

# MARKETING TODAY

NINTH EDITION



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PUTTING HEART  
INTO YOUR BUSINESS



# Search engine optimisation

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## Air Balloon



**£265**  
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- Optimisation of chosen keywords
- Site structure, meta data & content review in month one
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- Email & telephone support

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- 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

**Call us to find out more on  
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\*Minimum 3 month contract

## Editor's Note



### Managing Director

Zoe Davitt

### Director

Marcus Davitt

### Client Manager

Jo Beard

### Client Manager

Tess Davies

### Head of Design

Jamie Wynn

### Head of Interactive Services

Steven Henderson

122 Bath Road  
Cheltenham  
Gloucestershire  
GL53 7JX  
t 01242 236600  
e [info@bluehorizonsmarketing.co.uk](mailto:info@bluehorizonsmarketing.co.uk)  
w [bluehorizonsmarketing.co.uk](http://bluehorizonsmarketing.co.uk)

Welcome to the ninth issue of our magazine.

In this issue we provide an update on GDPR, talk through Intellectual Property, subscription box, walk you through a recent client case study and update you on all the latest news here at Blue Horizons.

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

If you have any feedback on this magazine or any ideas on what content that you'd like featured in forthcoming issues then please just drop me an email [zoe@bluehorizonsmarketing.co.uk](mailto:zoe@bluehorizonsmarketing.co.uk)

Kind regards

**Zoe**

Zoe Davitt,  
Managing Director of Blue Horizons

# Dental care plans working for you



Set-up support



Conversion management



Administration support



Training support



Marketing support



Business development

## Meet Tess



Tess is our newest Client Manager here at Blue Horizons.

### What did you study at Uni?

I studied Photography with a key focus on Fine Art Photography using analogue cameras. We had amazing black and white dark room facilities as well a colour one so I tried to make the most of these.

### Favourite Shopify feature?

I wouldn't say I have a favourite feature, the overall platform is great. My favourite part is the visual editor for the front of the store as it's relatively simple to use and it's so much fun seeing sites come to life so quickly!

### Dogs or cats?

This is a tricky one as I love both! Dogs would have my

heart more as I own a very bouncy giant Goldendoodle, Finlay and love coming to work to see our office dog Lola every day.

### Best piece of marketing advice to give?

Remember to keep your focus on your audience all the time. Just because you really like something doesn't mean they will.

### Favourite holiday destination you've visited?

Barcelona has been my favourite place to visit – we stayed in an amazing hotel that looked over the mountains. We found so many interesting things to do, ate some fantastic food and drank lots of Sangria!

### What's the best part of your job?

Working one on one with clients to build a Shopify store they love and can then continue to use. I also love showing them the end product – it's really rewarding knowing you've created something that goes above and beyond their expectations!

### Favourite TV series recently?

I'm a real sucker for reality TV so it has to be I'm a celebrity get me out of here! or The Apprentice. Although I recently binge-watched Stranger Things series 1 & 2 in the space of 2 weeks and it was amazing – would highly recommend it to anyone.

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## Team Update

Now Jo is back from maternity leave, she works on Tuesdays, Wednesdays and Thursdays. Here she is with the gorgeous Sophie. Of course, if you need to contact her on a Monday or Friday just call the office and one of us will be more than happy to assist you.

# WE'RE HAVING A FACE-LIFT

Blue Horizons is now in its sixteenth year of trading! Our core values remain the same however as we constantly strive to improve - adapting and catering to our clients wants and needs - we now feel that our visual identity needs a refresh - a renewed sense of energy to help push us forward and more accurately reflect where the company is now.

## WHAT WE DO

- We listen
- We learn
- We evolve
- We identify and develop the right marketing solution for each individual client



## WHAT WE STAND FOR



**Integrity** - doing the right thing. Trustworthy and reliable. Always above board, never dishonest.



**Professionalism** - it isn't about us, it's about our clients. We treat our clients how we would wish to be treated - with courtesy, respect and friendliness. Everything that we do is considered and well-thought out - we are experienced and knowledgeable.



**Quality** - doing things right. Consistently.



**Design** - we create aesthetically pleasing, functional design that helps define what is at the heart of your business - bringing your brand to life.



**Affordability** - we provide good value for money.

## HOW WE INTERACT WITH CLIENTS

- Friendly and approachable but not over-familiar.
- Understanding, supportive and easy to work with.
- Reliable and honest. We do what we say we are going to do. We are realistic when setting expectations and delivering them.
- To the point. Our clients are busy so we need to be succinct yet friendly in our tone.
- Accommodating but also challenging - if we don't agree with a client we say so but always explain why. Ultimately the decision lies with the client but we wouldn't be doing our job if we did not provide our professional input/rationale.

