



Marketing Plan

Gaining more exposure



What You Said

marketing questionnaire



WHAT DO YOU CONSIDER TO BE ITSEEZE'S USP'S & WHAT
GENERATES THE MOST INTEREST FROM POTENTIAL CUSTOMERS?

SET UP COST CMS

LOCAL SUPPORT

DESIGN

EASE OF EDITING

HOW DO YOU PROMOTE ITSEEZE IN YOUR AREA?

FACE TO FACE

WEBSITE

NETWORKING

COLD CALLING

REFERRALS

PPC

EMAIL MARKETING

OTHER COMPANIES

PAID ADVERTS

SOCIAL MEDIA

DIRECT MAIL

WHERE DO THE MAJORITY OF YOUR LEADS & SIGN UPS
COME FROM?

COLD CALLING

SOCIAL MEDIA

REFERRALS FACE TO FACE

NETWORKING

NETWORKING

COLD CALLING

FACE TO FACE

REFERRALS

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FACE TO FACE

COLD CALLING

NETWORKING

HOW DO YOU THINK HEAD OFFICE COULD SUPPORT YOU IN
CARRYING OUT YOUR INDIVIDUAL MARKETING ACTIVITIES?

SOCIAL MEDIA **TELESALES**
EMAIL MARKETING
NATIONAL ADVERTS PR PPC
LINKED IN **SEO**

What To Take From That

how we can help you?



