your IP and that of third party services such as email and Dropbox.

Check out our Top IT tips

<https://www.bluehorizonsmarketing.co.uk/blogs/news/our-top-it-tips>

SEO: Still not dead, but are you killing it?

Search Engine Optimisation has been with us for a long time. Ever since search engines have existed to crawl the data on our websites, it has been important to ensure that those websites can be found for the products or services they offer and by the desired geographic audiences. Over the years many experts, non-experts and cynics have suggested that SEO is dead. This is not, and never has been, the case.



Google has worked hard to kill off the old-school, black hat techniques of spammy link building and keyword stuffing that at one point in time may have enabled you to manipulate search. With thanks to countless algorithms (often with cute names) the emphasis is now back on delivering a good quality website to your audience.

SEO is going nowhere

Recent research by Searchmetrics found that search results are more important than ever with Statista predicting that, in the US alone, SEO spending will increase to \$79 billion by 2020 (up from just \$11 billion in 2008).

This just goes to show that now is as good a time as ever to ensure that SEO is part of your overall

marketing mix. SEO is no longer a stand-alone discipline and, for the best results, should be integrated as part of your overall promotional strategy. After all, if your website is not optimised for search, not only will it not be found, but with today's focus on user experience and social engagement to support SEO, it will probably not convert either.



Start with your website

Your website is a great starting place, it is the online brochure that should tell anyone, after just one visit, exactly what you can offer, what makes you different and what the benefits are to them choosing your product or service over a competitor's.

Deliver a great service

What people say about you is also really important and will support your online visibility. Google is trying to think more like a human being, so it can deliver results that are just what we are looking for. So, it is no longer just about trying to rank your website for the phrase 'dentist in London', it is also about being the best dentist in London by encouraging your customers to leave reviews, by ensuring that your local listings are up to date and by delivering authoritative, informative and engaging content via your website and social media platforms.

Embrace Social Media

Social media and SEO go hand in hand. For Google to consider your content effective, it has to

be worthy of sharing and what better place to share the content you have found interesting than on social media? It is also worth considering that Google is not the only place people search for the things they need - Facebook, Twitter, Instagram and Youtube all provide search facilities and depending on the age group and preferences of your target audience it may be just as important, if not more so, to ensure your brand appears on these channels. Again, the effectiveness of your social efforts may be in part dictated by what people say about you, so you'll need to ensure you have a prompt and positive customer service response.



Filling in the gaps

With Google taking away much of our data on how people find us and what they are looking

for - consider the 'not provided' organic keywords and the limitations of Google's Keyword Planner - social media does a good job of filling in the gaps. It can show us what content generates the best engagement and what issues raise the most questions so we can fine tune our content strategy to address this.

So, you know that SEO is not dead and that social media needs to be an integrated part of your online marketing strategy, but here's a final thought: monitor and measure. If you want to really understand your customers and make the most of your marketing spend, you'll need to track how people find you, how they use your website, what puts them off and when and where they make a purchase. This is valuable data that shows whether your tactics are working or if you need to go back to the drawing board and start again.

Then you'll know whether you are really killing it.

For an integrated, fully supported approach to SEO, social media and online marketing please speak to Blue Horizons today.

Yutility

– why smart marketing is about help not hype

Author Jay Baer, an American swimming pool company owner, offers a refreshingly stripped-back approach in his best-selling book ‘Yutility – why smart marketing is about help not hype.’



Making your company useful without expectation of an immediate return is in direct opposition to what many people consider marketing to be all about – sell, sell, sell! However, by adjusting our strategies to be more customer-centric and with a focus on genuinely being helpful and useful, we can be smarter with our marketing and more successful as a consequence.

Being useful

It is frighteningly easy to become complacent in our own comfort zones, keeping ourselves busy and just getting on with things as they are, day in and day out. But we must make a concerted effort to grow and develop and potentially change our strategies and how we deal with our customers.

Looking forward, being useful must be part of your company DNA. There should also be a commitment to constantly reinvent and refine the way you serve your customers. It is important to frequently assess where you're at due to:

- Changing customer needs
- Technological shifts
- Changing market conditions
- Innovation

Often when we think about marketing our business, we fast-forward straight to promotional ideas to help get sales, such as offers and discounts. But marketing isn't just about sales promotions; it is literally everything that you say and everything that you do in order to secure a loyal customer. Instead, we should be putting the customer at the heart of our business and making this the starting point – how can we best serve our customers? What can we do that will be useful to our customers? Not what can we say that helps us promote ourselves. And, as Baer says “Being useful is more reliable and viable than being ‘amazing’.”

