Welcome to the
2018 Spoton.net Conference

it'seeze websites
brilliant designs – better results

spoton.net
the website and digital marketing franchise

Agenda for the day

Time	Session	Session led by
8:30	**Meet for morning coffee**	
9:00	Joanne Robbins	Why it'seeze is successful
9:10	Oscar Akiki	Building the perfect figure
9:25	Stephen Morley	The past, present and future
9:50	Kevin Woods	Giving design advice. A simple approach
10:00	Amy Cross-Webber	If it ain't broke - do we fix it?
10:10	Alex Brook	How to make cold calling great again
10:20	Adam Thomlinson	Going the extra mile
10.45	**Break for coffee**	
11.00	Phil Revill	Lessons learned
11.15	Nic and Sarah Johnson	The process
11:30	John Cooper	Commerce package - selling reality
11.45	Chris Roberts	Franchise Finance: Courses and Overview
12.15	Chris Cook	Chantry overview

Time	Session	Session led by
12:30	**Break for lunch**	
13.30	Tom and Rob of Ocere	SEO Kick Start package
14:00	Steven Phillip	Linked2success
15;00	**Break for coffee**	
15:15	All Head Office Team	Answers to questions
15:30	Alex Brook	Awards
15:45	Joanne Robbins	Final thanks
15.50	**Close**	

What makes **it’seeze** successful?

+ The product
+ Target market
+ Local consultants
+ Head Office team

it’seeze websites

brilliant designs – better results

What makes a franchisee successful?

+ People person
+ Confident in the products
+ Has goals/targets
+ Driven and determined
+ Self motivated /organised
+ Adaptable to change

What part do the H.O. play in our success?

+ Dedication
+ Passion and innovation
+ High standards
+ Training and support

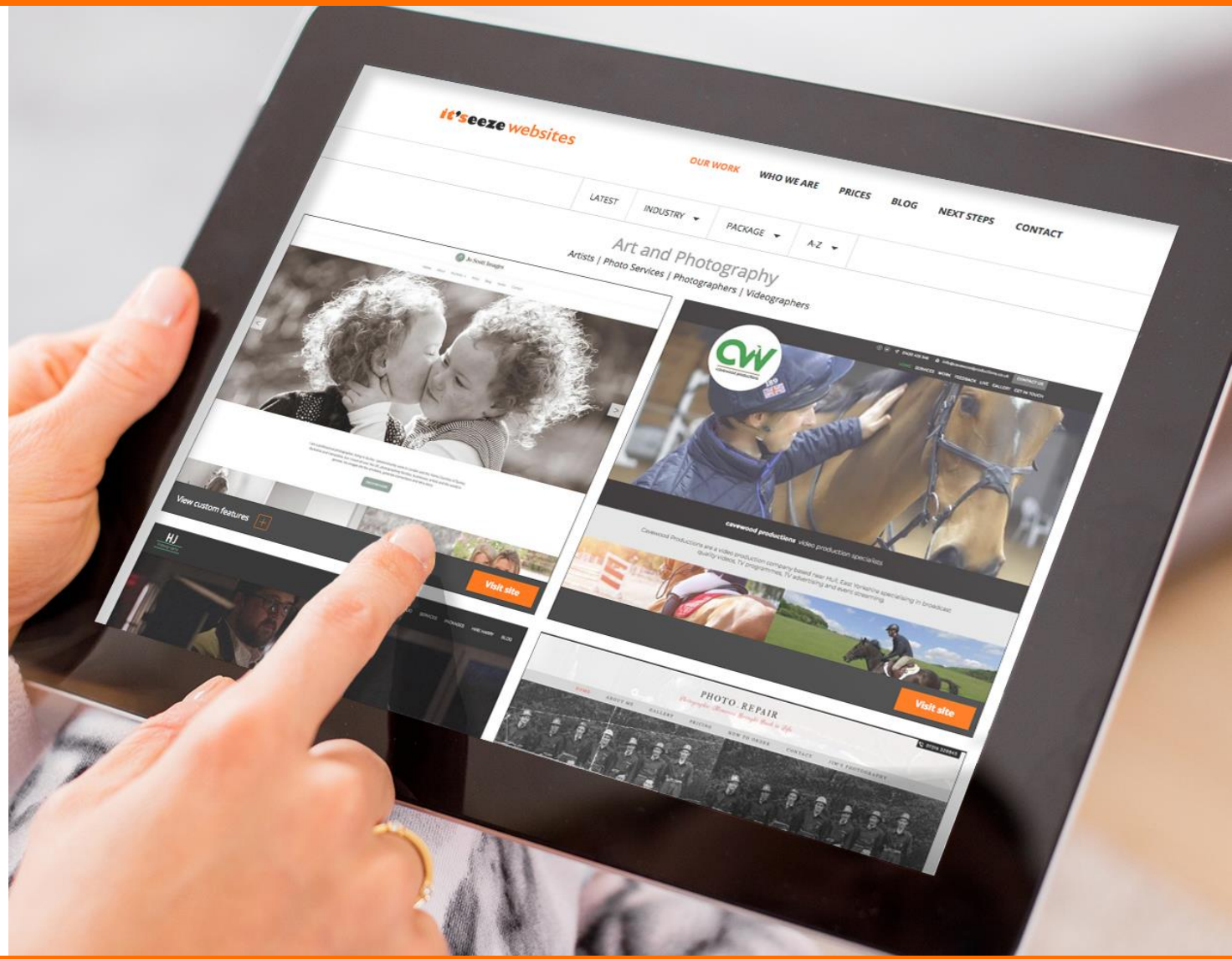
Mutual success

COMMUNICATION

IS KEY!

Happy successful clients

+ Dragons Den and Countryfile
+ Selling online
+ Diversity of website sales



Building on our success in the future

+ Why did we choose Chantry?
+ A fresh approach
+ Experienced in resales
+ Financial planning

CHANTRY

ATTRACT | QUALIFY | NURTURE

FINANCE – Building The Perfect Figure

Turnover & Income Streams

+ Turnover exceeded £1.8M – 10% increase on previous year.

+ Website subscriptions up by 14.5% on previous year.

+ Website setup fee rose by 6.5% year-on-year.

Breakdown	%
Website subscriptions	68%
Website setup fee	16%
Other it'seeze services	8%

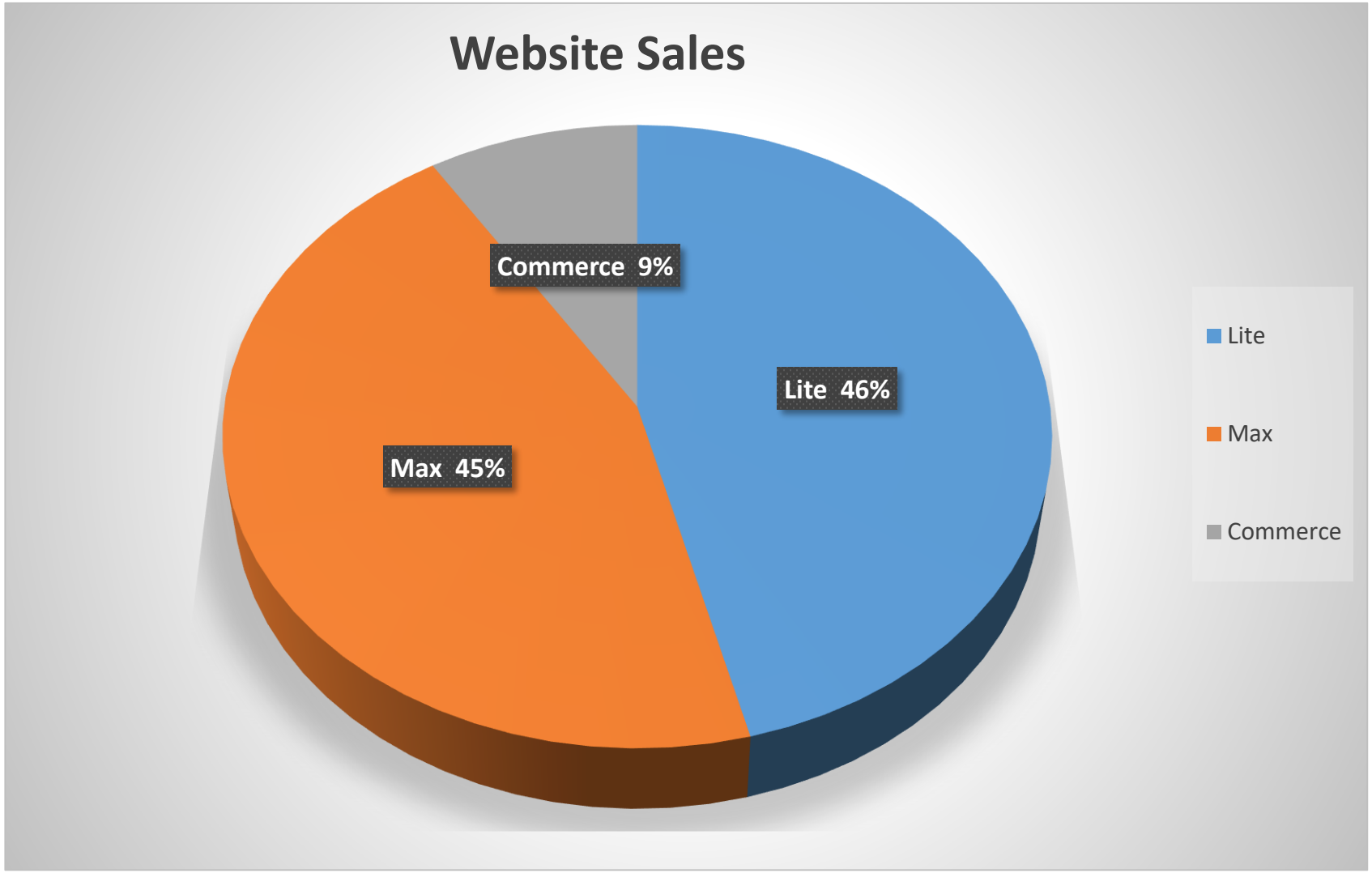
+ **Turnover expected to exceed the £2M mark by 31st Mar 2019.**

Website Sales Performance

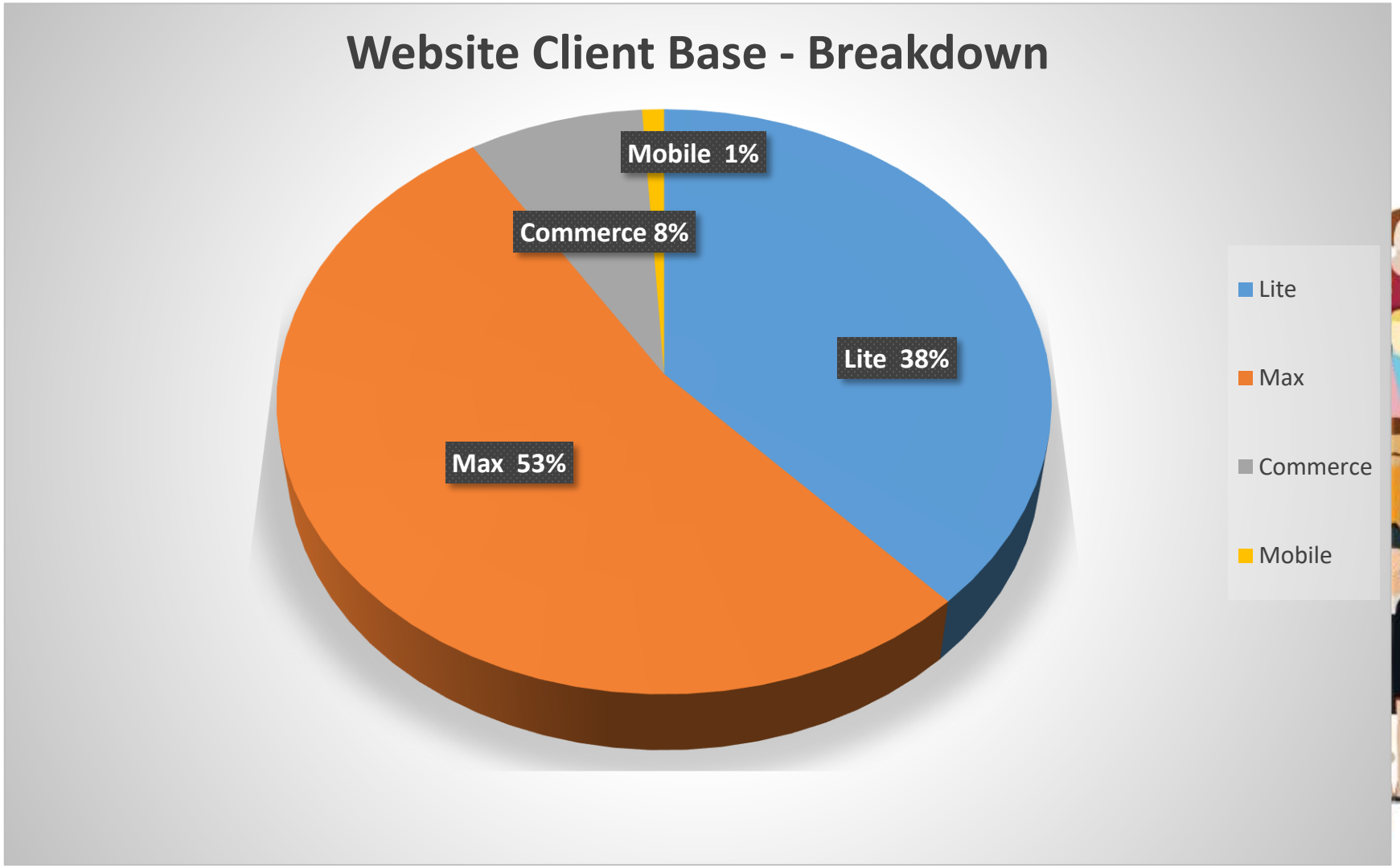
+ Overall website sales were up by 10% on previous year.