WE NEED TO
GENERATE AN INTEREST
NATIONALLY

DO ALL THE BACKGROUND STUFF TO
INCREASE EXPOSURE
AND REALLY GET OUR NAME OUT THERE

WHICH WILL THEN ENABLE TO YOU CONCENTRATE ON
DIRECT SELLING

How will that work?
the funnel



HEAD
OFFICE

USP'S

EASE OF EDITING

DESIGN

SET UP COST

LOCAL SUPPORT

CMS



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OFFICE

USP'S

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SET UP COST

LOCAL SUPPORT

CMS

INCREASE
EXPOSURE

SOCIAL MEDIA

REVIEWS

VIDEOS

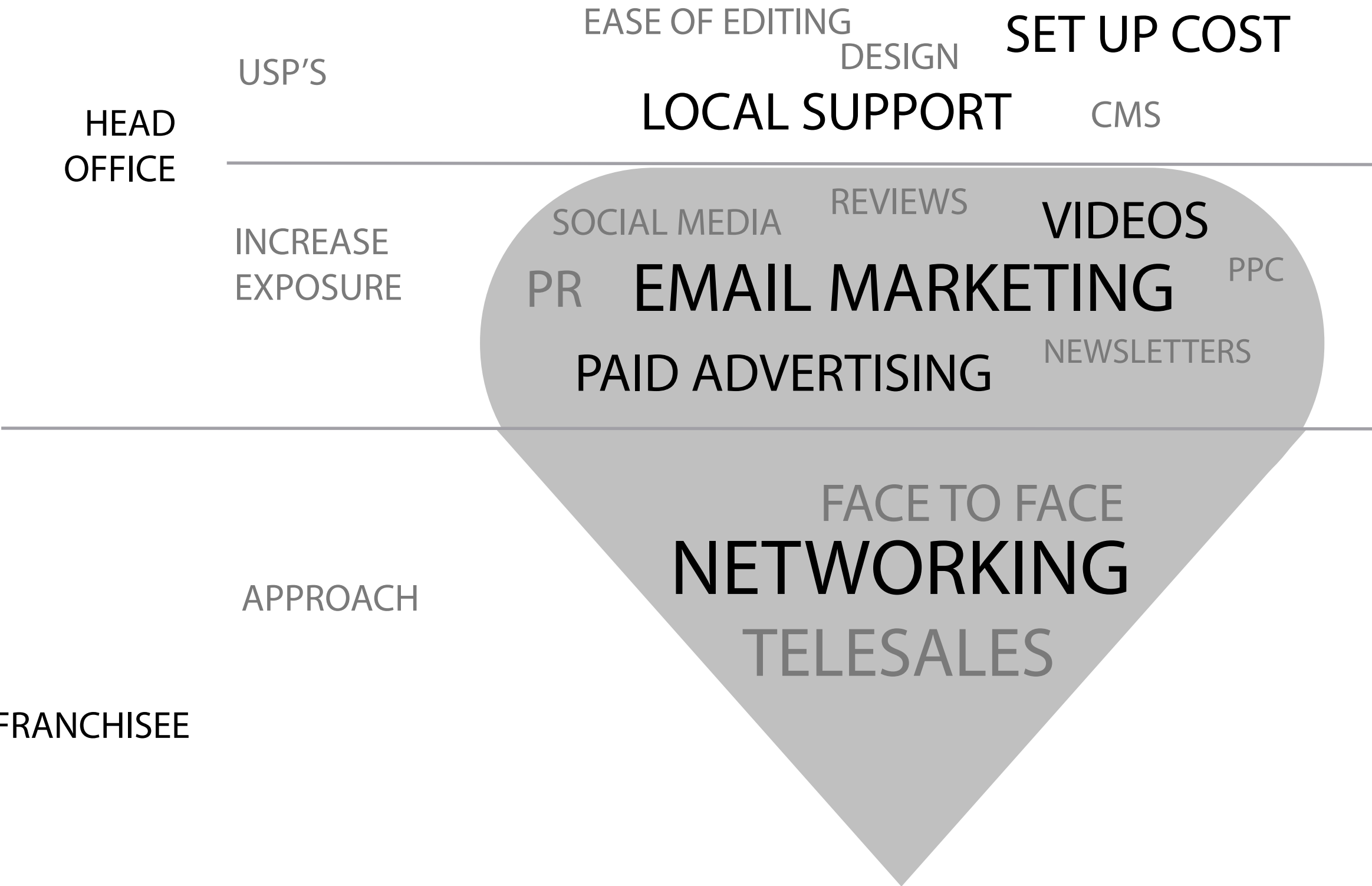
PR

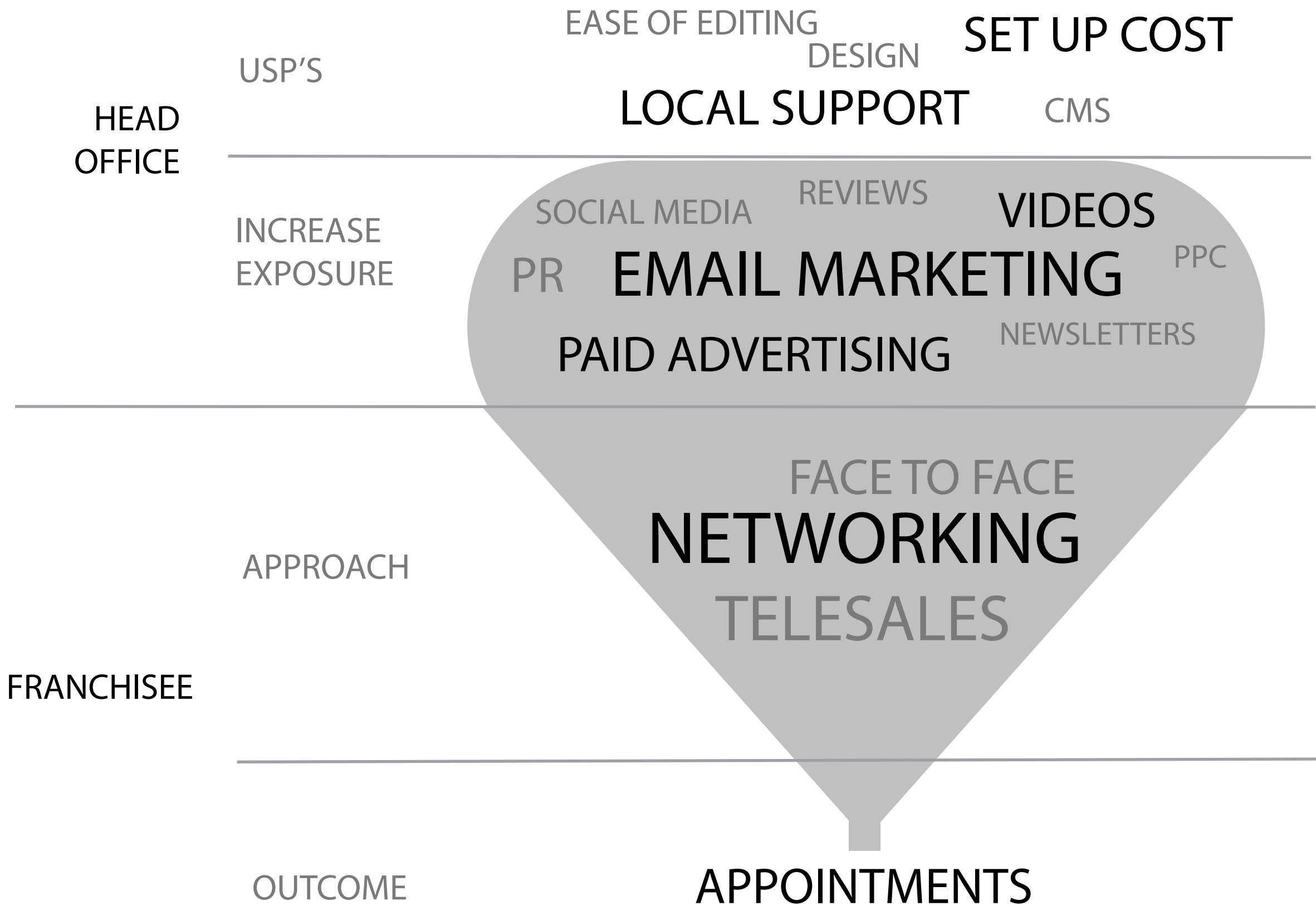
EMAIL MARKETING

PPC

PAID ADVERTISING

NEWSLETTERS

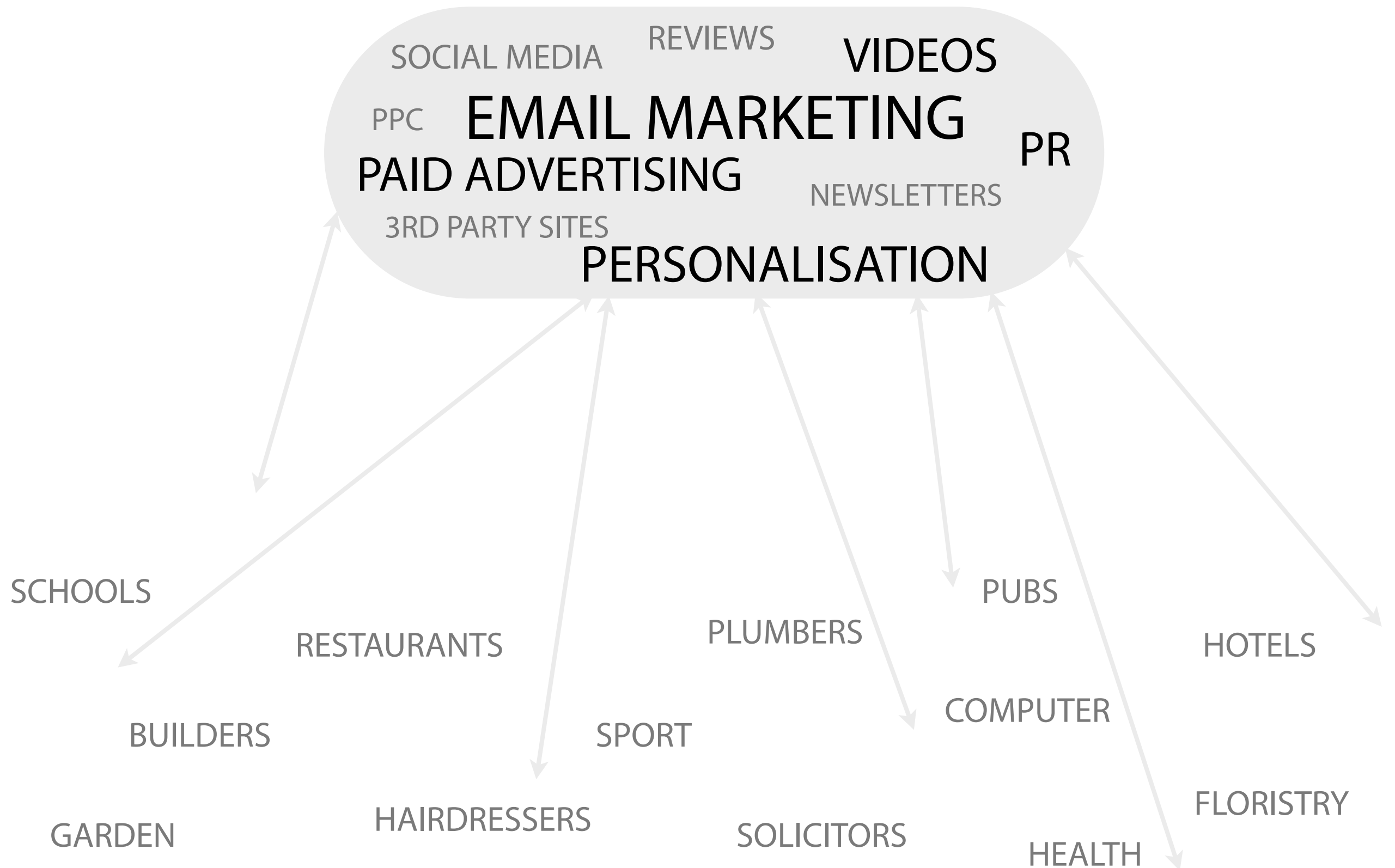




Increase exposure and targeted marketing









HAIRDRESSERS



GENERATE AN INTEREST

NATIONAL EXPOSURE

PR: PRESS RELEASES, BLOGGERS, REVIEWERS

INDUSTRY SPECIFIC

TARGET & MARKET TO INDUSTRY SECTORS

WORK WITH FRANCHISEES



A Closer Look

what will we be doing?