## WHAT WE WANT OUR CLIENTS TO THINK ABOUT US

Our Shopify & marketing partner who we trust and who works with us to deliver fantastic websites and marketing collateral in line with our long term strategic goals.

SO, WATCH THIS SPACE! WE SHALL REVEAL OUR NEW IDENTITY AND REFRESHED WEBSITE IN THE NEW YEAR. HERE'S A SNEAK PEAK OF WHAT'S TO COME...



We genuinely value your comments and feedback on how you feel we could improve our service.

Please do email any comments or suggestions that you have to [zoe@bluehorizonsmarketing.co.uk](mailto:zoe@bluehorizonsmarketing.co.uk)

# GDPR UPDATE

**The fuss seems to have died down surrounding GDPR, however now is the perfect opportunity to check that your systems and processes are compliant.**

**As a recap, the General Data Protection Regulation (GDPR) replaces the UK Data Protection Act 1998 and is built on two key principles:**

1. Giving citizens and residents more control of their personal data
2. Simplifying regulations for international businesses with a unifying regulation that stands across the European Union (EU)

The government has confirmed that Brexit will not affect the GDPR start date, or its immediate running. It's also confirmed that post-Brexit, the UK's own law (or a newly-proposed Data Protection Act) will directly mirror the GDPR.

#### Key points:

- One of the key principles of GDPR is to require companies not to hold on to

personal data for longer than necessary, or process it for purposes that the individual isn't aware of

- The GDPR will apply to any business that processes the personal data of EU citizens
- Those businesses involved with processing large volumes of 'special category data' must employ a Data Protection Officer (DPO)
- Failure to comply will result in harsher penalties. Currently, the ICO can fine up to £500,000 but the GDPR will allow fines of up to €20 million or four per cent of annual turnover, whichever is higher
- Individuals will have more rights on how businesses use

their data. In some instances, they have the 'right to be forgotten' if they no longer want you to process their personal data and you have no other legal grounds to keep the data

- Consent for personal data must be explicit statement-use a positive opt-in, don't rely on pre-ticked boxes or default options and make it easy for people to withdraw their consent.

## GDPR checklist for UK small businesses

(taken from [www.simplybusiness.co.uk](http://www.simplybusiness.co.uk))

**Your checklist needs to take into account past and present employees and suppliers as well as customers (and anyone else's data you're getting hold of, storing and using).**

1. Know your data. You'll need to demonstrate an understanding of the types of personal data (for example name, address, email, bank details, photos, IP addresses) and sensitive (or special category) data (for example health details or religious views) you hold, where they're coming from, where they're going and how you're using that data.
2. Identify whether you're relying on consent to process personal data. If you are (for example, as part of your marketing), these activities will become more difficult under the GDPR because the consent needs to be clear, specific and explicit. For this reason, you should avoid relying on consent unless absolutely necessary.
3. Look hard at your security measures and policies. You'll need to update these to be GDPR-compliant, and if you don't currently have any, get them in place. Broad use of encryption could be a good way to reduce the likelihood of a big penalty in the event of a breach.
4. Prepare to meet access requests within a one-month timeframe. Subject Access Rights are changing, and under the GDPR, citizens have the right to access all of their personal data, rectify anything that's inaccurate and object to processing in certain circumstances, or completely erase all of their personal data that you may hold. Each request carries a timeframe and deadline of one month (which can only be extended in mitigating circumstances), from the original date of request.
5. Train your employees, and report a serious breach within 72 hours. Ensure your employees understand what constitutes a personal data breach and build processes to pick up any red flags. It's also important that everybody involved in your business is aware of a need to report any mistakes to the DPO or the person or team responsible for data protection compliance, as this is the most common cause of a data breach.
6. Conduct due-diligence on your supply chain. You should ensure that all suppliers and contractors are GDPR-compliant to avoid being impacted by any breaches and consequent penalties. You'll also need to ensure you have the right contract terms in place with suppliers (which puts important obligations on them, such as the need to notify you promptly if they have a data breach). See 'How can I check my suppliers are GDPR-compliant?' further down.
7. Create fair processing notices. Under GDPR, you're required to describe to individuals what you're doing with their personal data. See 'Fair processing notices' below for more information.
8. Decide whether you need to employ a Data Protection Officer (DPO). Most small businesses will be exempt. However, if your company's core activities involve 'regular or systematic' monitoring of data subjects on a large scale, or which involve processing large volumes of 'special category data' (see 'Is my data sensitive?' below) you must employ a Data Protection Officer (DPO).