Website type	Performance
Lite	+ 16%
Max	+ 5%
Commerce	+ 4%

Website Sales Breakdown

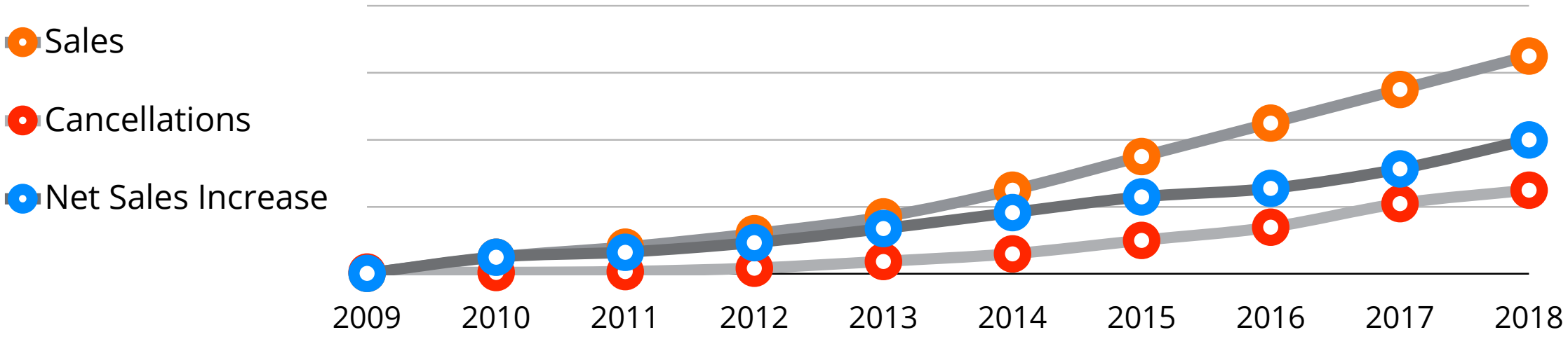


Existing Client Base



Websites Net Growth

Overall, our net growth of websites has improved by more than 7% year-on-year



Cost of Sales & Commission

- Total cost of sales has increased by more than 1.2% on previous year.
- £780K was paid in sales commission to franchisees.
- This is 88% of the total cost of sales and 43% of the total sales income.

Other Costs of Sales

+ Other costs of sales saw a massive 53% increase from £51K to £78K

	2018	2017
Servers	£ 27K	£ 22K
Domains	£ 22K	£ 12K
IMAP	£ 22K	£ 12K
CRM	£ 7K	£ 5K

+ All cost increases have been absorbed by Head Office without increasing the cost to our clients.

Overheads & Expenses

- Expenses increased by 14.4% year-on-year.
- Wages and remuneration were the biggest factor with 20% increase on previous year.

	2018	2017	Difference
Wages & Remuneration	£ 604K	£ 503K	£ 101K

Conclusion

- With a strong performance year after year, Spoton.net has heavily re-invested in the business, constantly consolidating its network and operations.
- Better platforms and tools, enhanced staff training and development, CPD training for franchisees, provisions for further franchisee training.

Conclusion

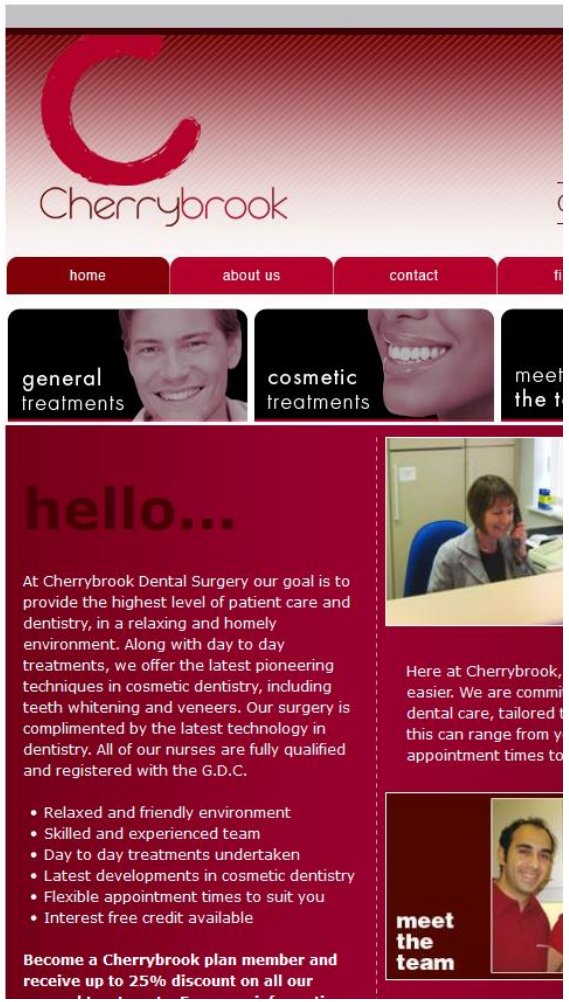
- Ongoing and constant effort to streamline operations, improve our services and offerings, and raise brand awareness - thus passing on the benefits to our franchise network and customers.

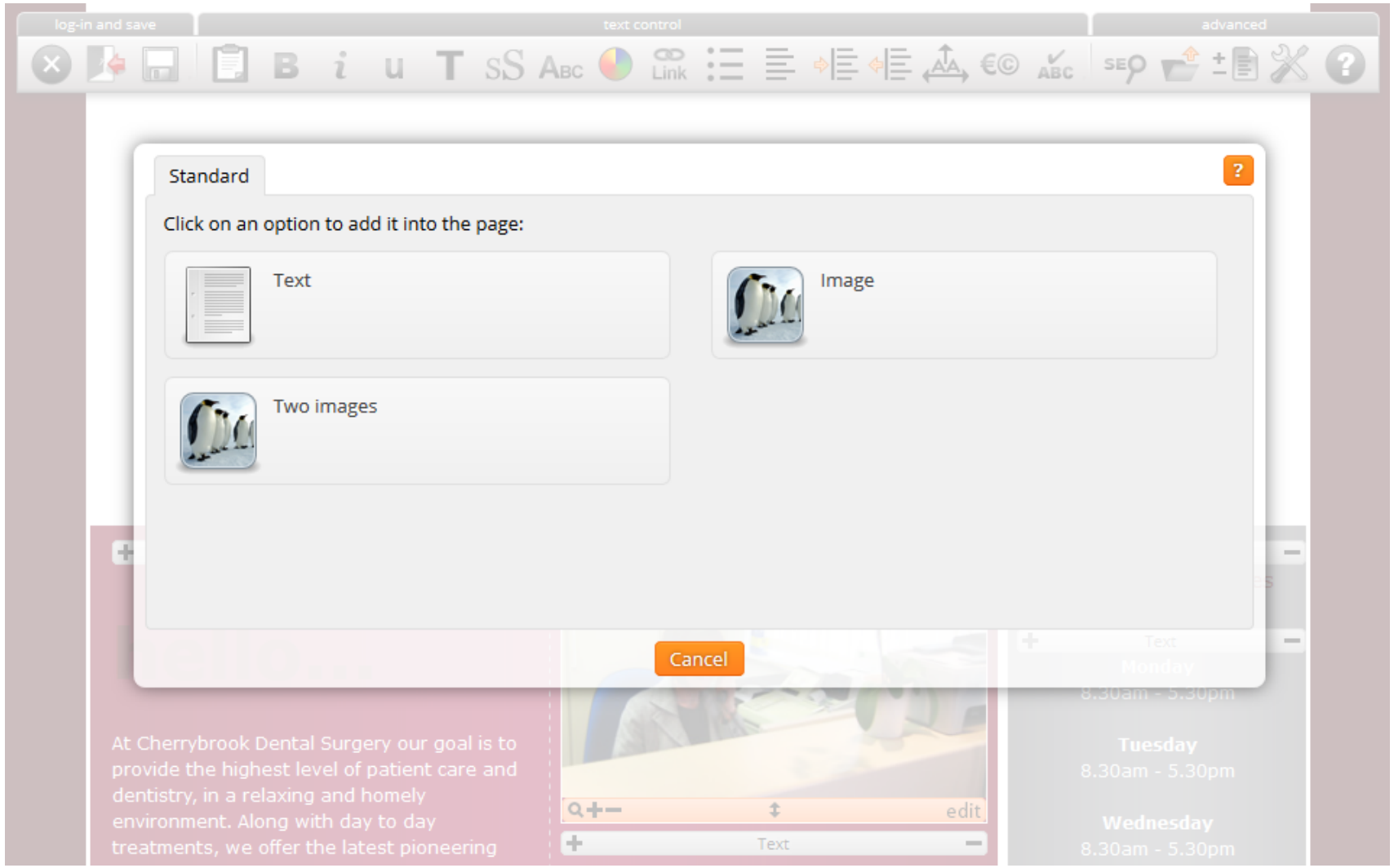
Development

Past, present, and future

Past

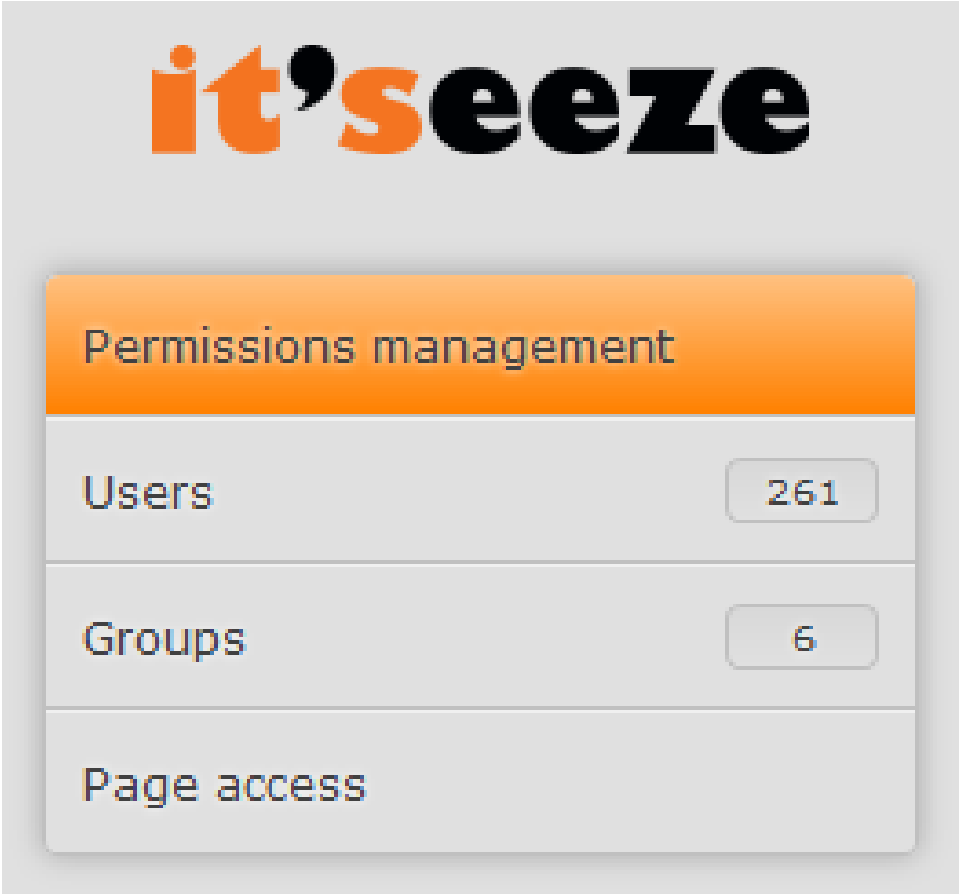
Carrier
8:40 AM
Men Without Hats
FOLLOW
323,160 MONTHLY LISTENERS
SHUFFLE PLAY
POPULAR
1 The Safety Dance (Video Version)...
3,886,192
2 The Safety Dance
2,361,584
3 Pop Goes The World
415,605
Tainted Love
Soft Cell
Home
Browse
Search
Radio
Your Music