VIDEO

NOW BECOME A MAJOR FACTOR IN ANY MARKETING PLAN

IT ACCOUNTS FOR A HUGE 90% OF WEB TRAFFIC

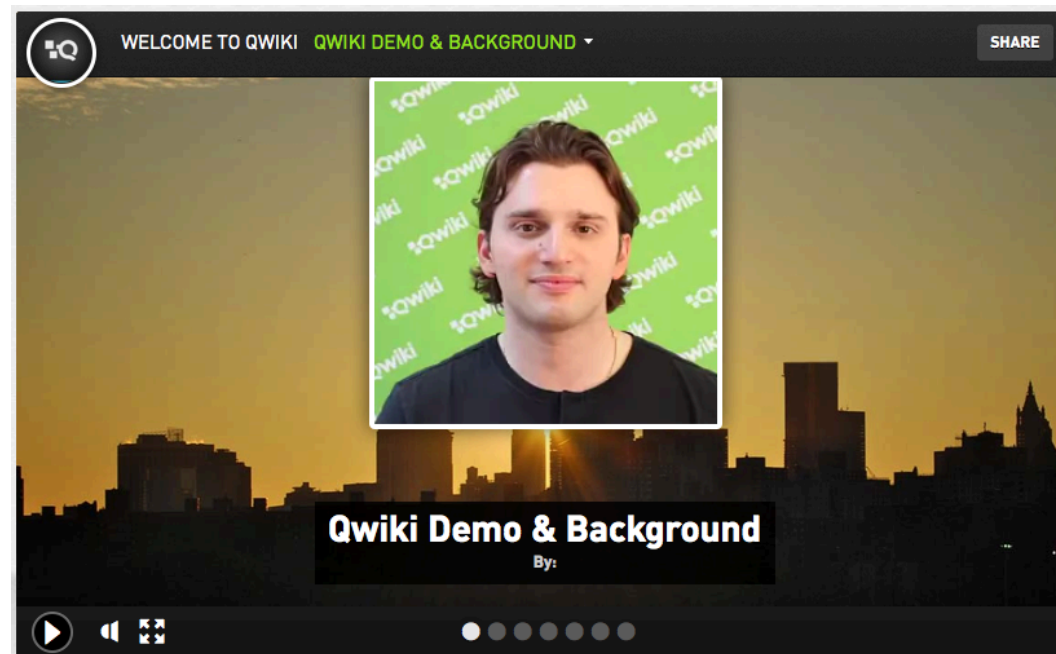
ENCOURAGES VISITORS TO STAY LONGER

PEOPLE ARE MUCH MORE LIKELY TO LISTEN TO YOUR MESSAGE

IT HAS BEEN SHOWN TO INCREASE EMAIL CLICK THROUGH RATES
BY OVER 96%

3 TYPES OF VIDEO

1. NEWSLETTERS



INFORMATIVE

LATEST NEWS

INDUSTRY SPECIFIC

LETS PEOPLE KNOW WHATS BEEN GOING ON

INTERACTIVE

3 TYPES OF VIDEO

2. PROMOTIONAL



ANIMATED

SALES DRIVEN

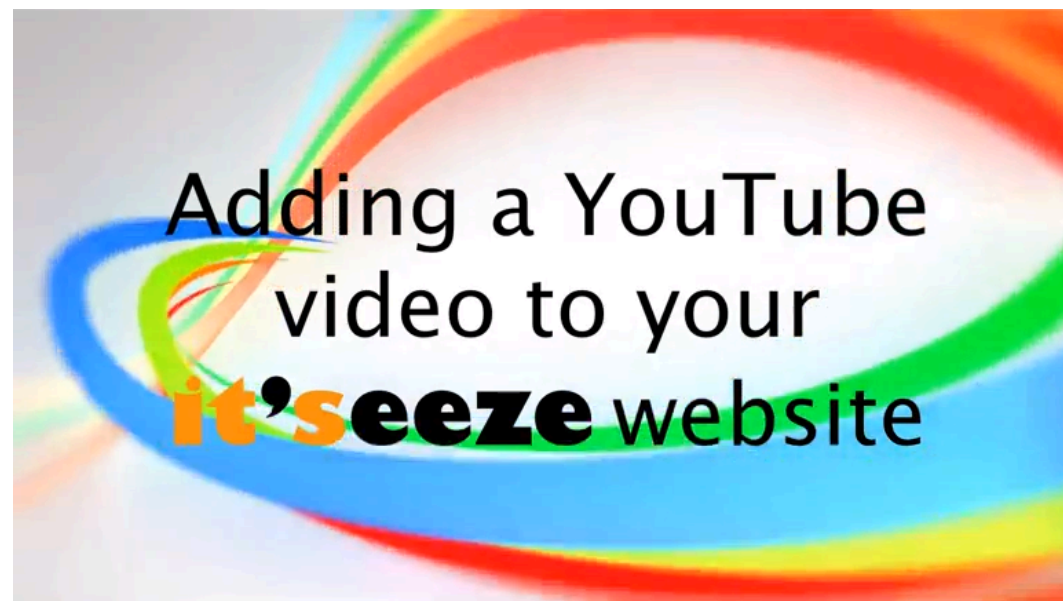
WHY YOU SHOULD HAVE A WEBSITE

INDUSTRY FACTS AND FIGURES

WHY ITSEEZE CAN HELP YOU

3 TYPES OF VIDEO

3. HOW TO



HELPS CUSTOMERS

IMPROVES RETENTION

SHOWS OFF OUR SYSTEM TO POTENTIAL CUSTOMERS

FREES UP FRANCHISEES TIME

FREES UP HEAD OFFICES TIME

E-MAILERS

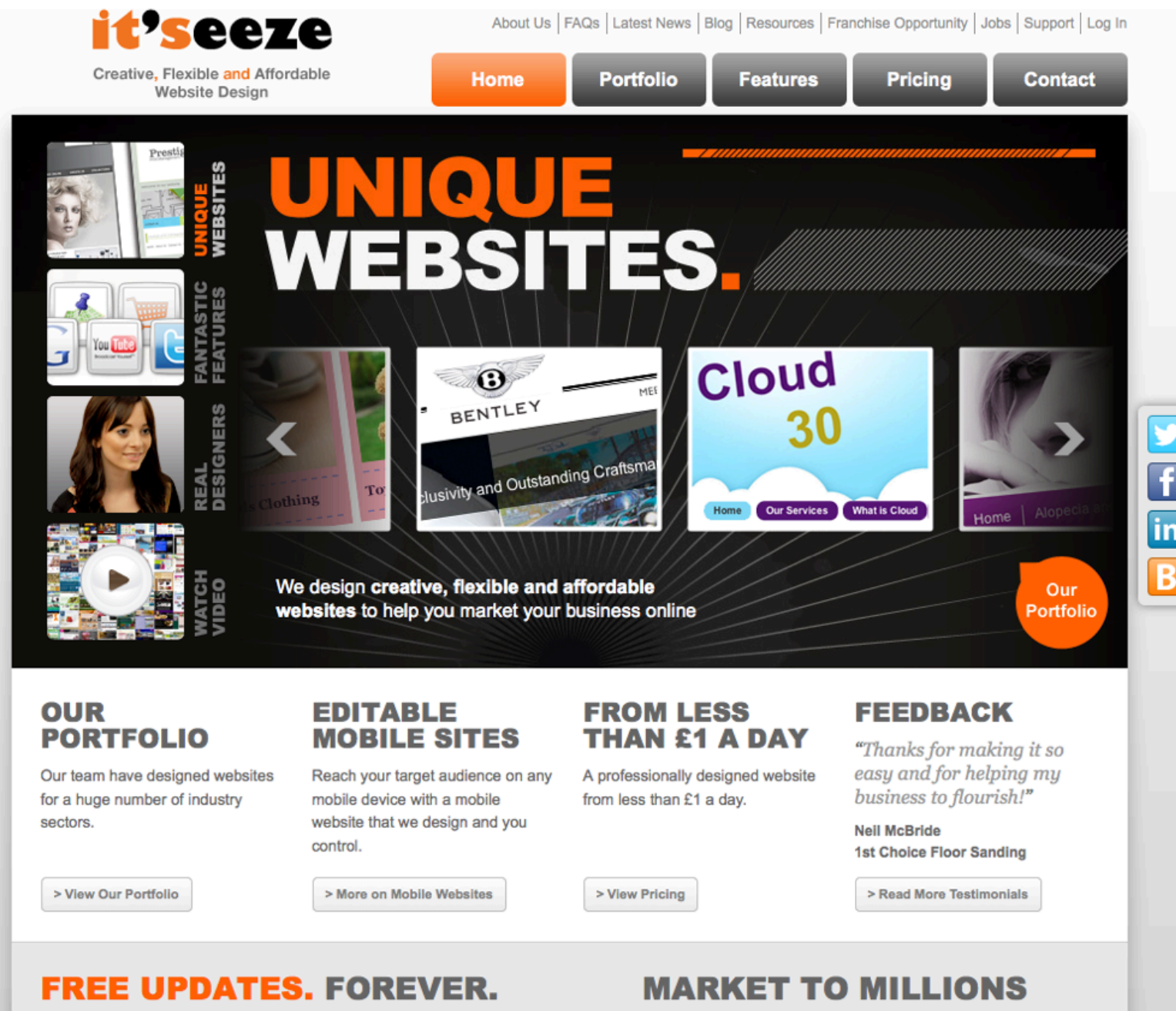
TARGETED EMAILERS

CONTAINING: LATEST NEWS, CASE STUDIES, TESTIMONIALS ETC