**Keep an eye on the Information Commissioner's Office website for the latest GDPR updates:**

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/>

**Shopify store owners:** head over to <https://help.shopify.com/manual/your-account/GDPR/GDPR-Shopify>

# PUTTING HEART INTO YOUR BUSINESS

**The world is changing at such a phenomenally fast pace, it's hard to keep up! Not only have technological advances changed how we all live (be honest, how long can you cope without your smartphone close by?) but there has also been a huge shift in cultural and social ideologies and preferences.**

**For businesses this means that client's expectations have changed - not only do they expect a fantastic product and service delivery, they are also looking to purchase from businesses with whom they connect on a deeper level.**



## What is the driving force behind your business?

As a small business, you are already all about heart. No doubt the business has been built with your own blood, sweat and tears! What you need to do is ensure that your values permeate throughout the whole business.

What is your passion, what is the driving force behind your business? – Yes, of course,

being profitable goes without saying, but what else made you set up the business in the first place? What need are you trying to fulfil? What matters to you?

“Profit is the product of an engaged workforce and a successful company, not the sole driver.”

Being clear about who you are enables those with shared values to connect

with you. This in itself makes good business sense as it improves efficiency – the right clients will be attracted to you because you emulate what's important to them – this is natural selection in terms of qualifying leads. What's important to you? How do you want to come across? What do you want your clients to think about you?

## Tell your story

Show the people behind your business as this is your uniqueness – the human element. Use photos of you and your team on your website and social channels and tell the audience your story.

It is in our DNA to want to 'belong', to make a connection and in order to engage with our audience we need to show our human side. It is people who truly bring a brand to life so be authentic, be honest, be you.

The ultimate aim is to create brand ambassadors for your company – happy clients

providing a constant stream of referrals.

## Balance the heart with logic

The winning business combination is to balance logic with emotion – provide both tangible benefits of your product and/or service that make sense and appease the logical brain together with the elements that don't necessarily make sense but make us feel all warm and fuzzy inside!

Consistency is the key so watch how your values translate into language and 'character' – how you come across from the very first

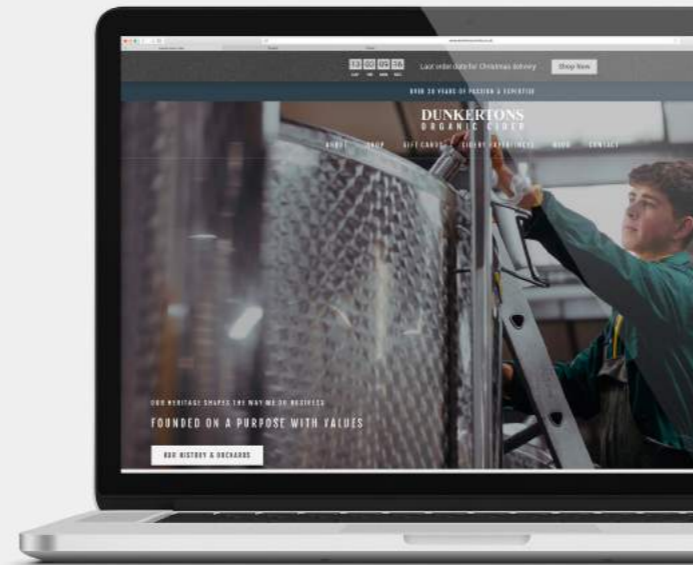
interaction someone has with your brand all the way through the entire customer journey.

## Be your brand

A brand is not just how a business looks but how it behaves – a brand literally helps bring your business to life. Your brand will guide the development of your products and/or services and the direction of your business. It shines a light which provides clarity and visibility within target audiences (Roger Pride, 2018).

**If you need help with your business branding then get in touch. Call us on 01242 236600.**





# 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
- Digital presentations
- Awards submissions
- SEO & SEM
- E-marketing
- Advertising
- Photography
- 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!

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.

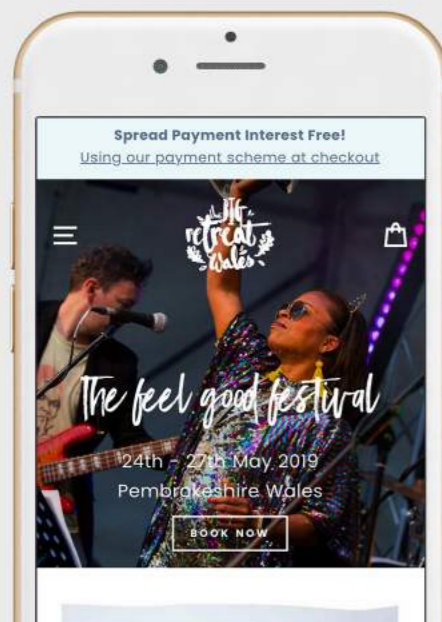
**We aim to:**

- 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:**

- 12 months unlimited phone & email support
- Strategic input and support
- Artwork and design of marketing communications
- Copywriting of any content, for example, articles
- Ongoing updates and additions to website.