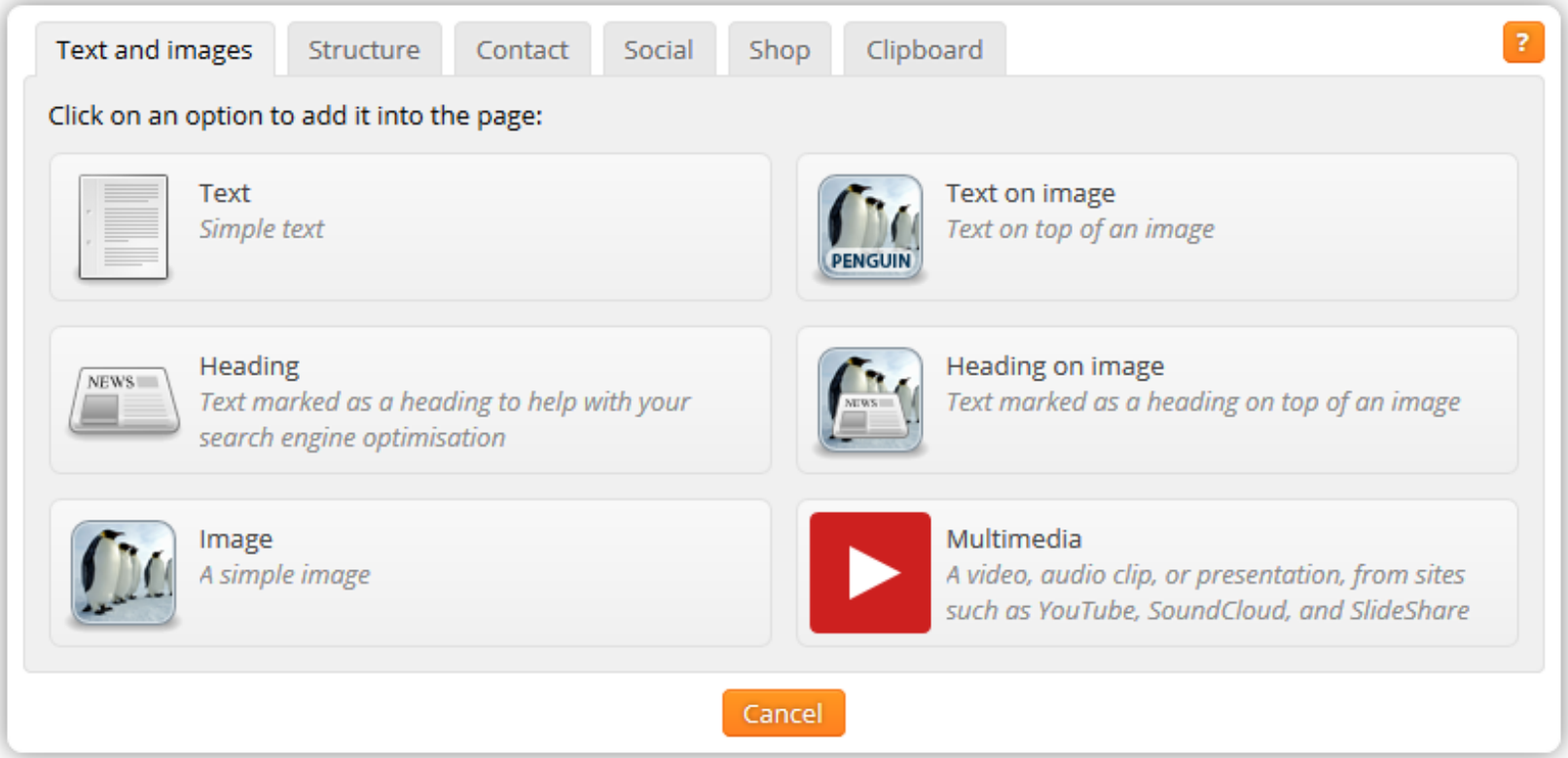

Cherrybrook
home
about us
contact
general treatments
cosmetic treatments
hello...
At Cherrybrook Dental Surgery our goal is to provide the highest level of patient care and dentistry, in a relaxing and homely environment. Along with day to day treatments, we offer the latest pioneering techniques in cosmetic dentistry, including teeth whitening and veneers. Our surgery is complimented by the latest technology in dentistry. All of our nurses are fully qualified and registered with the G.D.C.
• Relaxed and friendly environment
• Skilled and experienced team
• Day to day treatments undertaken
• Latest developments in cosmetic dentistry
• Flexible appointment times to suit you
• Interest free credit available
Become a Cherrybrook plan member and receive up to 25% discount on all our
meet the team


log-in and save
text control
advanced
Link
Standard
Click on an option to add it into the page:
Text
Image
Two images
Cancel
At Cherrybrook Dental Surgery our goal is to provide the highest level of patient care and dentistry, in a relaxing and homely environment. Along with day to day treatments, we offer the latest pioneering
edit
Text
Tuesday
8.30am - 5.30pm
Wednesday
8.30am - 5.30pm

it’seeze websites

brilliant designs – better results


it'seeze
Permissions management
Users
261
Groups
6
Page access

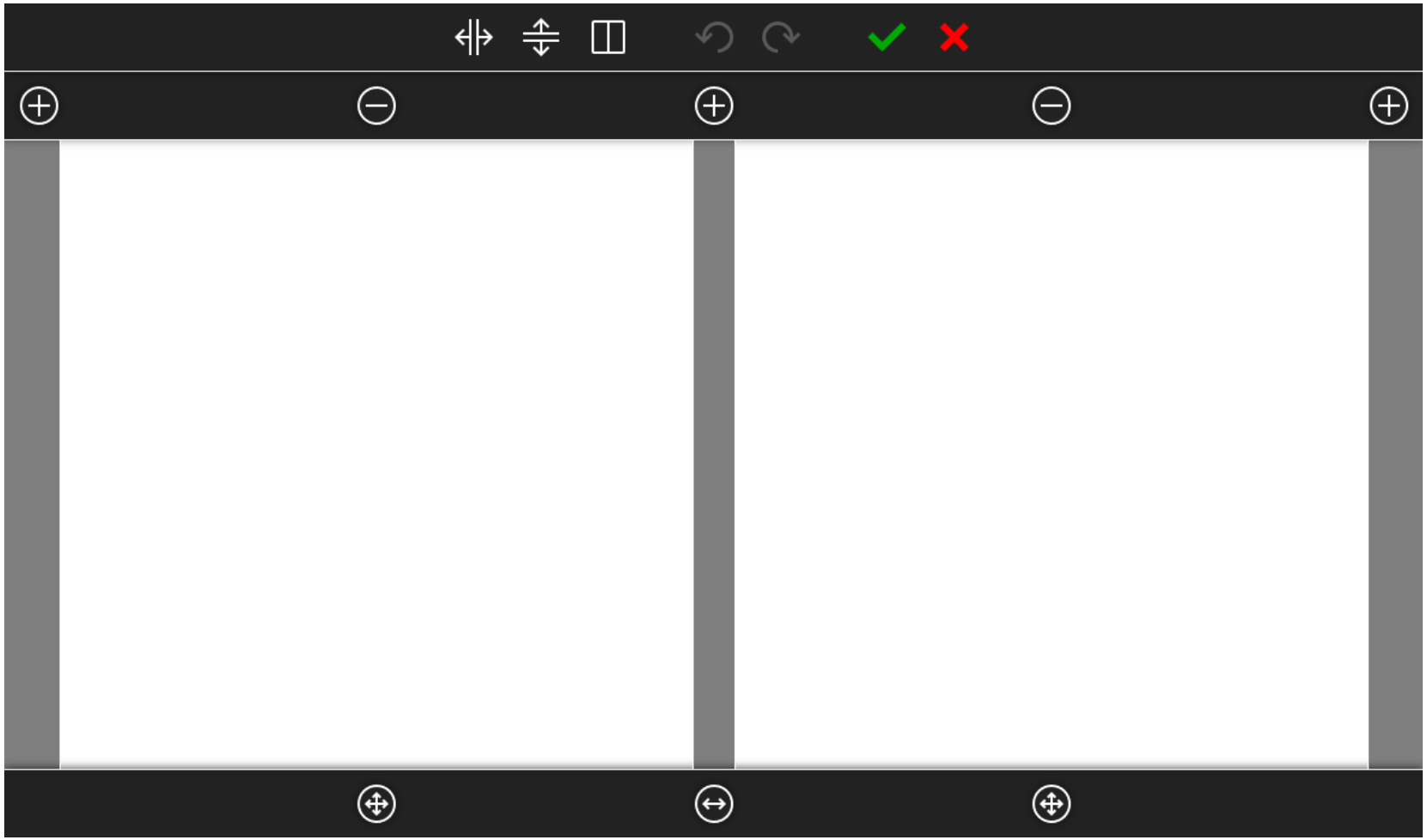

Text and images
Structure
Contact
Social
Shop
Clipboard
?
Click on an option to add it into the page:
Text
Simple text
Text on image
Text on top of an image
PENGUIN
Heading
Text marked as a heading to help with your search engine optimisation
NEWS
Heading on image
Text marked as a heading on top of an image
Image
A simple image
Multimedia
A video, audio clip, or presentation, from sites such as YouTube, SoundCloud, and SlideShare
Cancel

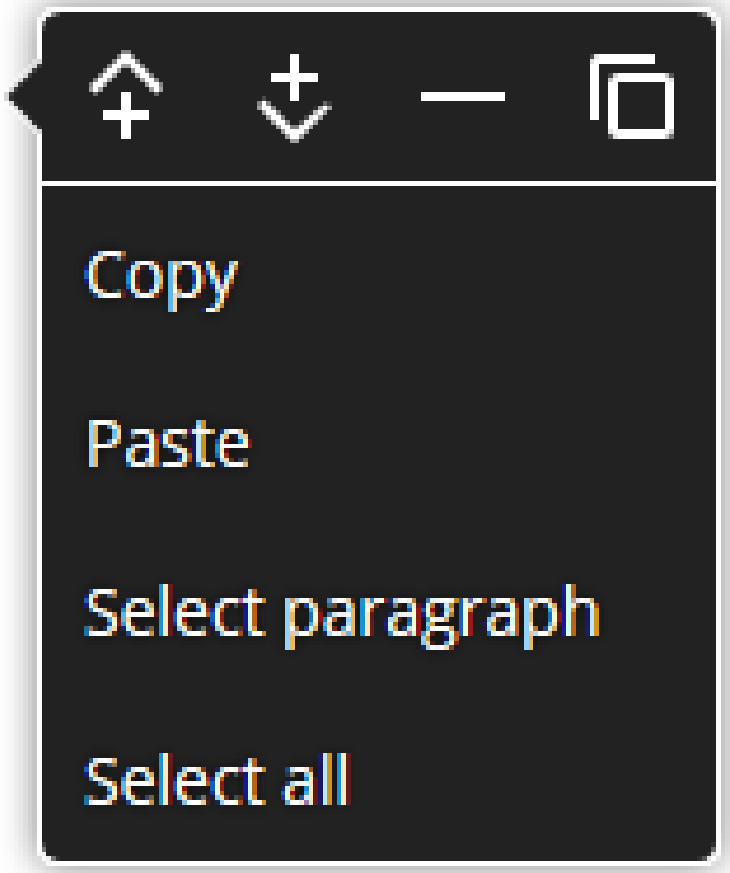
DIRECT
Debit

lite

mobile

100 000 000




Copy
Paste
Select paragraph
Select all

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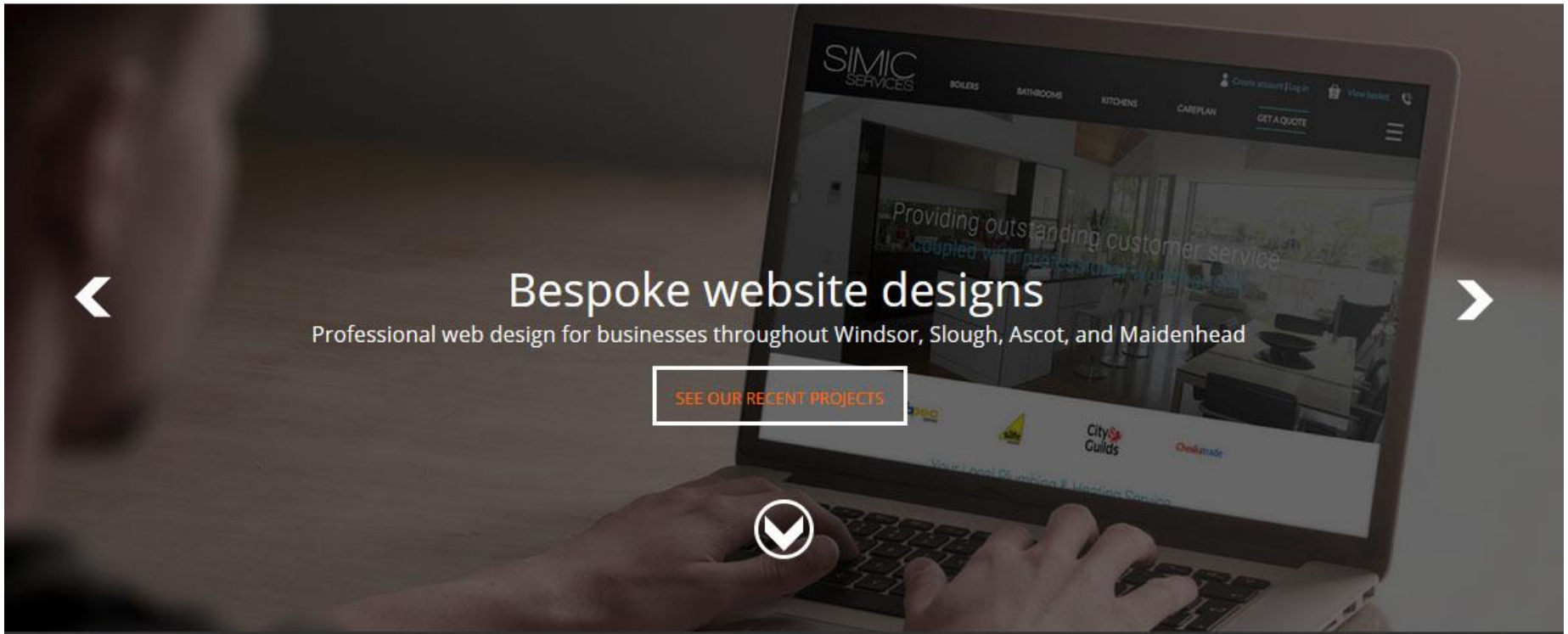
it'seeze websites
brilliant designs – better results

TEL: 01753 201 204

ABOUT SERVICES OUR WORK PRICES NEXT STEPS CONTACT



Our customers say Excellent ★★★★★ 9.4 out of 10 based on 208 reviews Trustpilot

approvedindex

Smarter Business Purchasing

pipedrive

Trustpilot

freshdesk

ocere®

Realise your online potential.