NEW DATABASE OF LEADS

FRANCHISEE REPORTS WHO'S CLICK ON WHAT & WHEN

WEBSITE



UNIQUE LANDING PAGES

BACKING UP WHATS IN
EMAILERS & VIDEOS

MORE 'SALESY'

ADDED
PERSONALISATION

PR

WORKING WITH AN EXTERNAL COMPANY

BLOGGERS

LOCAL MEDIA

GET REVIEWS

PAID ADVERTISING

3RD PARTY SITES

GENERAL TO INCREASE EXPOSURE ON
RELEVANT SITES



PPC

WILL HELP BUILD AWARENESS WHEN
TARGETING INDUSTRIES



PRINTED MEDIA

GENERAL TO INCREASE EXPOSURE AND BUILD
AWARENESS WHEN TARGETING INDUSTRIES



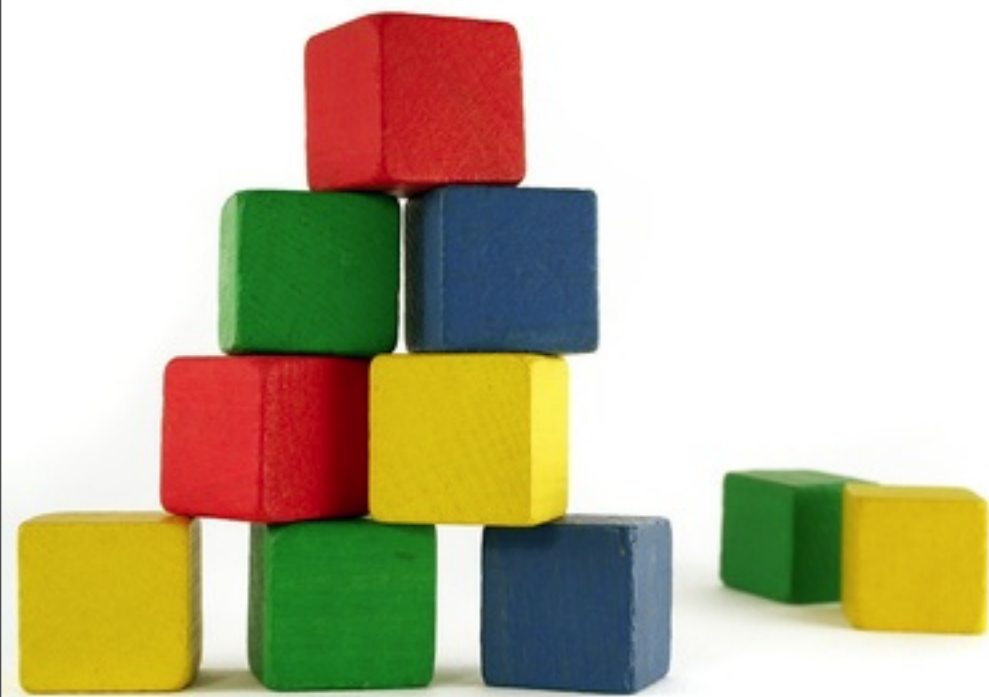
SOCIAL MEDIA

WE WILL USE THIS TO TARGET RELEVANT PEOPLE

USE PPC ON LINKED IN AND FACEBOOK



USE IF NOT THIS THEN THAT & HOOTSUITE
TO AUTOMATE THINGS



How It Fits Together

piece by piece

WEBSITE

INHOUSE NEWS	NETWORKING	BUSINESS TIPS	VISUAL PORTFOLIO
DESIGN INFO	TRADE ASSOCIATIONS	DEVELOPMENTS	INTERACTION
THOUGHTS	INDUSTRY SECTORS	NEW SITES	
		INTERACTION	