Identifying customer needs

You have to understand what your prospective customer needs to make better decisions, and how you can improve their lives/business by providing it.

- Search engines, social chatter and web analytics data will help you understand customer needs.
- Ask your customers what their needs are.
- Find out how and where customers prefer to access information.
- Keep an eye on competitor activity and other market developments

We must ask ‘how can we help?’

Often, when we think about being useful, we think about being useful to our customers, not to our prospects. The concept of Yutility is real-time relationship-building. You're either sufficiently useful at any given moment, and this can connect with a customer, or you're not.

“If you sell something, you make a customer today. If you help someone, you may create a customer for life.”

Re-assess your prospect/customer journey and look at all the ways that you can help and be useful.

Content is King

As Baer points out, online search is only part of the customer journey, it is more of a tool than a destination as



being found online doesn't create demand, it can only fulfil it.

By creating useful content you can actually create customers by answering their questions, which in itself carries remarkable, persuasive power that your business is the one for them. Unless it inhibits ease-of-use, there is no downside to providing detailed information to your prospective customers. In fact, according to Baer's research:

"Companies with websites with 101-200 pages generate two-and-a-half times more leads than companies with 50 or fewer pages".

So, take a look at your website and look at it from a prospective customer's point of view. Does it contain the information that they need? What else could you provide that would be of use to them?

Content is fire and social media the fuel

Marketing distinguishes between two kinds of promotional strategies: push and pull. 'Push' takes the product/service to the customer whereas 'pull' brings the customer to the product.

To help 'push' your content out there, use social media as the fuel to get traffic back to your site. Ideally you should be using social media to engage with your audience and promote your useful information first and your company second.



IDEAS ON HOW TO PRESENT YOUR CONTENT:

- Q &A format
- Blog Posts
- Newsletters
- Articles
- Case studies
- Fact sheets
- Infographics
- Video

Must measure metrics

In order to see how effective your efforts are it is important to monitor and analyse the following:

- Consumption metrics
- Advocacy and sharing metrics
- Lead-generating metrics
- Sales metrics

By changing the way you view marketing to one of 'help not hype' you can build on your long-term competitive advantage; aligning 'helping your customers' with your business goals - working smarter and not just harder.

Your trusted financial partner

Call today on **02920 564008** to find out how we can help your business move forward



Some of our services



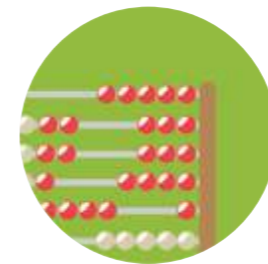
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Tax planning

bluehorizons
your marketing partner

Marketing Partner

We offer clients a 'marketing partner' service, whereby for a set fee per month, we can allocate an amount of time working on your business' marketing needs – doing exactly what you require, within your agreed budget.

We aim to:

- Become an integral part of your team
- Use an integrated approach to marketing to ensure your business objectives are achieved
- Be available to offer help and support whenever needed
- Set specific partnership objectives, regularly monitor progress and activity, review and feedback
- Be forward thinking, creative and challenging
- Demonstrate professionalism and quality in all that we do

To include:

- 6 or more months unlimited phone & email support
- Strategic input and support
- Artwork and design of marketing communications
- Copywriting of any content, for example, articles
- Online marketing/SEO
- Email marketing and automation
- Ongoing updates and additions to website*

*Any physical print or media spend will be charge at extra cost.

From local business to national franchise A 'marketing partner' success story

My Best Friend Dog Care has recently welcomed on board its first franchisee after launching this new area of the business within the last 12 months. We explain what we did to help them achieve this goal.



We first met Jon in 2016 as he was looking to expand his existing business by offering franchise opportunities across various territories in the UK. My Best Friend Dog Care was still a fledgling business, but had grown rapidly and their doggy day care, dog walking, dog grooming and dog boarding elements were constantly full. Jon realised that the only way to grow further was by selling the license to My Best Friend through a franchise.

Jon came to us as he needed help in getting the concept to market and also in offering marketing services as a key part of the support package. We worked with him to create a more refined brand in the first instance. The existing identity was strong, but it lacked consistency in application and so we developed a uniform set of marketing materials, starting off with core stationery elements like letterheads and business cards.

To help the business stand out from the crowd, we carried out a bespoke photoshoot at Jon's and his carers' premises. We captured shots of him and his team looking after the dogs, taking them for walks, grooming them and even offering them obligatory cuddles! We also ensured that we caught the business side of My Best Friend in order to present a professional look from the outset.