Present

CLOUDFLARE

UP

it’seeze Uploader

Add to basket

Add to wishlist

Sort by relevance

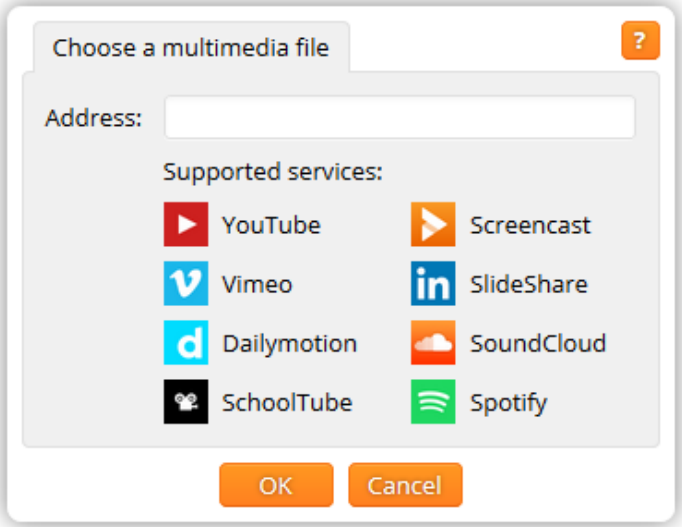
- relevance
- popularity
- name
- price, low to high
- price, high to low
- newest arrivals

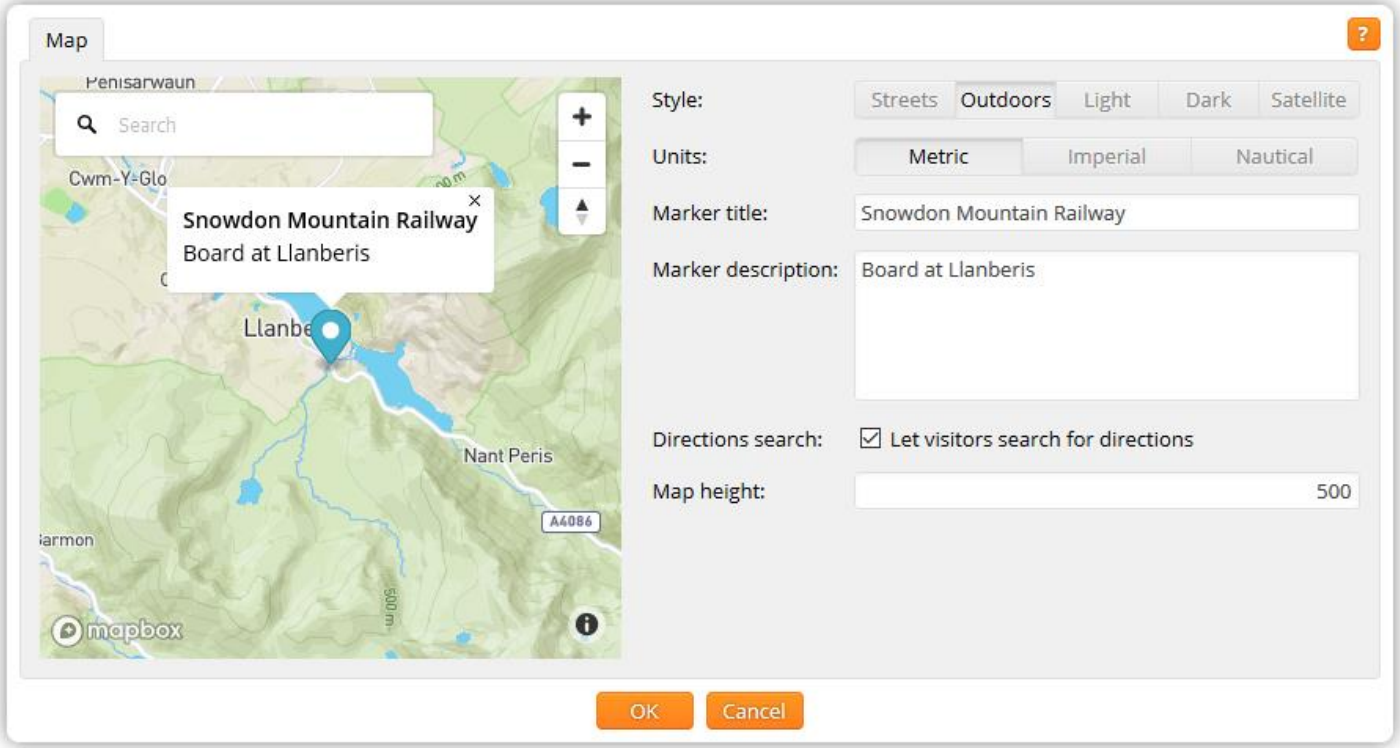
Colour:	Quantity:
Black	
Red	
White	

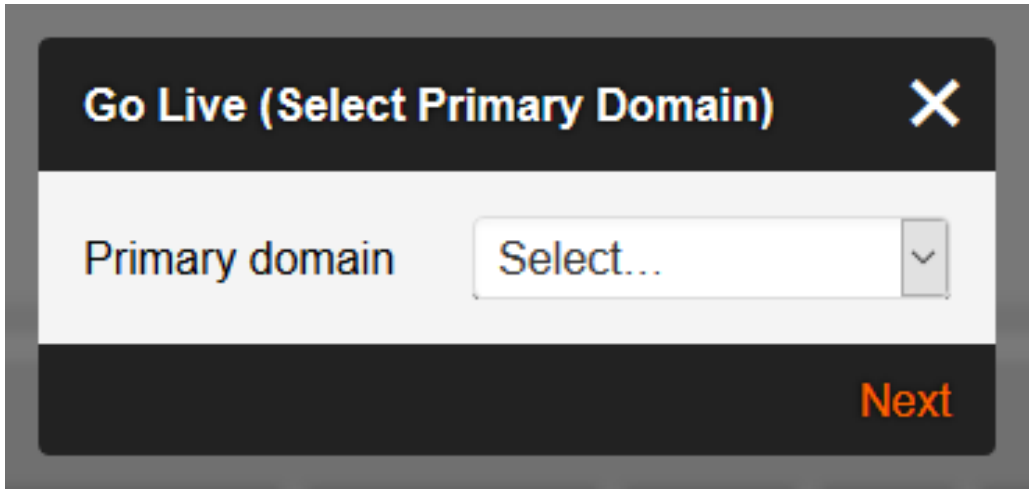
Add to basket

cardstream

payment sense.


Choose a multimedia file
?
Address:
Supported services:
YouTube
Screencast
Vimeo
SlideShare
Dailymotion
SoundCloud
SchoolTube
Spotify
OK
Cancel


Map
?
Penisarwaun
Search
Cwm-Y-Glo
Snowdon Mountain Railway
Board at Llanberis
Llanbe
Nant Peris
A4086
mapbox
Style:
Streets
Outdoors
Light
Dark
Satellite
Units:
Metric
Imperial
Nautical
Marker title:
Snowdon Mountain Railway
Marker description:
Board at Llanberis
Directions search:
Let visitors search for directions
Map height:
500
OK
Cancel


Go Live (Select Primary Domain)
Primary domain
Select...
Next

850 of 5000 images uploaded

Future

it'seeze websites

brilliant designs – better results

Login > Change Password

EezeAdmin Login

To log in to you account, please enter you Account ID and password.

Account ID: stephen.morley

Password: ••••••••

Login

sales@stealthscooter.co.uk
07512202406
01424844702
STEALTH
ABOUT
YOU
SPEC
COMMUNITY
BUY
0 IN BASKET
STEALTH LIFE
The Ultimate Street Scooter
STEALTH

1 000 000 000

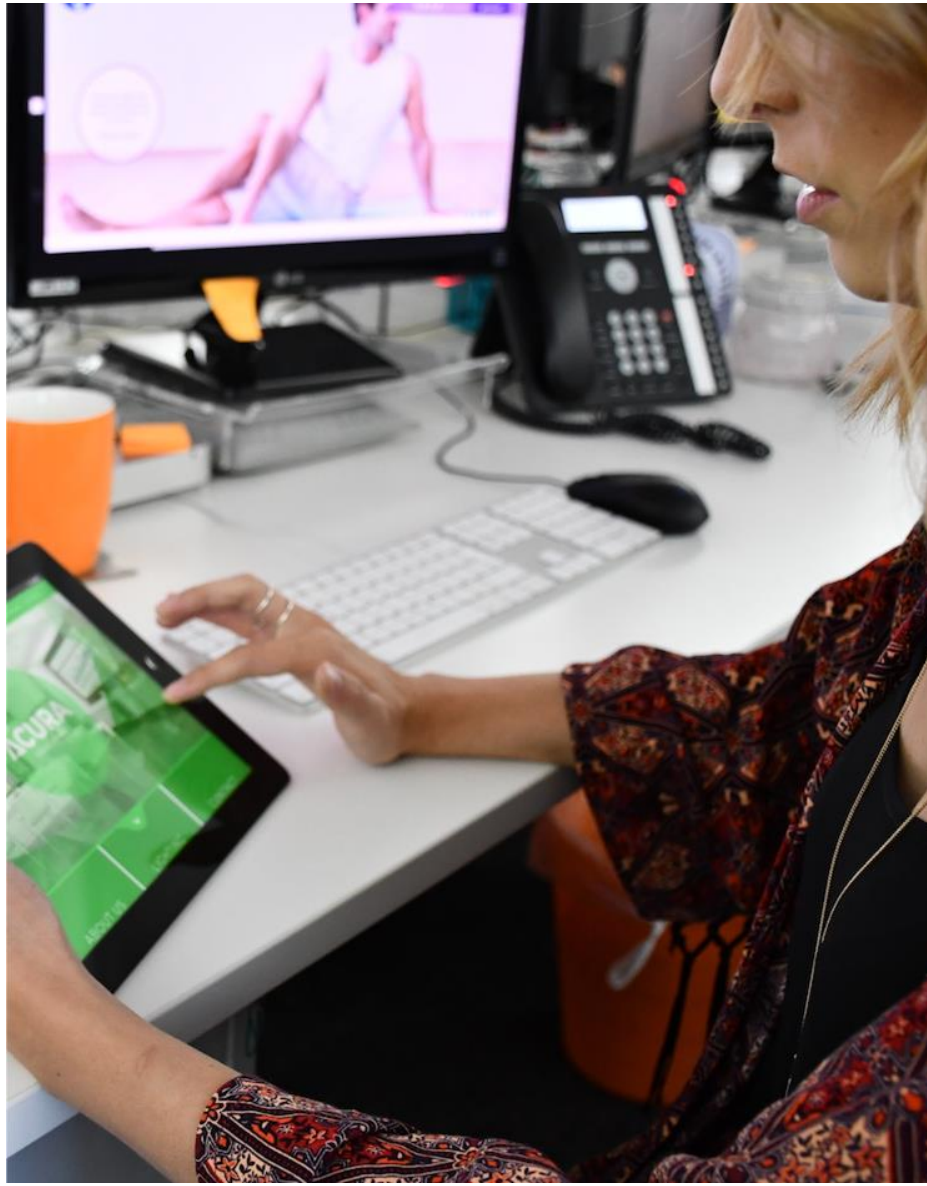
Giving design advice

A simple approach

Clients expect guidance regarding design.

Benefits of design knowledge:

+ Confidence. Helps when talking in more detail about home page design
+ Builds enthusiasm and trust
+ Helps when briefing and gives better direction
+ Help us create better websites

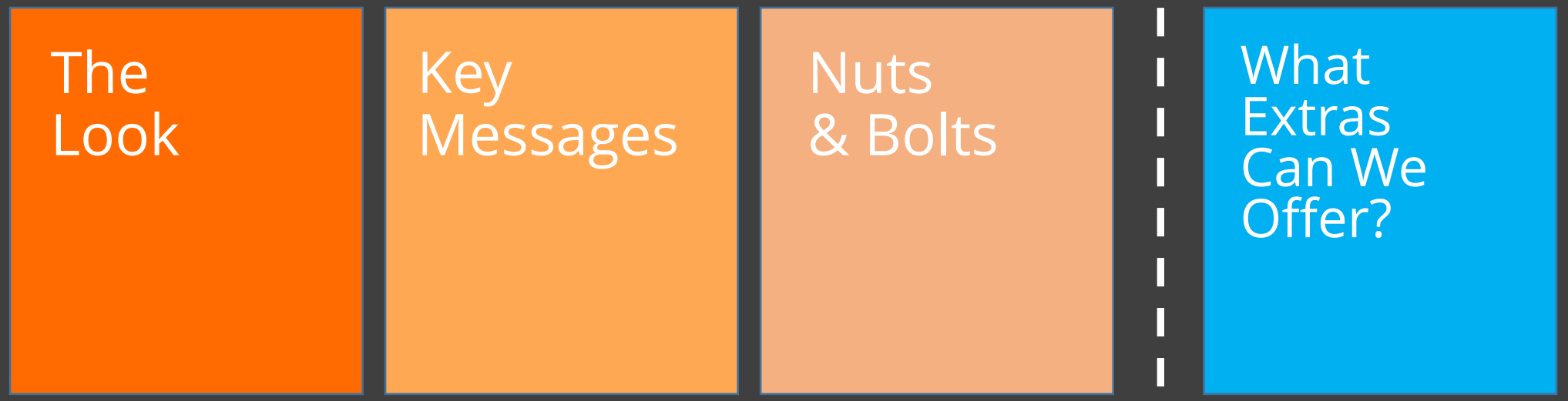


Covering

+ My 4 step approach to design basics
+ Examples of success
+ Advanced advice styles and trends

1	2
3	4

My 4 step design checklist:
After I've found out about the business...