WEBSITE

YOU TUBE



VIDEOS



BLOG



LINKEDIN



TWITTER



FACEBOOK



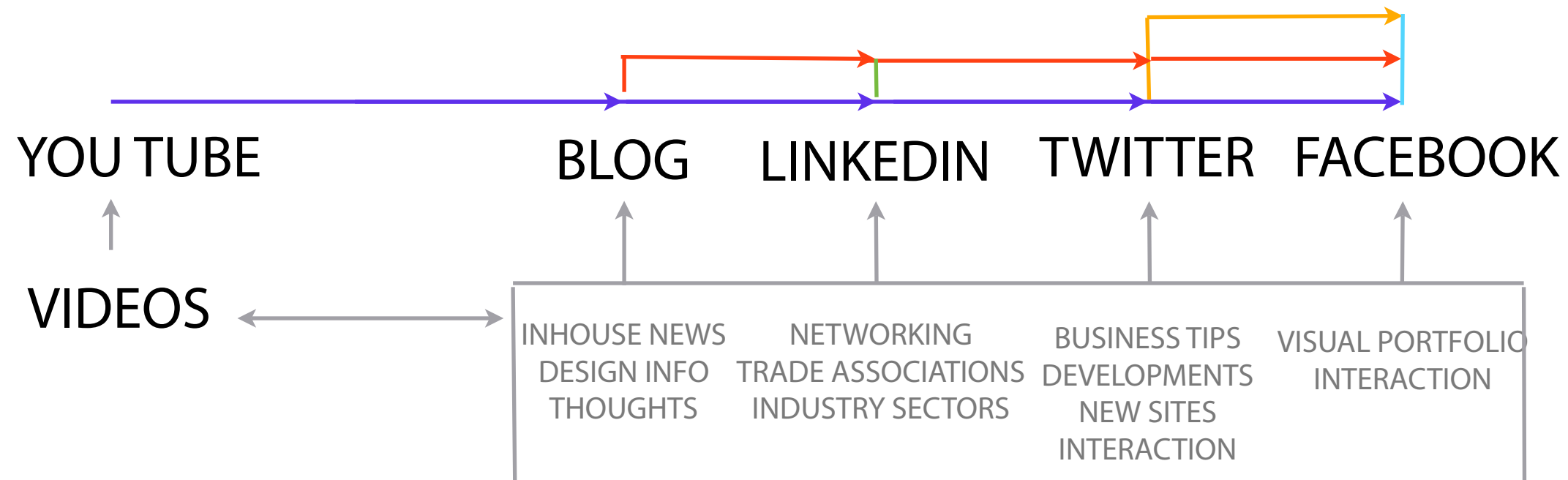
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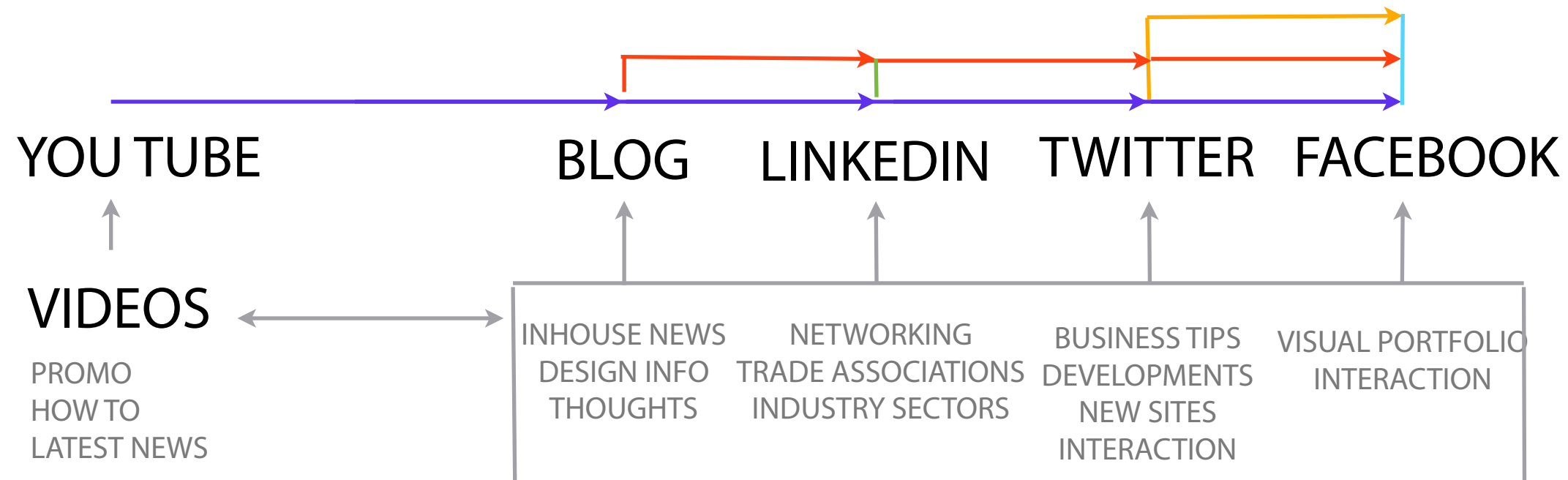
BUSINESS TIPS
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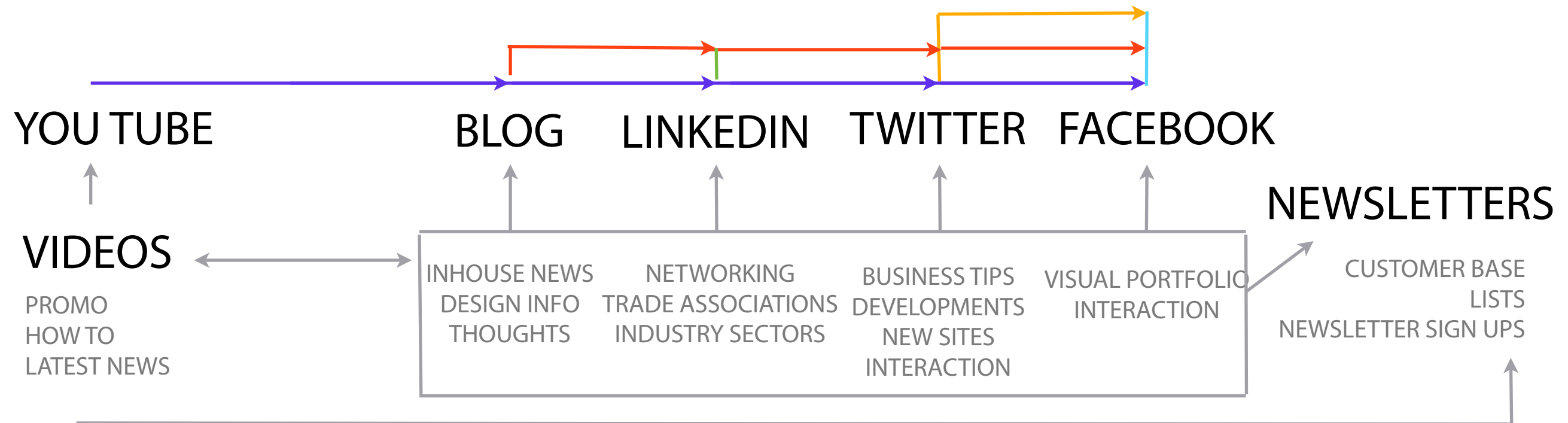
WEBSITE



WEBSITE



WEBSITE



WEBSITE

PERSONALISATION

INDUSTRY

PUBS / BARS
RESTAURANTS
HAIRDRESSERS
PLUMBERS
BUILDERS
SOLICITORS

YOU TUBE

BLOG

LINKEDIN

TWITTER

FACEBOOK

NEWSLETTERS

VIDEOS

PROMO
HOW TO
LATEST NEWS

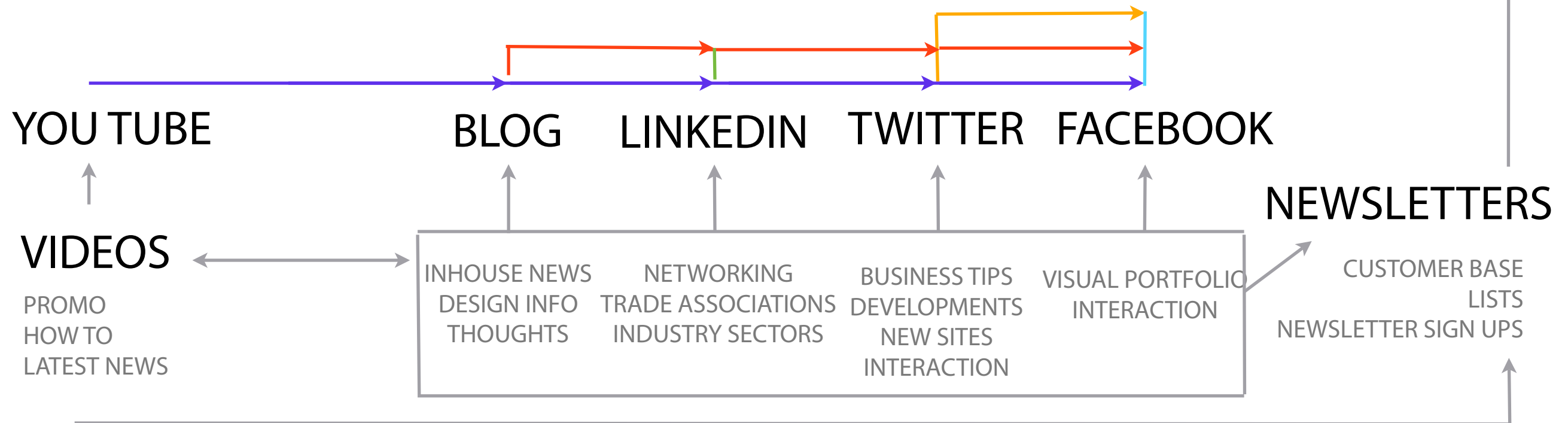
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CUSTOMER BASE
LISTS
NEWSLETTER SIGN UPS