## MAKE YOUR MESSAGE STAND OUT



ELLA FLEUR Hot Yoga			
Class list & Schedule			
Winter 2018			
<b>Monday</b>	<b>Class</b>	<b>Friday</b>	<b>Class</b>
06:45 - 07:45	Sunrise	06:45 - 07:45	Fire into Friday
10:30 - 11:45	Hot Flow	10:15 - 11:30	Warm Vinyasa Flow
18:00 - 19:15	Hot Flow	12:00 - 13:30	Yin Restorative Yoga
19:00 - 19:45	Vibe Cycle	18:00 - 19:15	Hot Chili
19:45 - 21:00	Heated Jivamukti	19:30 - 21:00	Bikram Yoga
<b>Tuesday</b>	<b>Class</b>	<b>Saturday</b>	<b>Class</b>
06:45 - 07:45	Aparna Flow	09:30 - 10:30	Heated Jivamukti
12:00 - 13:00	Cool Vinyasa Flow	10:00 - 11:15	Yin Flow
18:00 - 19:00	Hot Power Hour	10:00 - 10:45	Vibe Cycle
19:00 - 19:45	Vibe Cycle	17:00 - 18:15	Heated Vinyasa
19:45 - 21:00	Hot Hatha		
<b>Wednesday</b>	<b>Class</b>	<b>Sunday</b>	<b>Class</b>
06:45 - 07:45	Wake Up & Flow	07:30 - 08:30	Bikram Yoga
09:30 - 10:45	Heated Vinyasa	09:00 - 10:30	Warm Vinyasa Flow
18:00 - 19:15	Warm Vinyasa Flow	09:30 - 10:15	Vibe Cycle
19:00 - 19:45	Vibe Cycle	10:30 - 11:45	Hot Flow
19:45 - 20:45	Warm Candlelit Yin Yoga	18:00 - 7:15	Gentle Restorative Yoga
<b>Thursday</b>	<b>Class</b>		
06:45 - 07:45	Sunrise Yoga		
10:00 - 11:00	Hot Power Hour		
17:30 - 18:45	Warm Vinyasa Flow		
18:30 - 19:15	Vibe Cycle		
19:00 - 20:15	Yoga for Fitness		

Class schedule and instructors may change at short notice.  
Please refer to online schedule at [www.ellandfleurhotyoga.co.uk](http://www.ellandfleurhotyoga.co.uk)



# SUCCESS STORY



## BACKGROUND

Brushbox, launched in January 2018, the UK's first oral health 'Subscription Box' providing a simple, convenient way to combat tooth decay in both adults and children whilst ensuring a healthy mouth and a beautiful smile.

They send eco-friendly toothbrushes, toothpastes, tongue cleaners, and floss direct to subscribers doors, right when they need them.

They're on a mission to transform the way people think about and look after their teeth. Through combining a little

excitement, education and convenience, their goal is to disrupt what has become a stale industry and improve oral health for current and future generations to come.

## REQUIREMENT

Brushbox came to us as they required the design and development of an e-commerce website to sell subscriptions. They were looking at setting up and integrating a recurring payment app to aid them with selling and managing customer orders and subscriptions. They also needed creative photography in order to

capture the brand identity in visual imagery and inspire their audience to want to delve further and subscribe to the bi-monthly toothbrush subscription for themselves, their partner or their family.

## SOLUTION

After proposing some initial creative image concepts for the photography side of the project, we spent time in capturing a series of 'hero' type images of the stylish brushes so that they could be used both throughout the website, but also in subsequent marketing materials and advertising campaigns.



We captured high end product imagery on differing coloured backgrounds and introduced additional elements to provide a stylish and fun match. We also took a wide combination of pack shots to showcase the toothbrushes, floss, tongue scraper and toothpaste.

To enable people to shop online and subscribe to the oral health boxes, we used the Shopify platform to create a fully functioning ecommerce website. As our go-to platform when it comes to everything web-based, we used an 'off-the-shelf' theme in order to keep costs down, but customised this heavily with imagery, layout and function, integrating a 3rd party recurring orders app to manage repeat payments. We also created a unique process-flow journey to allow people to choose the right brush and accessory combination for up to 4 different people.