Design advice. Suggestions, facts and what's possible

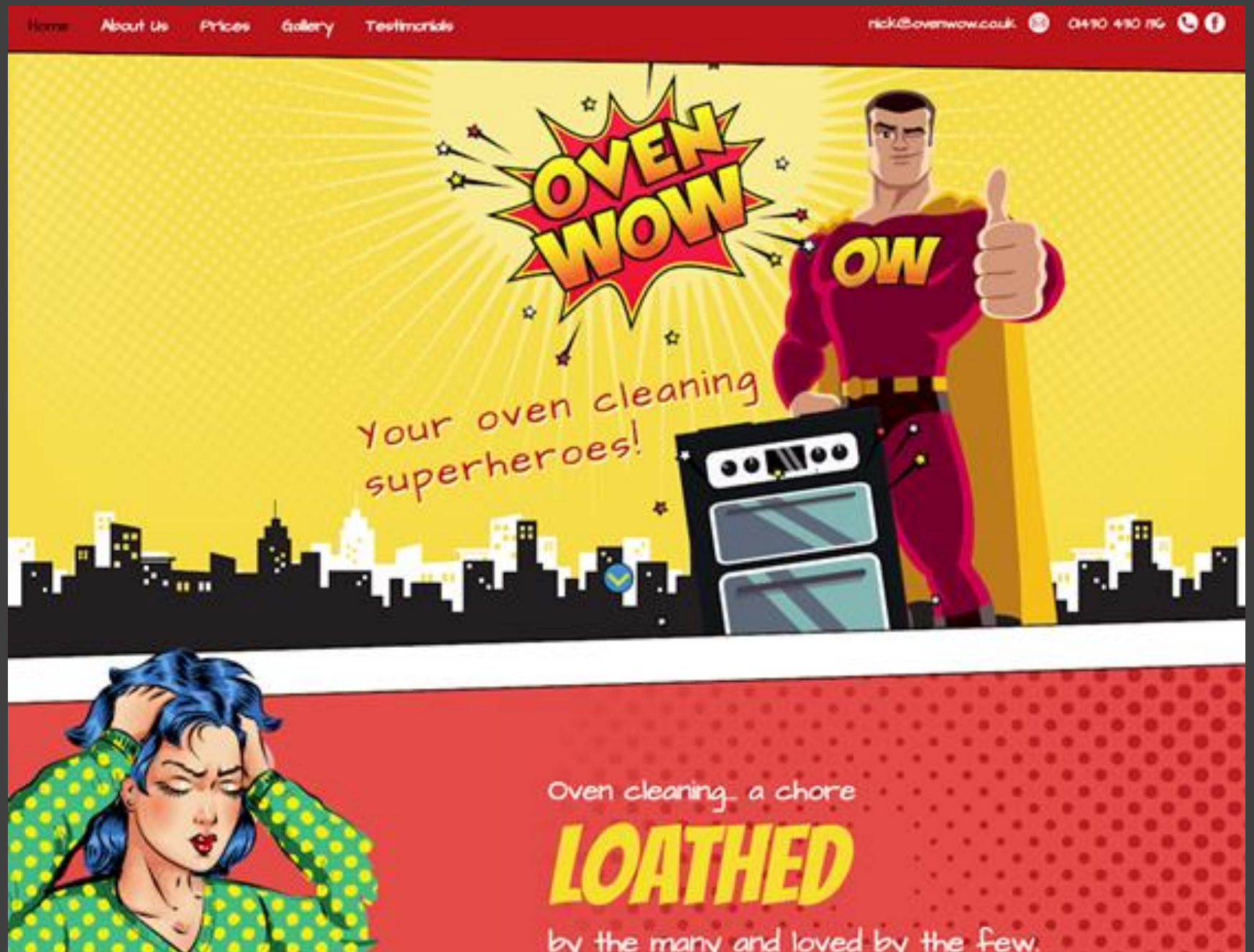
Paid extras

1

The Look

Thinking about maximum impact

An idea of the possibilities

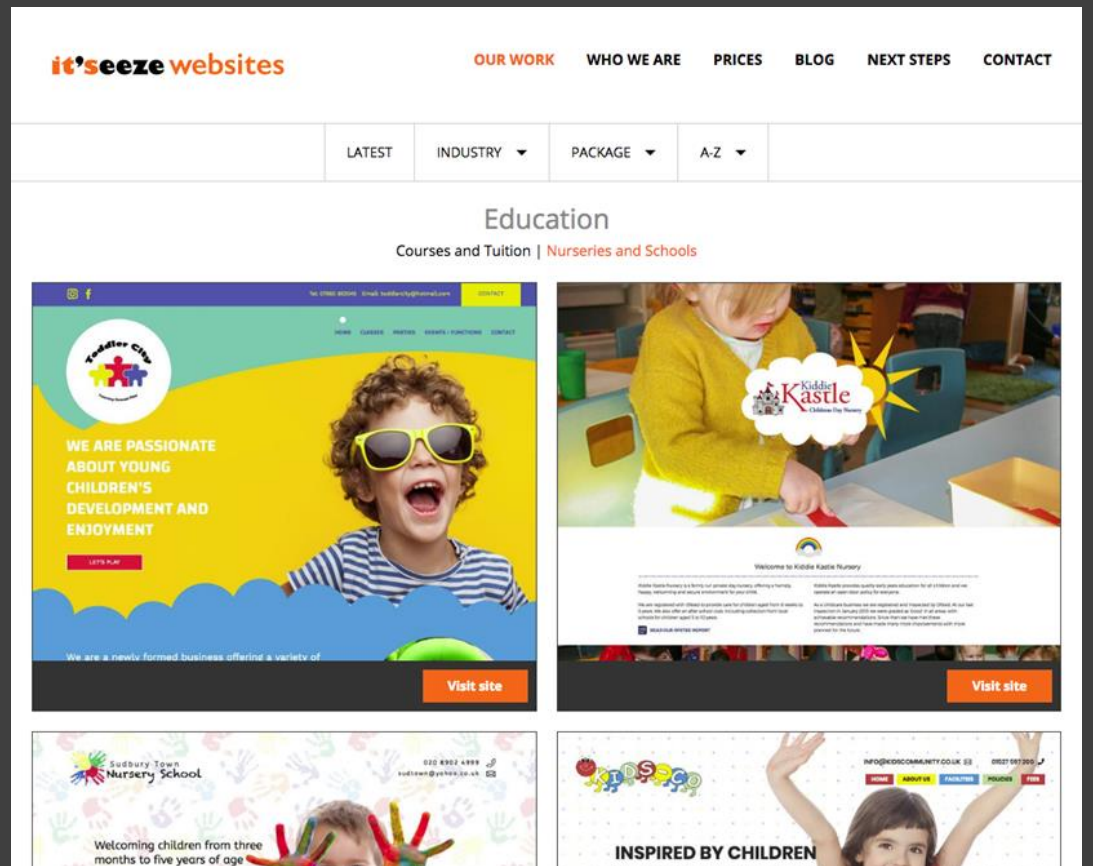


1

Advise on style

The Look
Key Messages
Nuts & Bolts

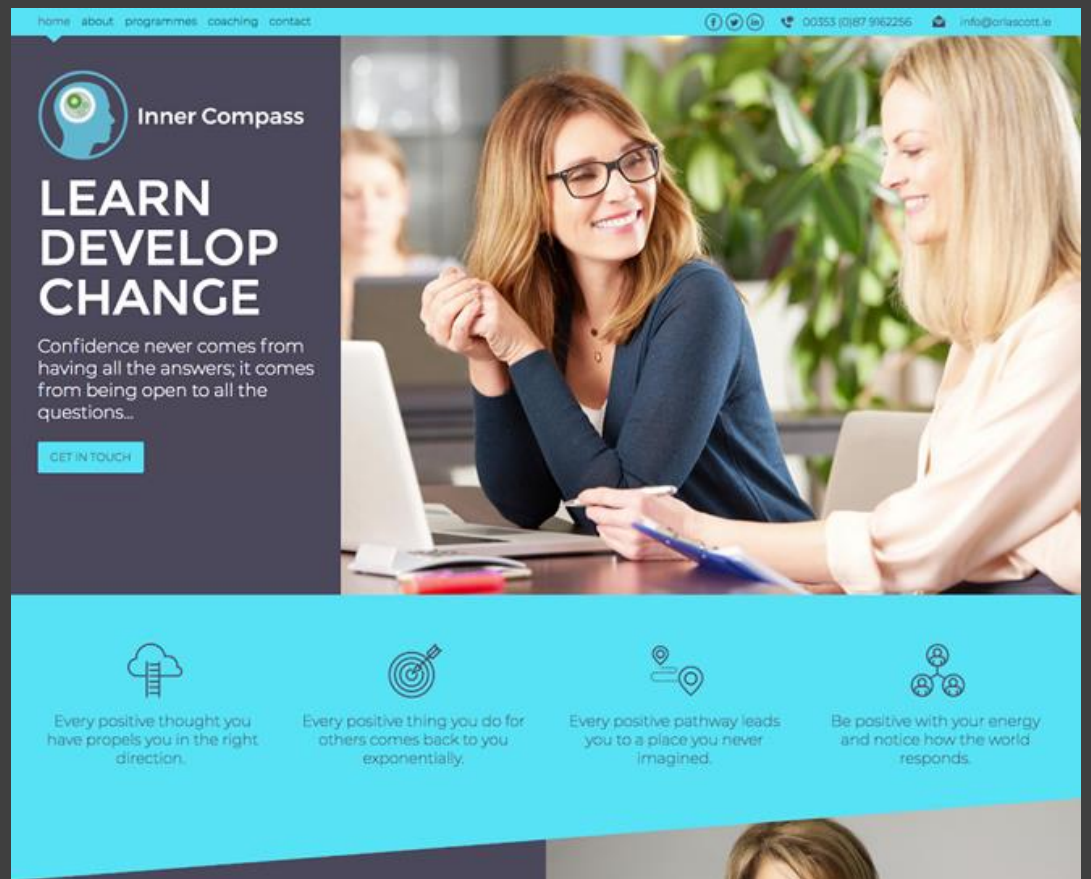
+ Use our portfolio A-Z
+ Use the styles and trends page
+ Ask the design team
+ When referencing non - it’seeze sites look out for
    - Animation effects
    - Countdown timers
    - Filter / search options
    - Shops



1

Attention Grabbing

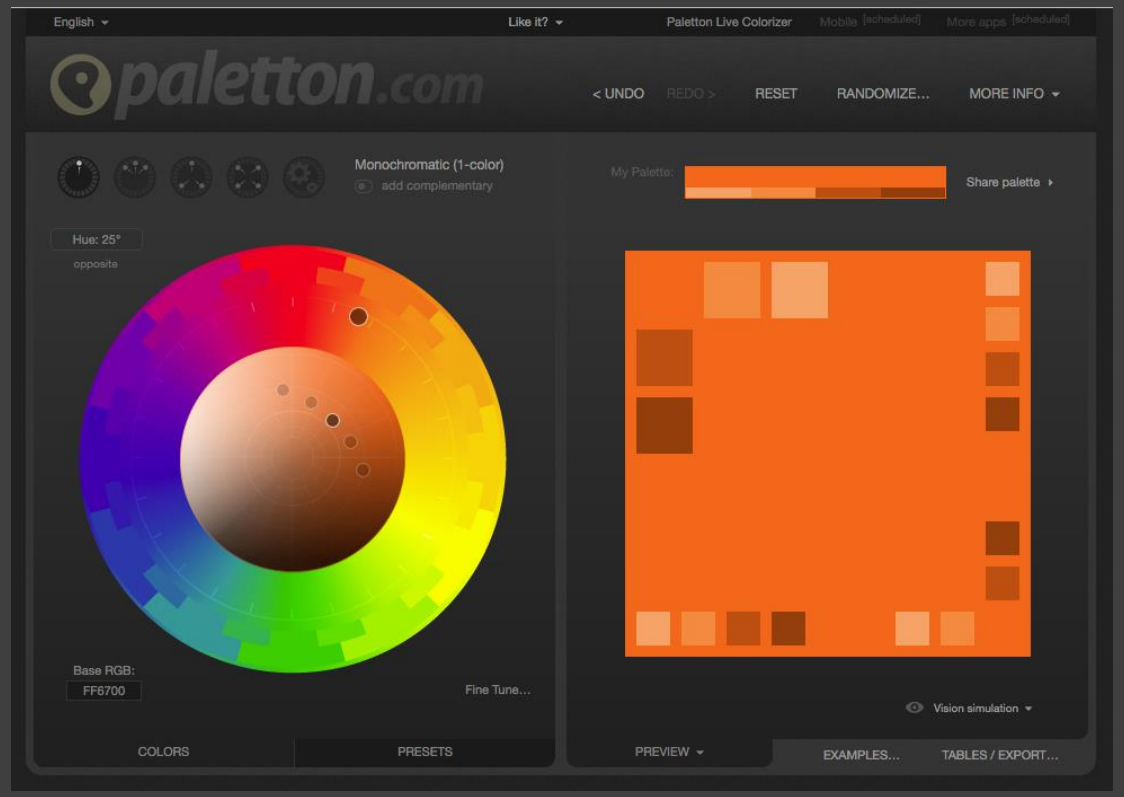
+ Copy and images with impact
+ Subtle transition animation
+ Background images and videos
+ Illustrations with Getty Images - great alternative to stock photography