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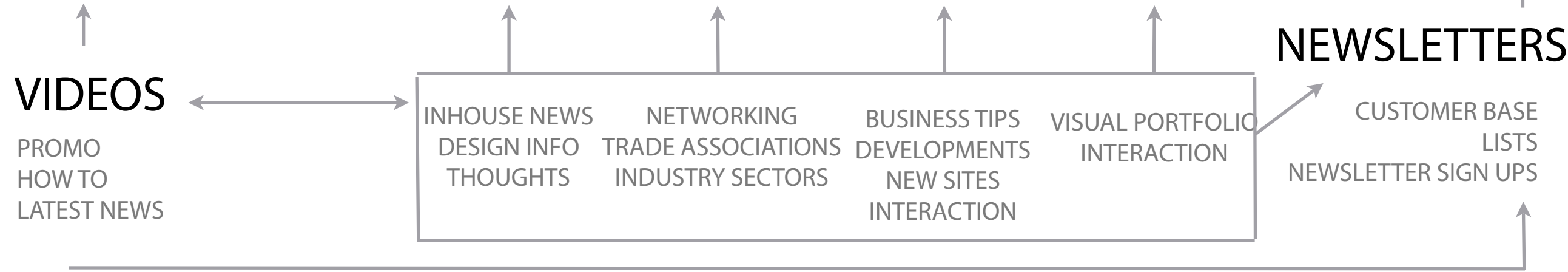
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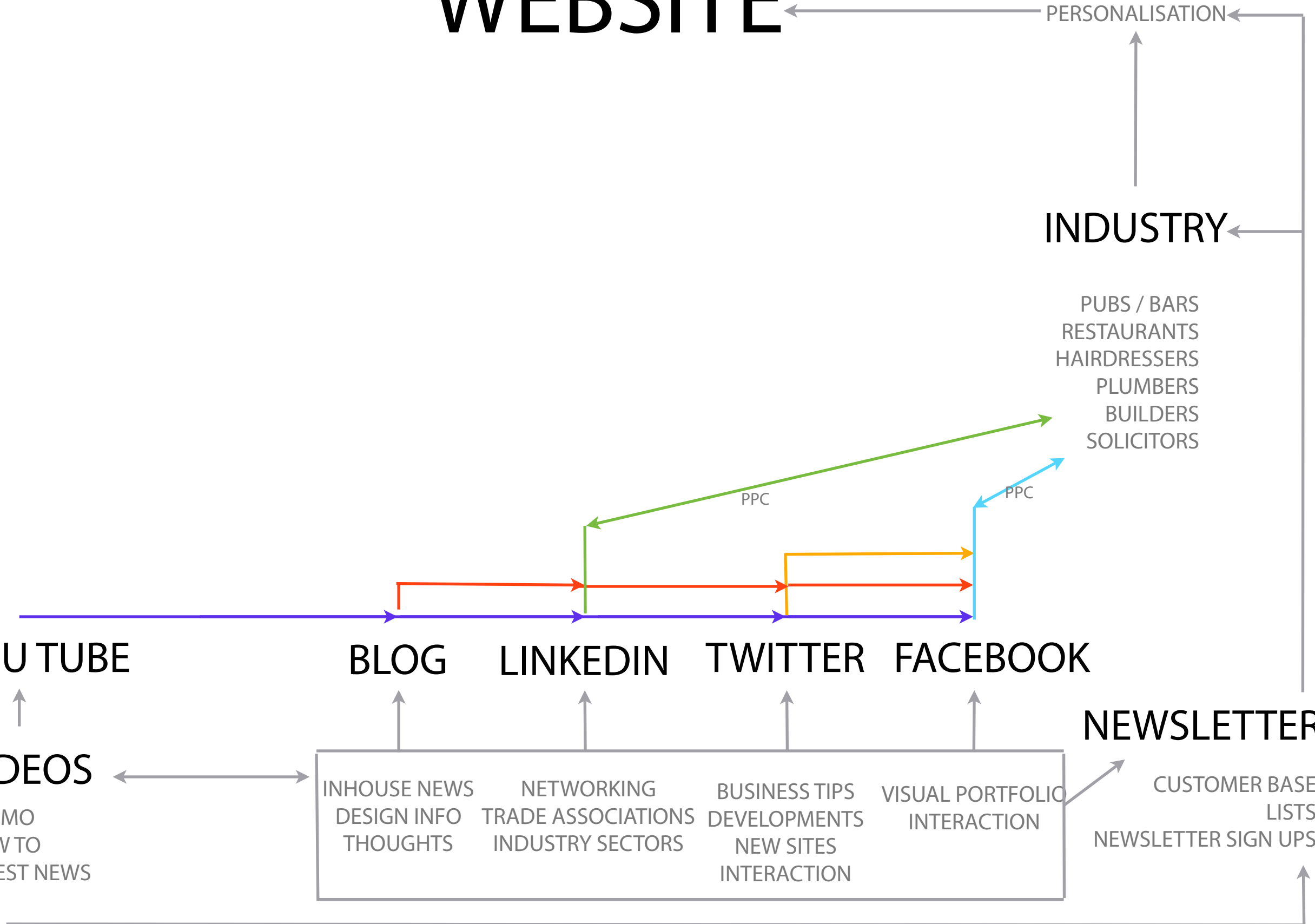
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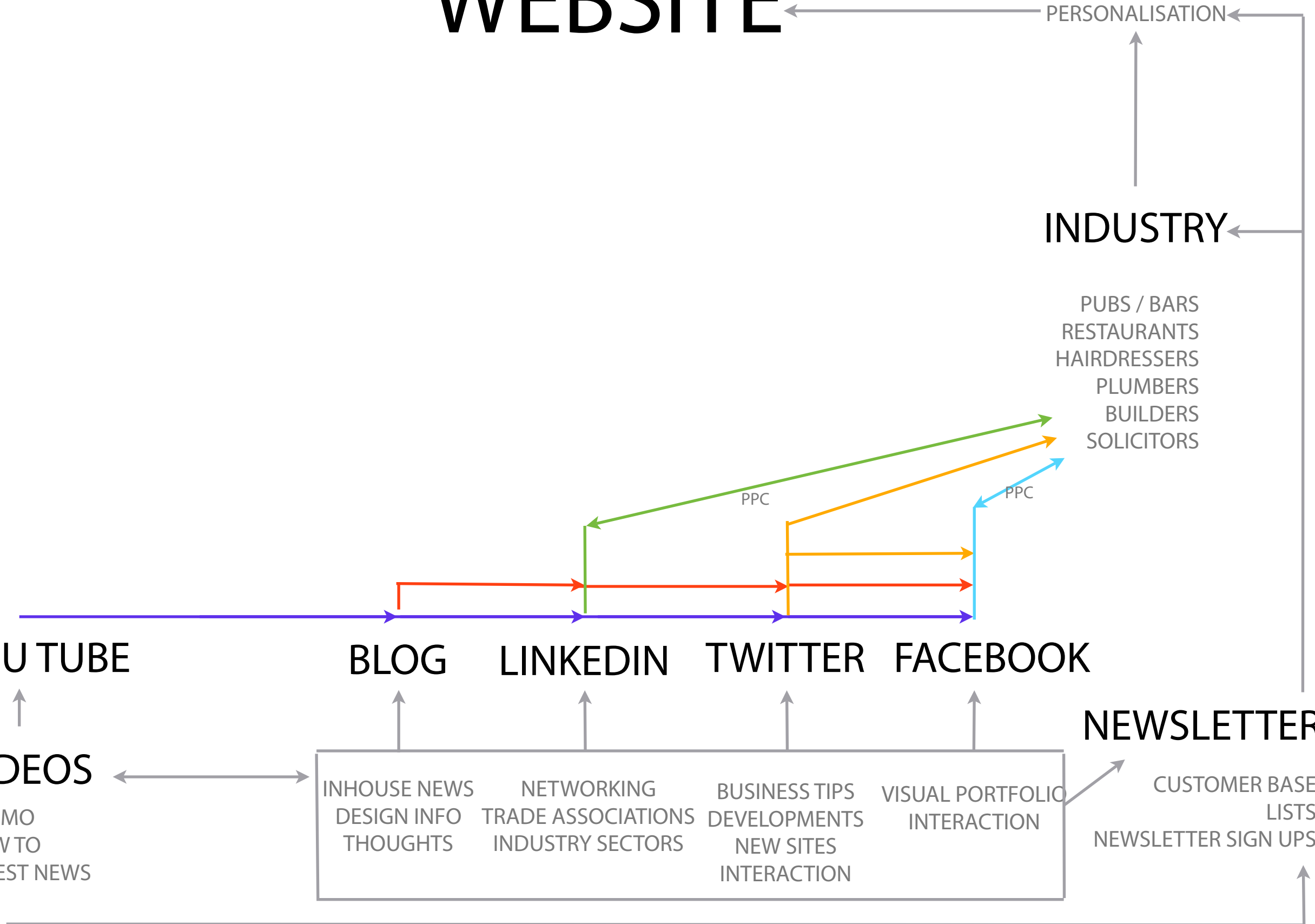
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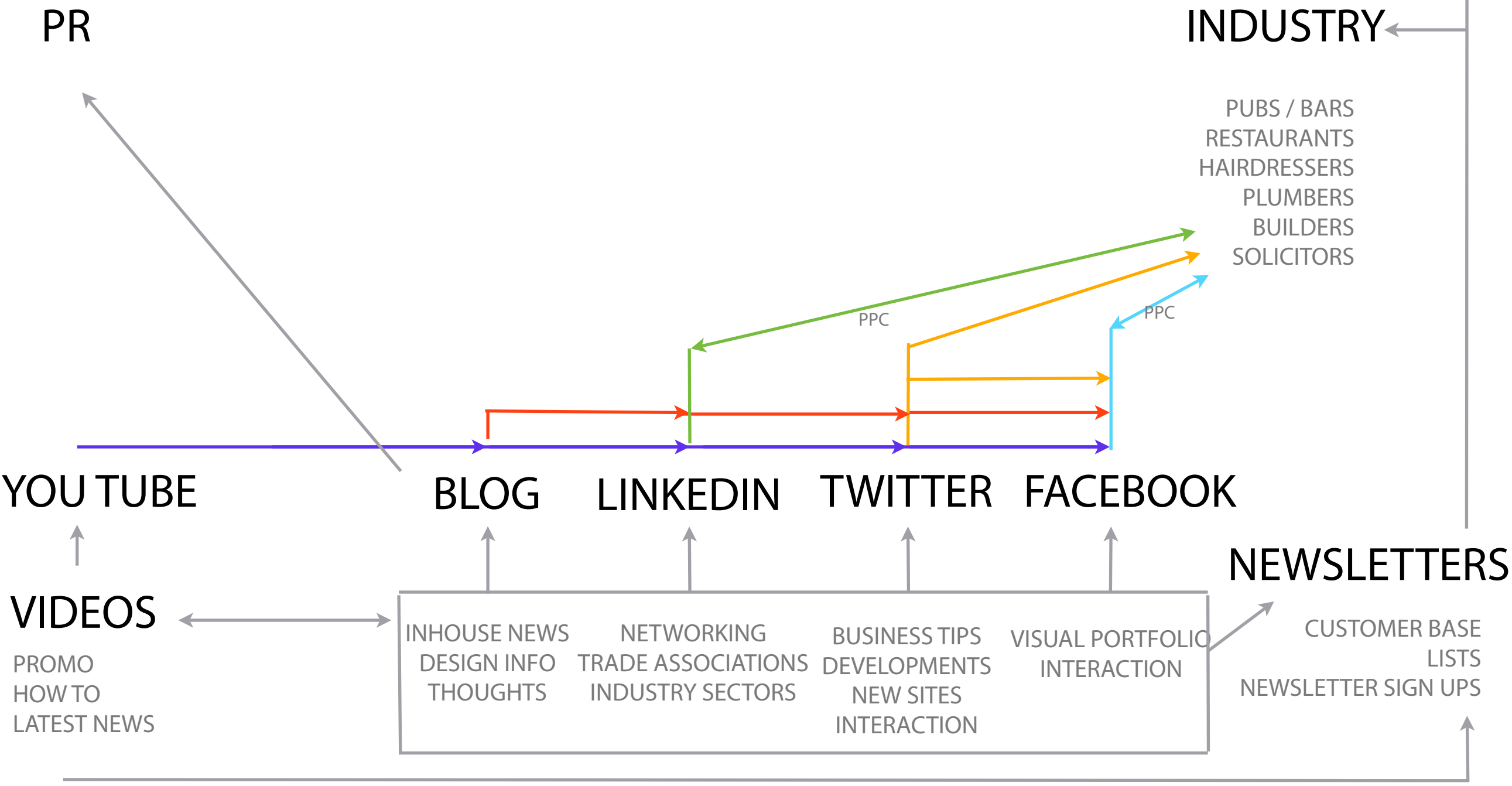
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WEBSITE