You can see the results at [www.brushbox.com](http://www.brushbox.com)

“ Our site had a number of technical challenges which meant we discussed with a LOT of potential Partners before deciding on Blue Horizons - Marcus and his team were always honest, knowledgeable, and thought 'outside the box' right from the start.

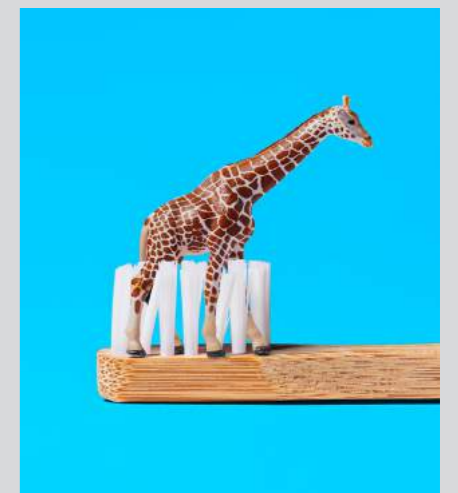
They have delivered more than they promised and have worked tirelessly and flexibly throughout - never once missing a deadline. They continue to add value to this day and we think of them as an integral part of our team.

**Would not hesitate to recommend.**

*Mike Donovan, Brushbox* ”

Brushbox are Crowdfunding! To invest in this fantastic business and to find out more, visit [www.crowdcube.com/brushbox](http://www.crowdcube.com/brushbox)

Their launch 'Video', which contains a great (and brief!) overview of the business/investment opportunity, can also be seen on their Campaign Page or here: <https://vimeo.com/295598215>



## THE SMALLPRINT TO NOTE:

Brushbox are approved by HMRC and qualify for EIS tax relief, this therefore means that for every £10,000 invested (for example), an investor can personally claim 30% tax back from HMRC (i.e. £3,000 in this example), subject to certain conditions. There are also a number of other advantageous tax reliefs available.

As their raise is being run by Crowdcube, the world's largest crowdfunding platform, who are fully authorised and regulated by the Financial Services Authority (FSA), there is no actual requirement to transfer any funds until after the round has successfully closed although to register intent the page would capture card details (again, all FSA regulated) - there is also a statutory 7-day 'cooling-off' period so, if an investor subsequently changes their mind before this period, then they can cancel their intention to invest.



# Intellectual property for your small business

## WHAT IS INTELLECTUAL PROPERTY?

Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.

Intellectual property is something unique that you physically create (an idea alone is not intellectual property) and primarily encompasses copyrights, patents and trademarks.

## OWNING INTELLECTUAL PROPERTY

### You own intellectual property if you:

- created it (and it meets the requirements for copyright, a patent or a design)
- bought intellectual property rights from the creator or a previous owner
- have a brand that could be a trade mark, for example, a well-known product name.

### Intellectual property can:

- have more than one owner
- belong to people or businesses
- be sold or transferred.

Generally, you won't own the intellectual property for something you created as part of your work while you were employed by someone else.

## PROTECTING YOUR INTELLECTUAL PROPERTY

### Think of intellectual property as an asset:

- Use it to create and sell your own products and/or services
- Protect against counterfeiting
- Restrict activities of competitors
- Licence it to someone else and receive royalties as a form of income
- Sell it.

## AUTOMATIC PROTECTION

Type of protection	Examples of intellectual property
Copyright	Writing and literary works, art, photography, films, TV, music, web content, sound recordings
Design right	Shapes of objects

## PROTECTION YOU HAVE TO APPLY FOR

Type of protection	Examples of intellectual property	Time to allow for application
Trade marks	Product names, logos, jingles	4 months
Registered designs	Appearance of a product including, shape, packaging, patterns, colours, decoration	1 month
Patents	Inventions and products, eg machines and machine parts, tools, medicines	Around 5 years

## TO DO LIST

- Perform an audit to ascertain what existing intellectual property you have
- Research to see what intellectual property your competitors have
- Align your intellectual property objectives with your overall business goals
- Keep informed – set up Google alerts, check Ebay & Amazon, PPC advertising
- Utilise watching services
- Further information can be obtained from the government, head over to <https://www.gov.uk/government/publications/uk-patlib-network/uk-patlib-contact-information> to see what local intellectual property clinics are available
- Enlist the services of a professional patent or trademark attorney, who should be registered with CITMA (<https://www.citma.org.uk/members/>) or CIPA (<http://www.cipa.org.uk/>)



## 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.

## Meet Jamie



Jamie is our new Designer and joined us in July.

Lee has left Blue Horizons to spend more time with his family and we are delighted to welcome our new Designer Jamie to the team.