The images were used on advertising templates, social media, printed flyers and leaflets and also on a brand new website. The new website uses the Shopify platform to provide a solid base and intuitive content management system which will allow Jon and future franchisees easy access to update and manage their own websites in the future. The imagery on the website really showcases the care and attention that My Best Friend offer all their customers and they have received many compliments over the site. As well as promoting their services to customers who want to send their dogs there, the site needed to attract new potential franchisees. We decided to keep all the content on the main site itself, rather than a separate microsite, and created a section for information on the benefits, support and investment involved.



The site has achieved first page Google ranking for 'dog care franchise' within just a few months, as well as ranking highly for 'dog care and dog grooming' amongst many other terms. Within a short period after launch, Jon has successfully signed up his first franchisee who started in the South Cotswolds earlier this year and interest has continued to grow.

"From my first telephone call with Jo, to my dealings with Zoe and Marcus I have been nothing but impressed with Blue Horizons. I engaged them to support our business expansion in an area that was new to them and they really delivered in all areas, not least the new website."

Jon Roff, My Best Friend Dog Care



Looking for a new website or a marketing revamp?



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.

If you think it's time for a revamp of your website or marketing materials 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

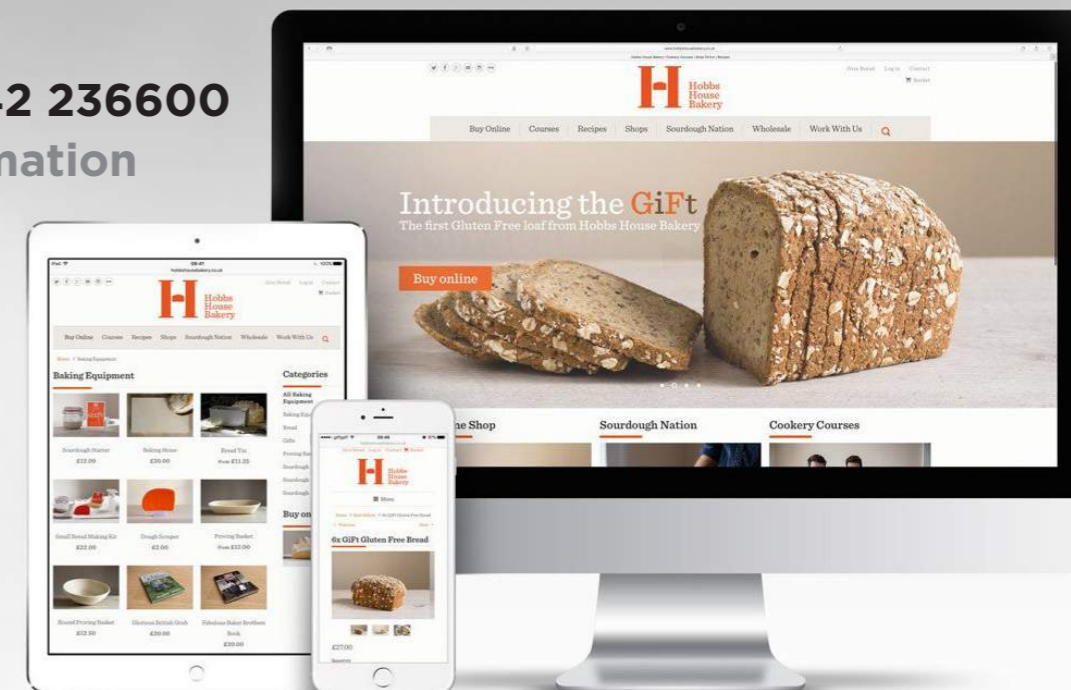
*Minimum spend applies. Ask for more details.

New clients to welcome on board

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|------------------------|---------------------------|--------------------------|
| Accupart | Hilton Dental | Pomegranate Living |
| A1 Fight Gear | Hopscotch School Supplies | Porsche Tech |
| Anna Lizzio Boutique | Jurassic Electric | Rock Lobster Jewellery |
| Australia Luxe Company | Likels | Sensorykraft |
| Back from Bali | London Time Watches | Si Kaa African Fashion |
| Beast Gear | Lover and Bow | The Big Retreat |
| Blink Vintage | Moon & Back | The Cake Decorating Shop |
| Carramea Fashion | Neo AV Solutions | The Promised Brand |
| Cobo Bay Hotel | Oakshott Fabrics | The Really Good Oak Shop |
| Fletcher's Sports | Ochilview Dental | Tiebandz |
| Hawkins & Brimble | On Trend Fabrics | |

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