1

Well Branded & Consistent

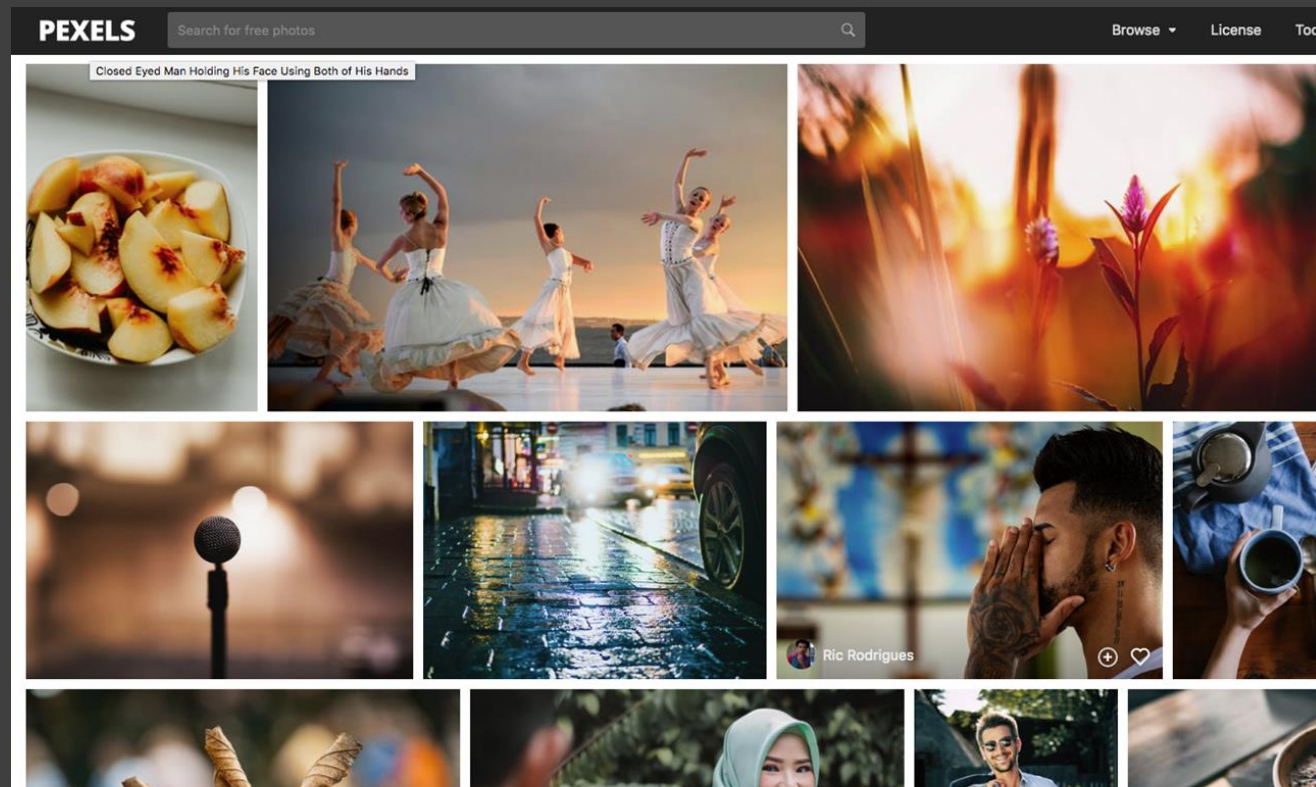
+ 3 ESSENTIAL ELEMENTS
+ Consistent colour palette
  www.paletton.com
+ Fonts that maximise messages
+ Logo design or text based logo.



1

High Quality Imagery

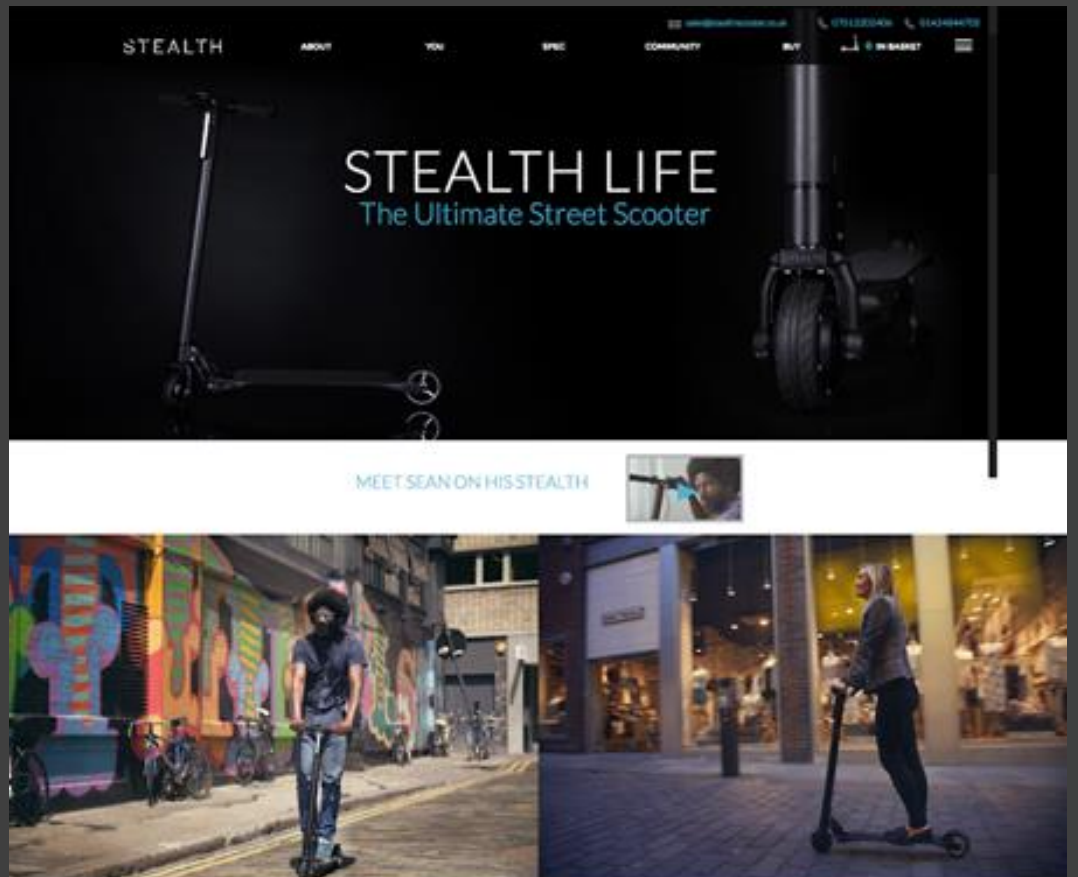
+ Supply original photography
+ Pexels, Pixabay and Unsplash as alternatives to Getty
+ Icons designed to represent services or products



2

Get the Hierarchy Right

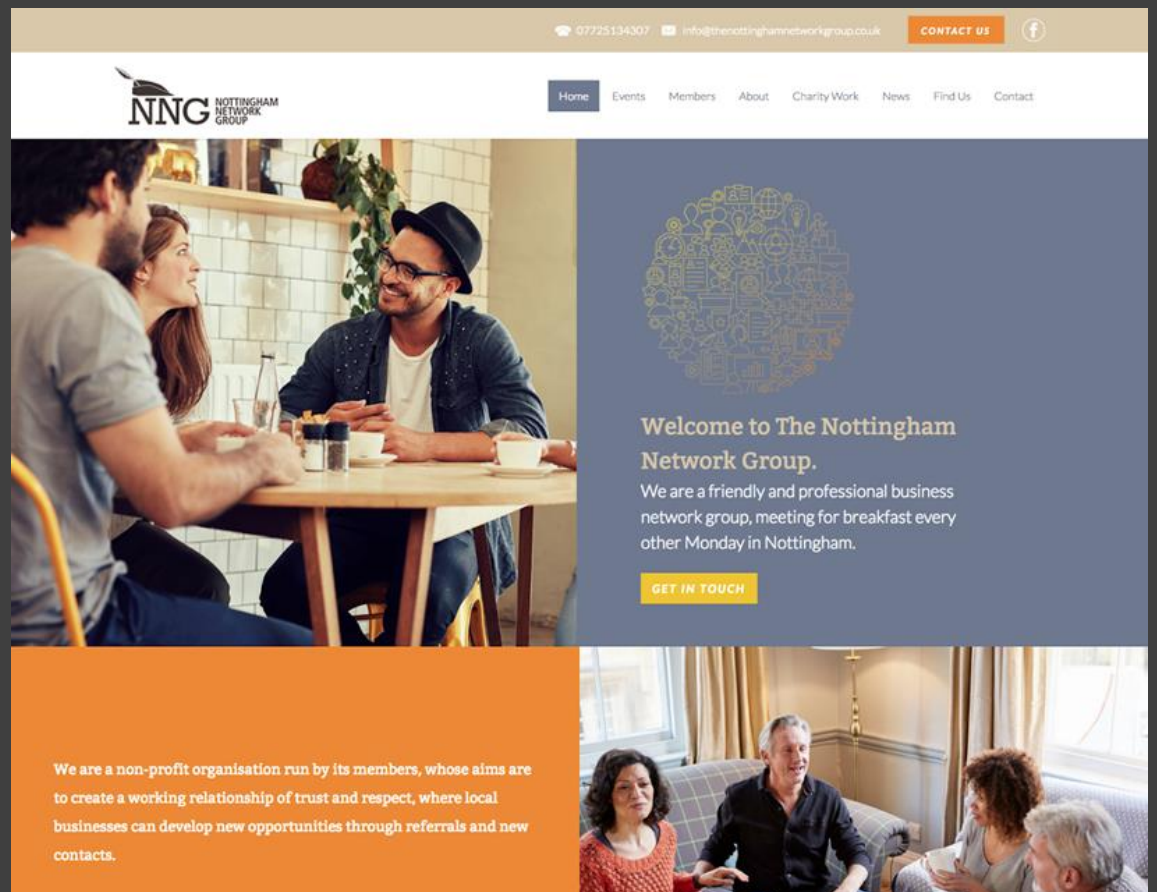
+ Lead with a headline
+ Benefits at the top.
  Everything else underneath.



2

Think of Content in Sections

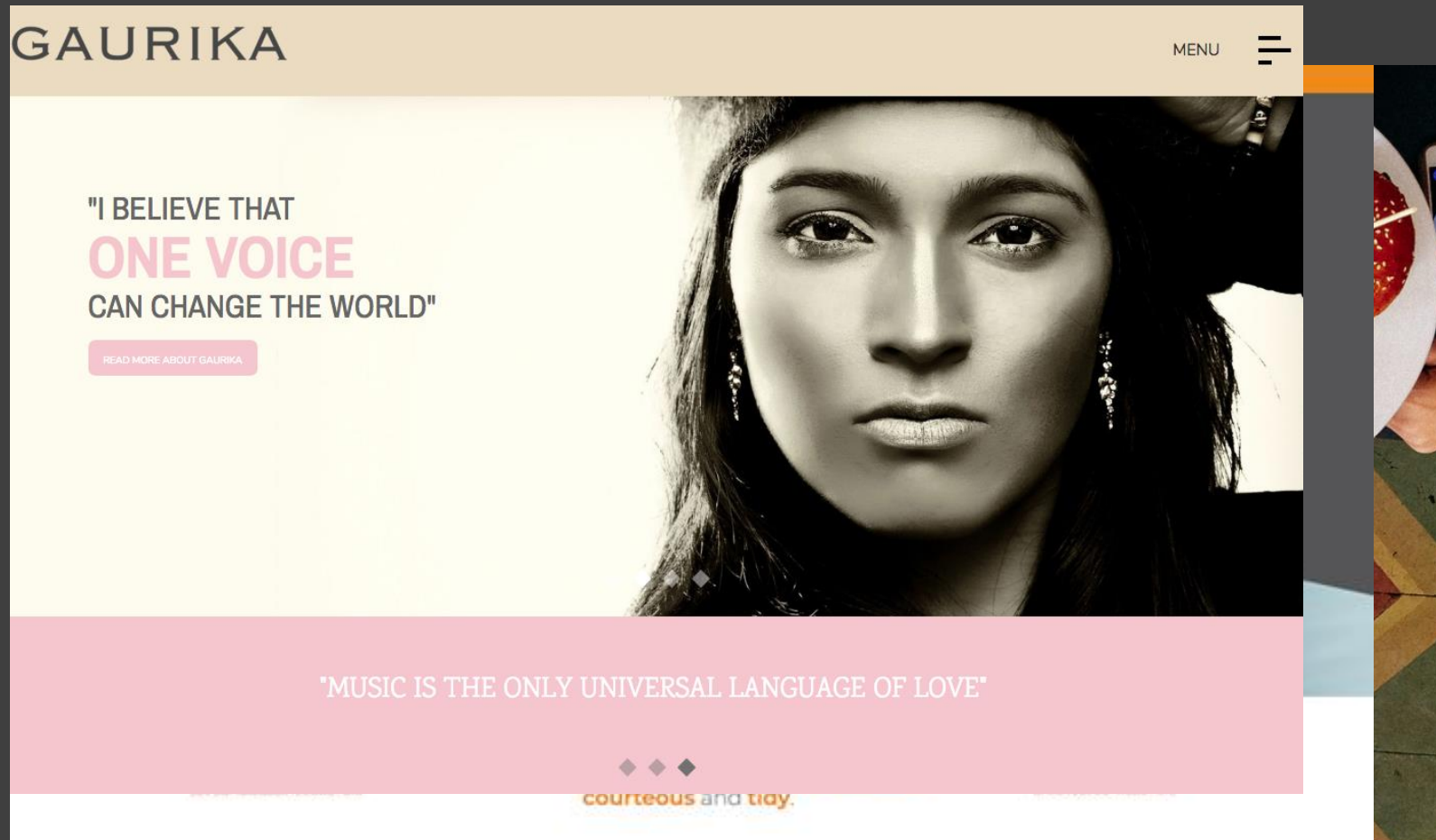
+ HOME PAGE ESSENTIALS
+ Think of layout in ‘sections’ to highlight benefits and services.
+ Promote the idea of using negative space.



3

Navigation

+ SIMPLY 3 TYPES
+ Simple horizontal navigation
+ Vertical navigation for large page numbers
+ Burger navigation



3

SEO

+ Advise on best SEO practice
+ Be subtle with keyword content. Too much and the visitor will be lost.
+ It's all about relevance to the reader

Example

The Re-Design

LIVERMEAD

~ CLIFF HOTEL ~

★★★

+ Redesign of 6 year old website
+ Getting good traffic but not generating enquiries
+ Wanted his site ‘modernised’
+ 4 basic suggestions were made
+ Design team were briefed
+ Outcome...