### How did you get into design?

As a teenager, I knew I wanted to be a designer but never thought I'd make it in the industry. After college, I worked full time for a bank for a number of years in a comfortable role but this came to an end due to redundancy.

This was bit of a blessing in disguise as it meant I could go study what I'd dreamt of doing since I was a teenager and follow my passion of working in the creative industry.

### What's the best part about your job?

Working with a wide range of clients meaning no day is the same. I could be working on a printed newsletter one day or

a website for a new and exciting start-up the next.

Also having the ability to do what I love - which is helping people solve problems and follow my passion of being creative.

### What have you recently been working on?

I've recently been working on branding for a luxury up-market dentist, a website for a gardening clothing brand, branding for a hair care online store and competition landing pages for a men's skin and beard care brand.

### Favourite place you've visited?

At the moment, it's probably Budapest. It's such an amazing city - almost like a mini London, which is perhaps why I like it. It has some cool bars, restaurants and quirky art shops, so I was definitely in my element.

The architecture is also incredible and it feels like an up and coming city that will increasingly get better over time.

## THE FUTURE MARKETING LANDSCAPE

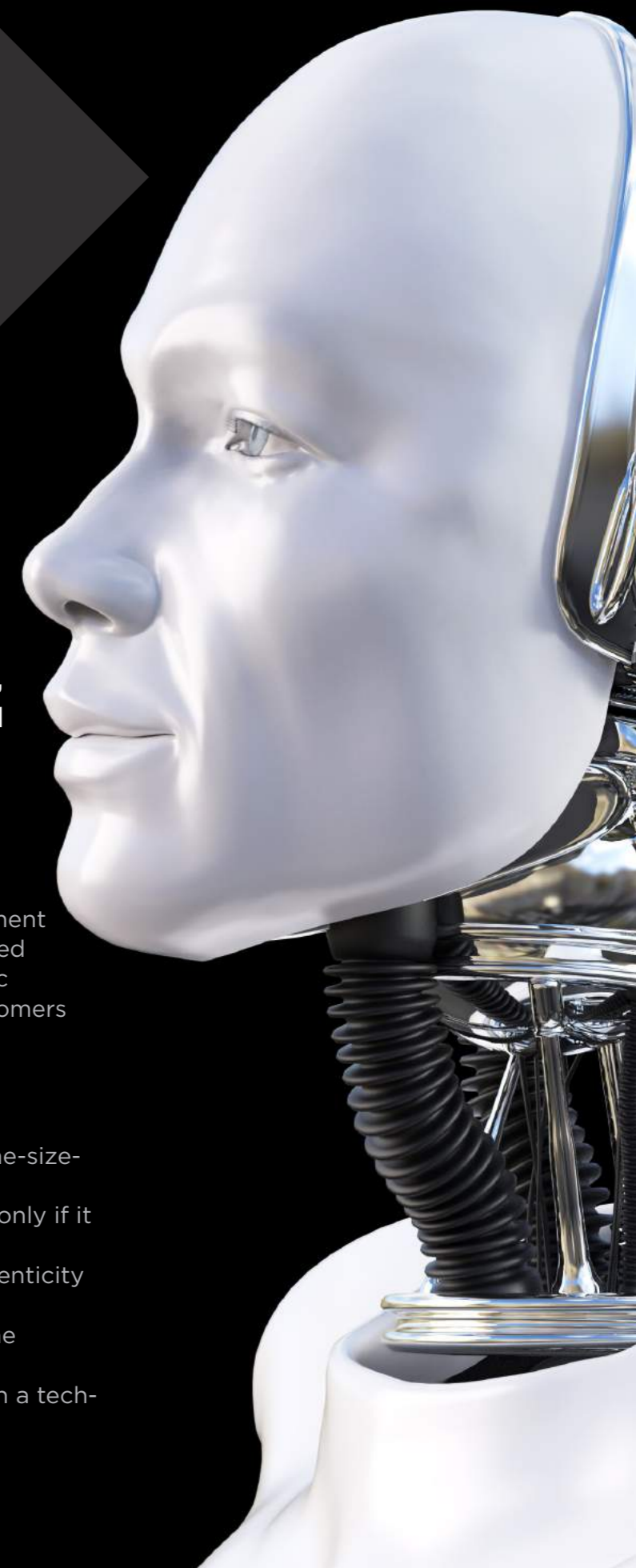
According to the CIM (Chartered Institute of Marketing), marketing for the coming year will focus on:

1. Greater disruption and regulation in many sectors due to the likes of Brexit, GDPR and further developments in AI (Artificial Intelligence)
2. New strategies and technology investment to ensure brand promises are maintained
3. A need to be transparent and authentic
4. A drive to react quicker to engage customers
5. Augmented reality to overtake virtual reality

Key points:

- + Millennials and Generation Z are not one-size-fits-all demographics
- + Young consumers like technology, but only if it works for them
- + 'Human brands' that demonstrate authenticity are better liked
- + Good design is imperative, whatever the engagement platform used
- + Creativity still has an important place in a tech-led marketing world

(source: CIM, Catalyst, Oct 2018)





# APP REVIEW

The Shopify app store hosts some fantastic and versatile apps that allow your company and store to fulfil its full potential.