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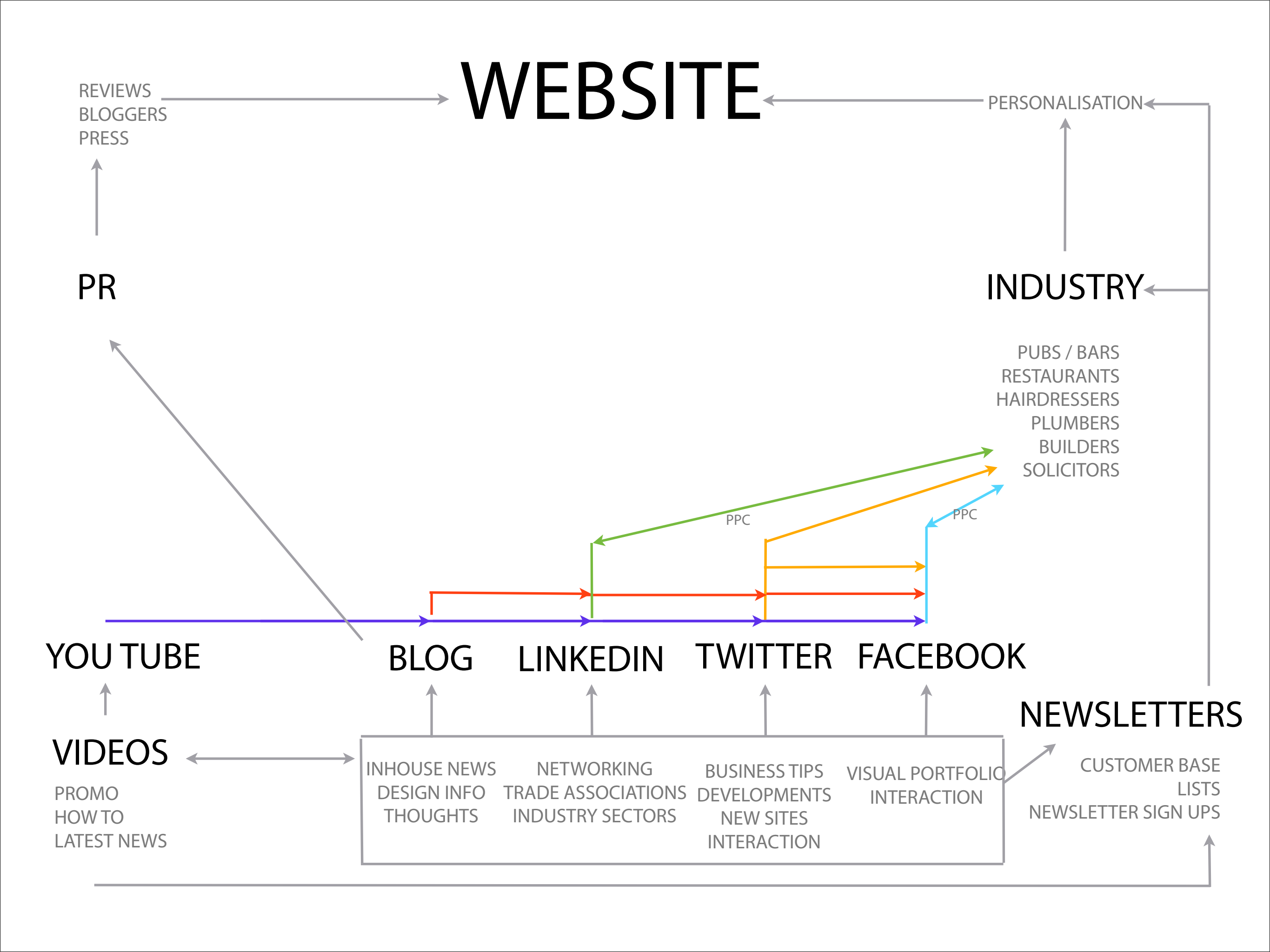
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PRESS