HOME OFFERS CHRISTMAS & NEW YEAR BOOK ONLINE CONTACT

BW | Best Western Hotels & Resorts

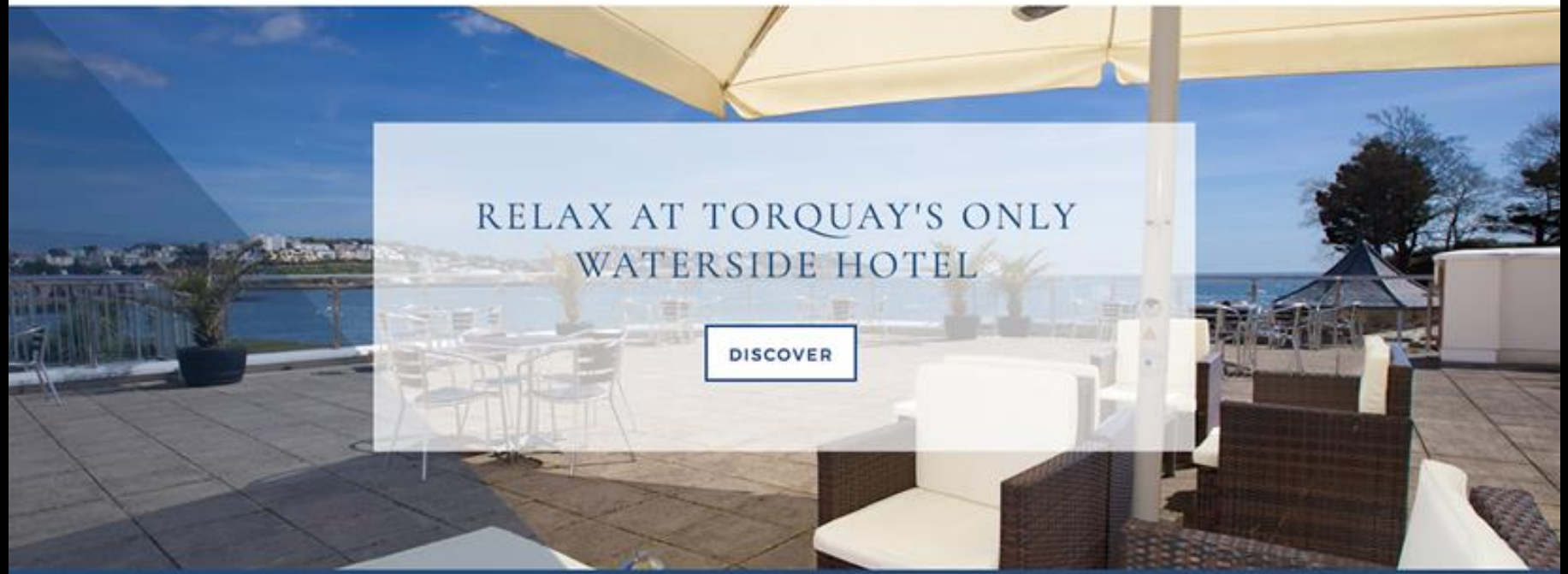
SEA FRONT - TORQUAY - DEVON - UK - TQ2 6RQ

LIVERMEAD
- CLIFF HOTEL -

BOOK ONLINE

01803 299666

THE HOTEL BREAKS & HOLIDAYS DINING & DRINKING WEDDINGS & FUNCTIONS MEETING & EVENTS WAKE LOCATION



WELCOME TO THE BEST WESTERN LIVERMEAD CLIFF HOTEL, TORQUAY IN THE HEART OF THE ENGLISH RIVIERA, TORBAY. IT IS TORQUAY'S WATER SIDE HOTEL, TORQUAY IN THE HEART OF THE ENGLISH RIVIERA, TORBAY.

PHONE US TO BOOK DIRECT

BOOK BY TELEPHONE FOR OUR BEST RATE GUARANTEE

Example

New Design

airtime
PARKING

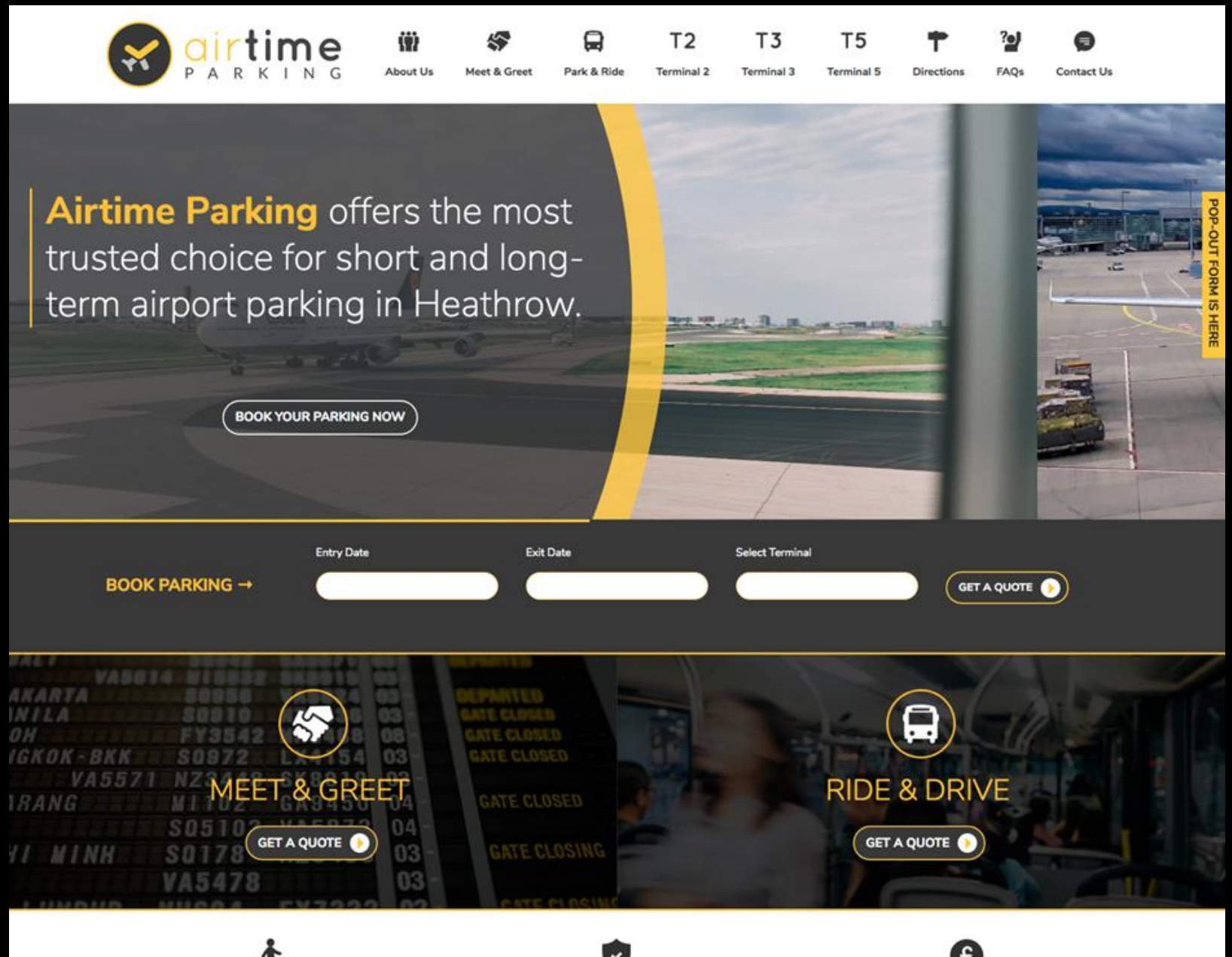
+ New website design
+ Online car park booking outside Heathrow Airport
+ Needs to look contemporary, and very professional alongside competition
+ Open to ideas
+ 4 basic suggestions were made
+ Outcome...

+ Advised on the 3 basics:

+ The Look

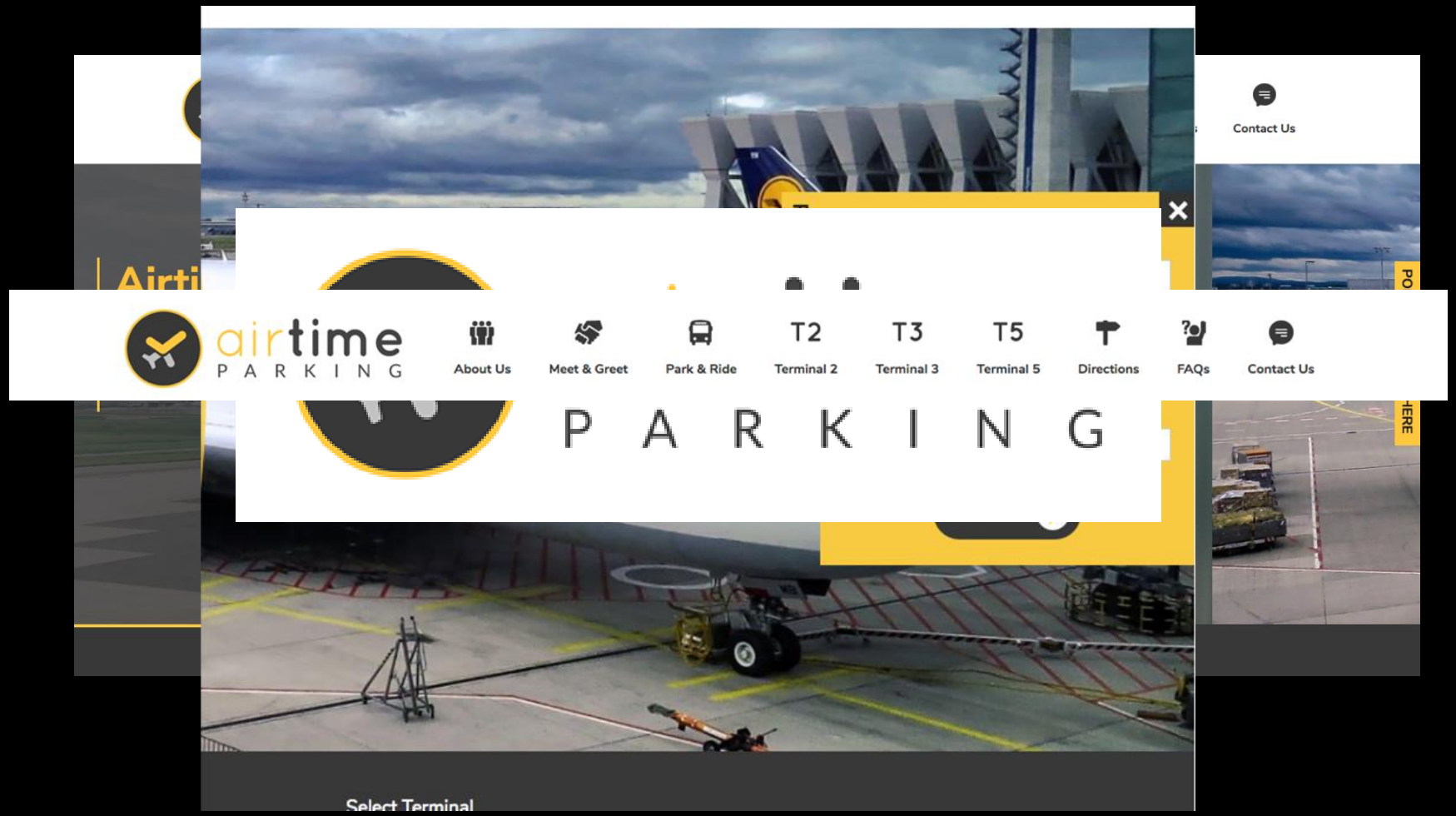
+ Messaging

+ Nuts and bolts



What additional paid extras could improve the site?

+ The Look
  New logo
+ The Look
  Fading images
+ Messaging
  Fly-out forms
+ Nuts and Bolts
  Icons in navigation



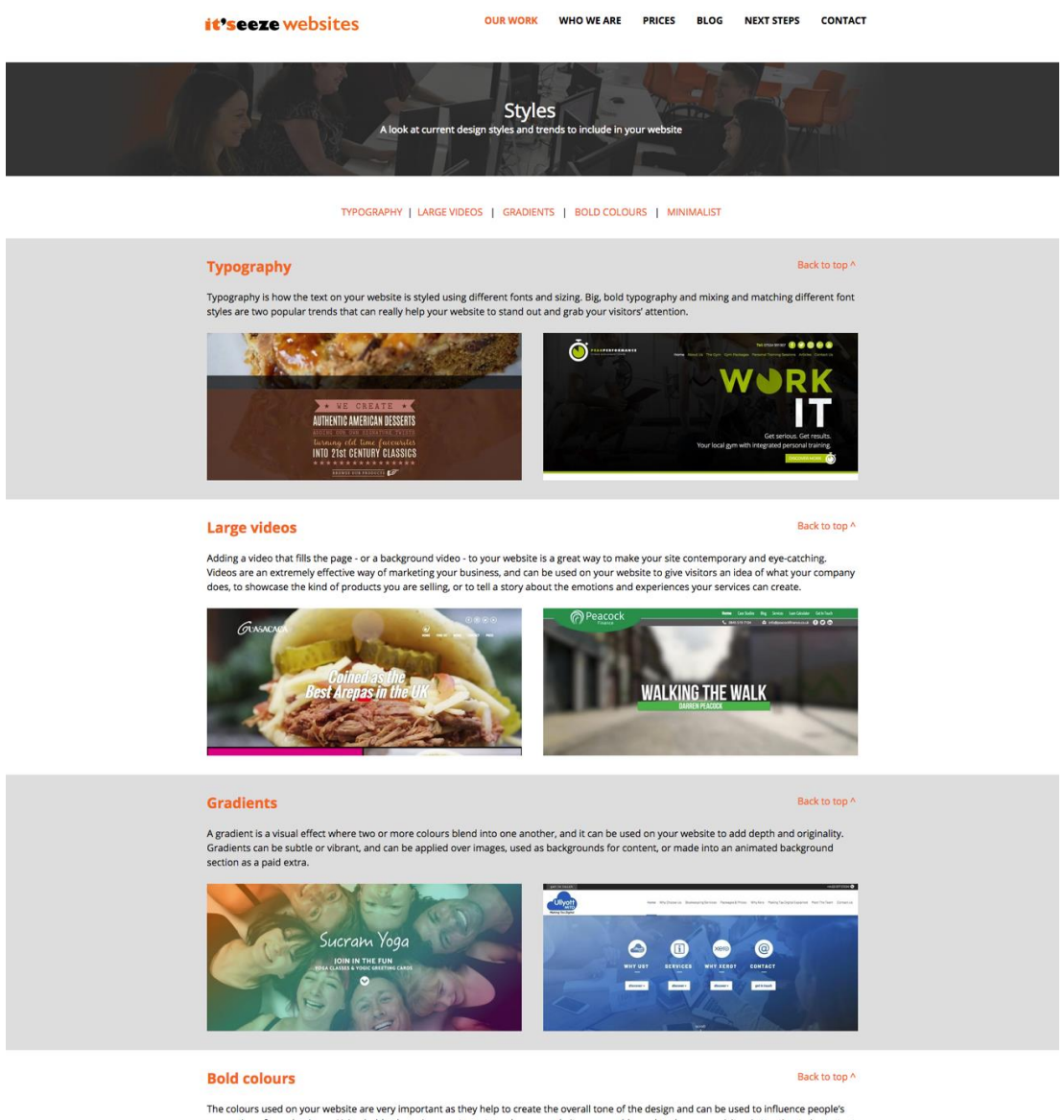
Styles & Trends

Advanced advice

Advanced

Digging a little deeper

+ New page on portfolio highlighting various styles and trends
+ **Helps with**
    - Knowing latest it’seeze trends
    - Advising on current layout styles
    - Inspiration for customers
    - Briefing design team



