

National Conference Minutes

Date: Friday 7th October

Staff involved: Joanne Campbell, Matt Baines, Karl Lewins, Adam Thomlinson, Stephen Morley, Kevin Woods

1. Pricing of **it'seeze**commerce

All new **it'seeze**commerce websites will be charged at £50 each month.

All current **it'seeze**commerce websites will remain at £60 each month unless requested by the franchisee to reduce the cost down to £50 each month. If this is to be actioned, the franchisee must ensure the customer is notified beforehand that their monthly subscription will be going down in cost.

If any extras are bought through the admin system – either by the customer or franchisee – the admin system will automatically recalculate the monthly subscription down to £50 (**be warned**). To avoid this happening to any customer who is still paying £60 each month, franchisees **must** contact Head Office for extras to be done manually.

2. Email Broadcasts

The question was asked '*can we at Head Office design 'central' email broadcasts for franchisees to send to existing customers to promote extras that can be purchased e.g. mobile sites?*' The answer is yes. We will be doing a central email broadcast within the near future to promote **it'seeze**mobile sites to all **it'seeze** customers. However, this will be done through Head Office itself and not via franchisees. The blast will include a link to the main **it'seeze** website which will allow us at Head Office to monitor to see what reaction and sales we receive from the blast. We may also produce a second email broadcast which includes a discount offer if buy before a certain date.

3. Future Marketing

We will be incorporating blogs to www.itseeze.co.uk to improve PR and traffic to the website. We have a number of spoton corporation blogs that we can relate to **it'seeze**. It will produce more content and keywords to the website which will hopefully boost the number of returning customers to the **it'seeze** website.

Fan book pages- this is a bespoke designed landing page on facebook that all visitors to your facebook page will initially land on instead of your wall. (An example of this - if new to it'seeze on facebook - can be found through the following link: <http://www.facebook.com/itseeze>) This is something that can be marketed to your customers at £128 + VAT- in which you will receive 10% of the total cost.)

4. Prospects List

Back in March, we launched a new initiative which identifies companies within your own region that, potentially, have a poor existing website in terms of design, layout, functionality, effectiveness, SEO, value for money or a combination of all of those things!

I'm sure you are aware by now, but we have discovered a program that, if we enter the domain names of a web companies with a poor product offer, it will produce a list of domain names of their existing clients.

We distribute these domain names directly to each franchise giving you a database of websites (potential targets) that you can easily identify and then contact.

This is a fantastic resource for you to market to companies with websites in your area but it is almost solely dependent on you identifying and communicating to us at Head Office the domain names of the companies that you consider offer poor websites.

To keep this initiative and database flowing for everyone, please continue to provide domain name of your all your local/ regional competitors that offer a poor web solution (and any national companies that we may have missed) and we will do the rest i.e. return to you lists of companies with poor websites via the admin system for you to contact and sell to. It is essential that you **HELP US TO HELP YOU** by being proactive and sending us as many names as you can. At this moment of time, we are receiving very little from franchisees, so until we receive more domain names from you, we will be putting the next upload on hold.

5. **it'seezelite**

All **it'seezelite** websites are limited to 4000 characters per page- at the point of content submission and whilst the website is live. Point 8.6 in our Terms and Conditions states, '*...the **it'seezelite** package is intended for sites with limited content. You may not enter more than 4000 characters of text per page for sites on the **it'seezelite** package. We reserve the right to remove content to bring pages under the 4000 characters limit.*'

We at HO will monitor all **it'seezelite** websites to ensure this is not abused.

it'seezelite websites also include a telephone number option in the standard contact form.

6. **SEO Packages**

We are currently researching into national SEO companies to partner with to offer bespoke SEO packages for customers and franchisees. We will also be very shortly revamping all regional websites and would like to improve the SEO on each and every regional website. We did look into getting the main **it'seeze** website SEO, however after numerous quotes this is something we will not be doing. Unfortunately quotes priced at £10k-£15k each month is a little out of our budget.

Once we have found an SEO company, we will be trialing up to three franchisee's regional websites.

7. **Bespoke Extras**

Due to the mass complication in bespoke extras, and to avoid us at HO office getting the franchisee involved and risk losing important information reaching the customer; we feel best if we deal with the customer direct. All franchisee will however, still receive 10% of the total of each bespoke extra.

If however, we feel franchisees are involved and having to visit the customer for the bespoke extra only, then our techies will mark-up slightly on quotes for bespoke extras so franchisees do receive a bit more in their 10% cut.

8. Initial Payment

Paying by cheque- If the customer is paying by cheque; it must be payable to **spoton.net**. A tick box in the Admin system named 'paid by cheque' (or along these lines) must be selected and it will then allow you to continue to enter DD payment. The tick box will also produce a note which will notify Head Office that the customer is paying the initial payment by cheque.

****We will not accept any payments by cash***

9. Debt Fees and Late Payments

If a customer's website gets taken down for whatever reason, any emails linked to the website will also go down. There will also be a charge of £40 to get the website live again.

Late payments will also result in a charge, which will vary depending on the total amount of late payment that is collected.

All of the above in this point will be placed in our Terms and Conditions.

10. **it'seezemobile**

We are still currently researching into competitor prices and contract lengths.

Once **it'seezemobile** is released, we will be providing all franchisees with visuals of sample **it'seezemobile** sites to point out the difference between an **it'seezemax** website, and a basic mobile site.

11. **it'seeze Promotional Video**

The **it'seeze** promotional video will feature on all franchisee's regional websites. Each and every franchisee will also receive a burned disc of the video too. After feedback about the video at the National Conference, there a few changes to be made first; removing of 'wordpress' and change text displayed 'businesses' to 'business solutions'

12. **it'seeze** Features

As we redesign www.itseeze.co.uk, we will be updating our features page to include all the features available with **it'seeze**.

13. **NEW it'seeze** Regional Websites

As you aware, all franchisees will be receiving a re-design to their current **it'seeze** regional website. We realise this is probably the first contact to any potential sales within your area, and want to ensure the website is to the highest standard possible. We will begin to design the **it'seeze** regional websites as soon as the national website is completed. The order of whose website gets done first will be based on a first come, first serve basis. If all content is being taken from your current **it'seeze** website, you will need to add your name to a post (that Karl is shortly to place) on the **it'seeze** Franchise Forum.

If however, you want to review your content first and include fresh content on your new **it'seeze** website, we will setup an email address for you to send your content through too.

14. **it'seeze** Marketing Material

Once your regional **it'seeze** website has been designed and populated, you will be allowed to feature your regional web address on any future marketing material you purchased. www.itseeze.co.uk will still remain on the marketing material, but you will also have the option to feature your regional website address on the side with your contact details on.