Think of your theme as a room and apps as the furniture. Some apps will be key and help your store to function much like a sofa or a bed, and others act as those little extras finishing touches. Whether they're to provide functionality like product filters or to customise order notifications, we've noted down a few our favourites that we believe most stores shouldn't be without!

*\*We do recommend considering the effect multiple apps could have on your store. We recommend creating a backup or duplicate of your theme before installing any app and speaking directly to an app developer when uninstalling to ensure all code is removed properly.*

## Product Filter & Search

From \$19 a month

The product filter and search app enables you to have more precise product filters than most themes. You can create multiple filters within a sidebar including tick boxes, colour swatches and a price slider. Our favourite feature is that you can create multiple filters within the app and then apply these to specific collections across your store. The depth of product filtering this app enables means the customer can clearly and easily search and filter for the specific product they're after making the journey from homepage to checkout seamless.

## Product Reviews

Free

The product review app developed by Shopify themselves is an excellent add on to any product page and it's completely free. Previous customers leaving trusting reviews on your products can really help to encourage and reassure potential customers to convert. This app allows you to manage the reviews that may not be so truthful or you can allow automatic posting with the option to delete. The product review app automatically matches the scheme of your store so it seamlessly integrates.

## Hulk Forms

Free

Although contact forms are included as a standard with each theme sometimes there's a need for greater detail on a contact form, or even the requirement for another type of form such as RSVP. Hulk Forms is the perfect free app to help you create custom forms. You can choose the specific email address to be notified via the form as well as including multiple email address. You're able to choose what type of information is required and the genre of boxes you require for your form. From single line text to document upload, build your form and create your design and then copy some simple HTML code in to the appropriate page.

## Orderly Emails & Orderly Printer Templates

Custom

This app enables you to customise your email and printed notifications such as order confirmation, delivery notes and abandoned cart emails through purchasing a template pack. They provide a more sophisticated way of editing your templates outside of HTML format so you can visually see how they will look. After purchasing a template pack, you can then customise these to your brands colour scheme, font format and alter text and information boxes easily. These are two separate apps that work alongside each other when templates are purchased on both however they can also be used separately dependant on your business style.

## Campaign Monitor for Shopify

Free

Campaign Monitor for Shopify enables the two platforms to seamlessly link together and create segmented lists based on your Shopify customers. The segmented lists you'll be able to see are things such as 'first time shoppers', '£0 spend shoppers' and 'returning customers' allowing you to directly target specific groups of customers with discount codes, or product updates or introductory offers. This app is free so it's a no brainer if you send out weekly or monthly mailshots!

## Recurring Orders & Subscriptions Box App by Bold

From \$19 a month

This app is perfect for creating monthly, weekly or yearly subscriptions, especially popular with our clients who have box subscriptions products. It makes it easy for your customers to reorder their favourite items as well as sign up to monthly subscriptions, it also makes it easy for you to collect payment and you receive the order straight to your store. Our favourite feature of this app is the build-a-box part. You can enable your customers to build their own box full of goodies to receive month after month (or how often they choose!)

# SHOPIFY TIMESAVERS

Here are a list of our current top 10 tips to help you make the most of the Shopify platform and your store. We've included some time savers and a few quick wins that will not only help you but also your customers.



- 1 QUICK WIN** when creating a discount code, generate a shareable link for you to use on social media and your customers will see the discount code already populated at checkout.
- 2 SAVE TIME** when setting up a navigation item, choose the link location first and it will pre-populate the name of the location as the link name!
- 3 QUICK WIN** Did you know you can now sell through images on Instagram, are you?
- 4 QUICK WIN** Utilise all the sales channels available to you, they're free!
- 5 QUICK WIN** Are you allowing your customers to checkout with Google Pay...  
<https://www.shopify.co.uk/blog/google-pay-integration>
- 6 QUICK WIN** have you set up all the best options in your checkout settings? These have changed recently and now allow address auto-completion as well as checking out with just a mobile. Review your settings today and make it easier for your customers to purchase.
- 7 SAVE TIME** if you're adding any new apps that install code, then always make a back up first by duplicating the published theme, this avoids a lot of work should any problems arise!
- 8 QUICK WIN** Remember to customise your checkout with your company logo and colours to continue your brand throughout.
- 9 QUICK WIN** Fill your product description with honest and true information that will help sell the product to your customer and assist with SEO.
- 10 SAVE TIME** Bulk edit your products and edit everything from the price to the inventory using the built in spreadsheet style editor.