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PR

3RD PARTY SITES

INDUSTRY

SMALL BUSINESS COMPUTING
WWDC
BUSINESS START UP
IT BUSINESS EDGE

PUBS / BARS
RESTAURANTS
HAIRDRESSERS
PLUMBERS
BUILDERS
SOLICITORS

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PPC

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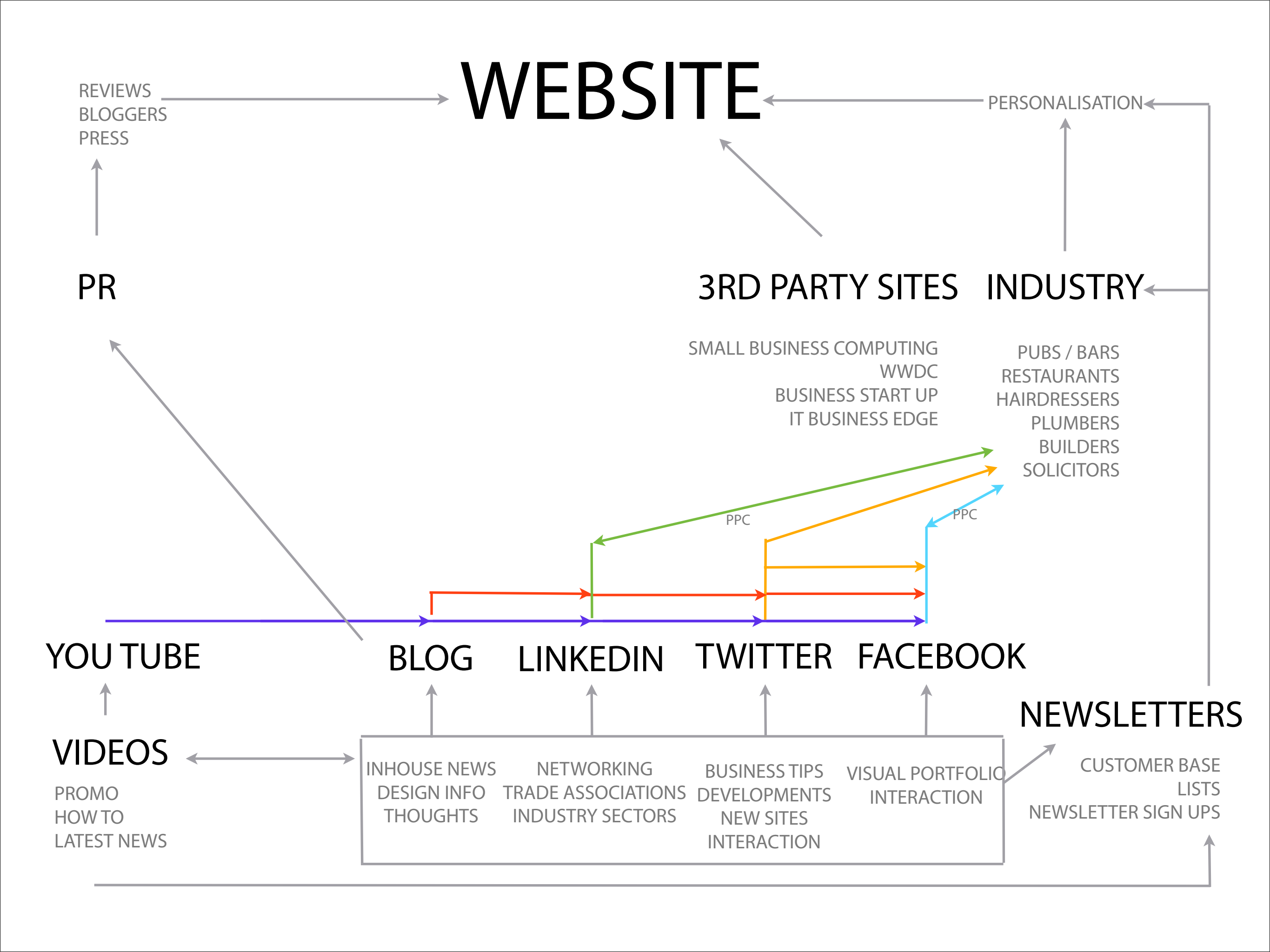
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