## Looking for a new website or a marketing revamp?



## Having trouble with a Shopify website?

Shopify offer a 24/7 Help Center to answer any questions you may have regarding your website.

They have a great platform for helping you with introductions, ways to sell, running your store and more.

If we're not available to assist you with your query, contact Shopify support via their website: <https://help.shopify.com>



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**

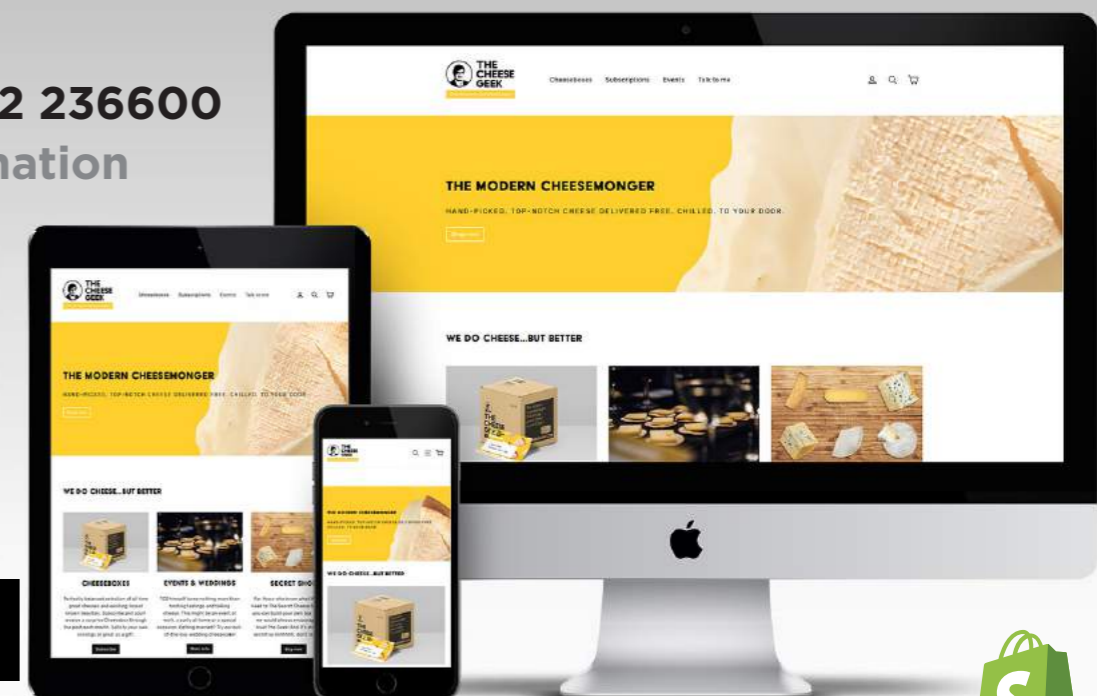
\*Minimum spend applies. Ask for more details.

## New clients to welcome on board

- |                          |                          |                           |
|--------------------------|--------------------------|---------------------------|
| Gripit Fixings           | Genus                    | Rock Jaw Audio            |
| Pet Monkey               | GrapeSmith               | Slappie Watches           |
| Cerus Clothing           | Jekkas                   | Steeda                    |
| Columbia Coffee Roasters | Just Add Milk            | Studio 58 Hair Extensions |
| Double Top Darts         | Methven                  | The Ethical Gift Box      |
| Dunkertons Cider         | Mollie & Fred            | The Mews Practice         |
| Edible Health            | Motorsport & Performance | Transformation Chef       |
| Faded Grandeur           | Party Packs              | Wichelstowe Dental Care   |
| Five Dot Botanics        | Petelo Rugby All Stars   | Wychwood Art              |
| Fitbakes                 | Portman London           |                           |

## Sell your products 24 hours a day with a great value online store

**Call us on 01242 236600 for more information**



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122 Bath Road, Cheltenham, Gloucestershire GL53 7JX  
t 01242 236600 e [info@bluehorizonsmarketing.co.uk](mailto:info@bluehorizonsmarketing.co.uk) w [bluehorizonsmarketing.co.uk](http://bluehorizonsmarketing.co.uk)