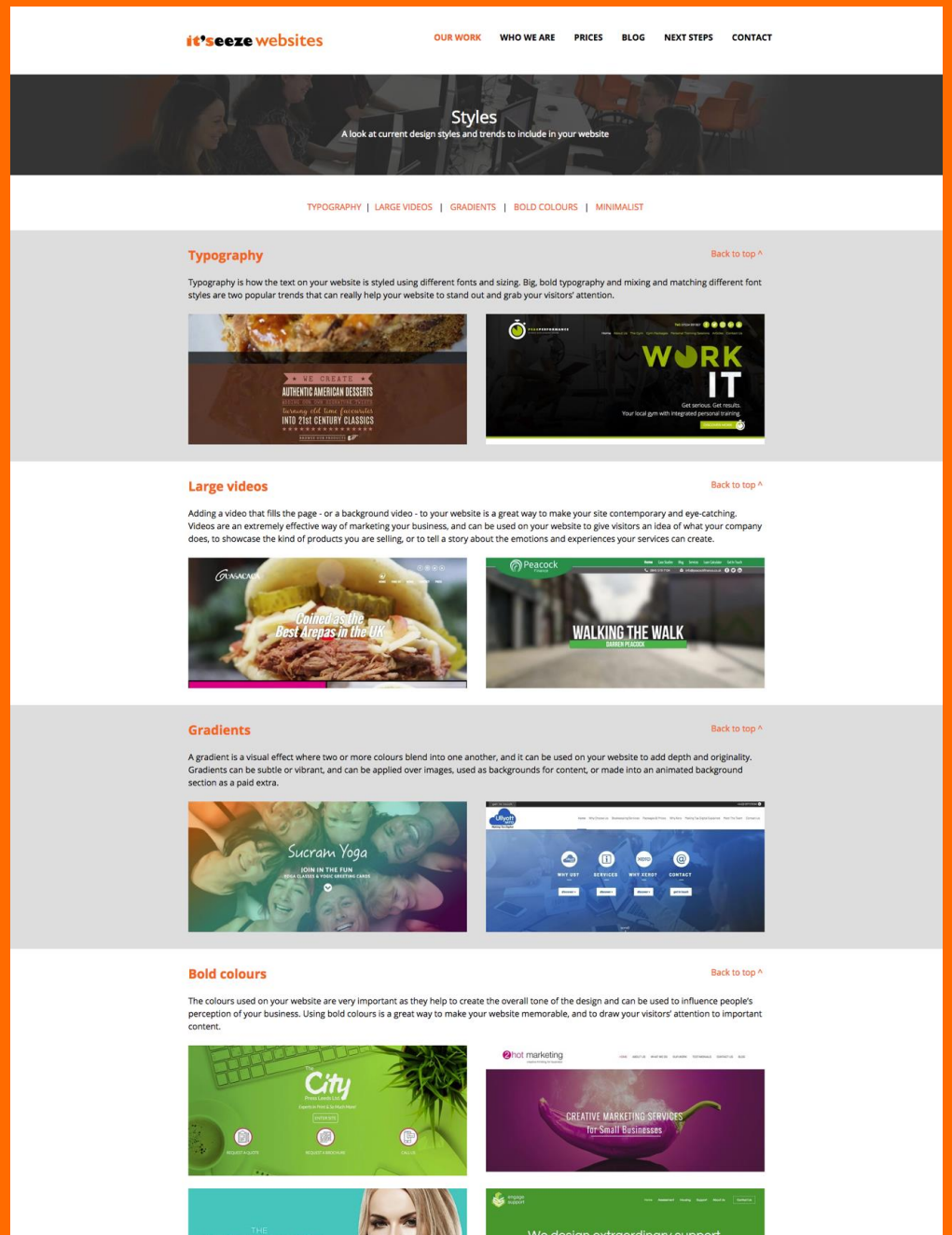
Takeaways

Giving design advice

A simple approach

More detailed
4 step checklist
available
as a pdf

Trends & Styles
available on
regional
websites



If it ain't BROKE *don't fix it!*

I’d normally tell you about . . .

+ Collective sources of sales
+ Update on what we’ve done

What we've got planned to support you to:

+ Increase brand awareness and engagement
+ Drive more conversions

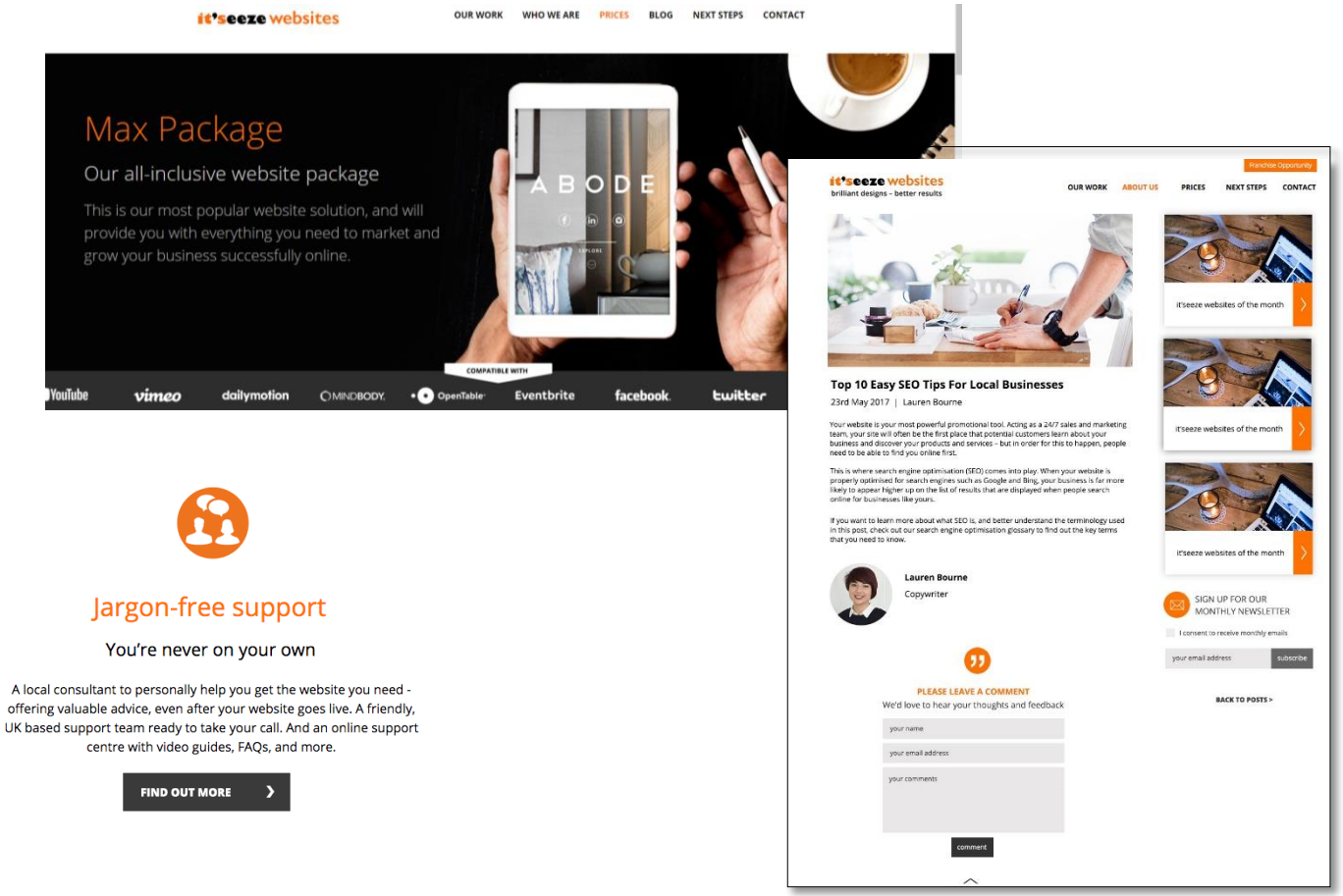
If it ain't
BROKE
don't fix it!

it’seeze websites

- itseeze.com
  - Domain Authority of 73/100
  - 28% increase in organic search vs. last year
  - 110% increase in enquiries vs. last year
- Regional sites
  - 12% collective sales last year

1. Improve design and functionality

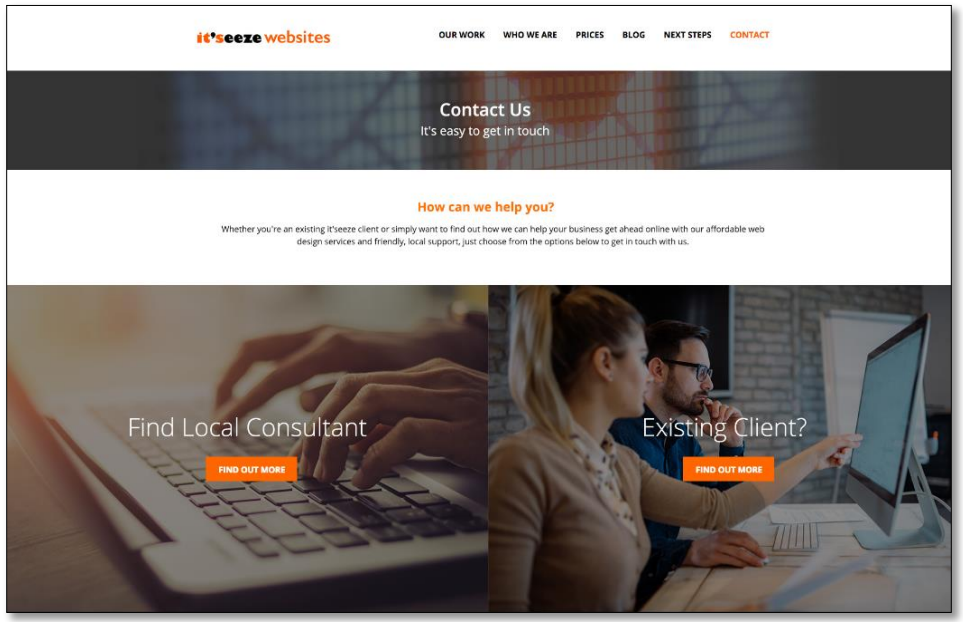
+ More visual, full-width designs
+ Improved call to actions
+ More functionality
+ Styled blogs

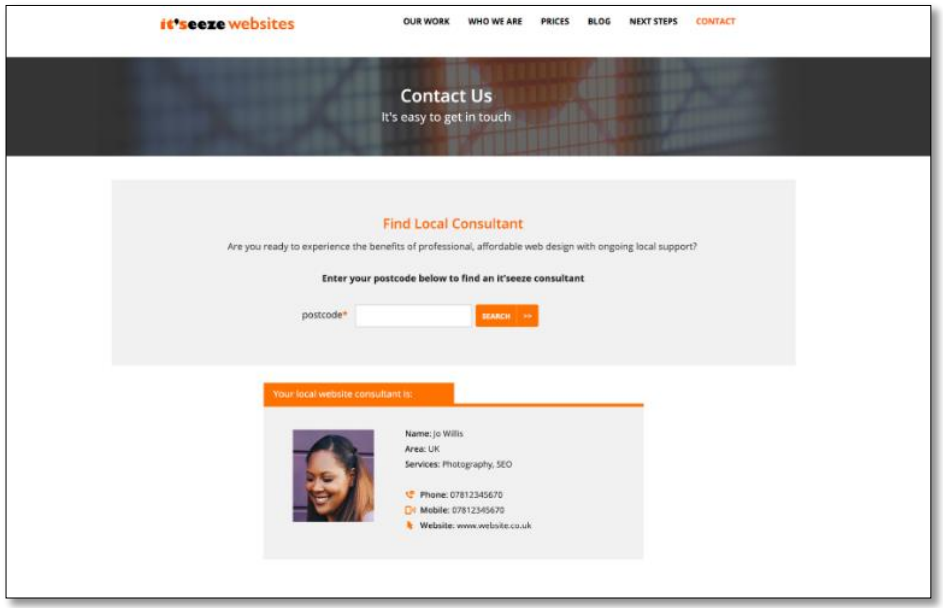


2. Local search on national site

+ Connect directly with you

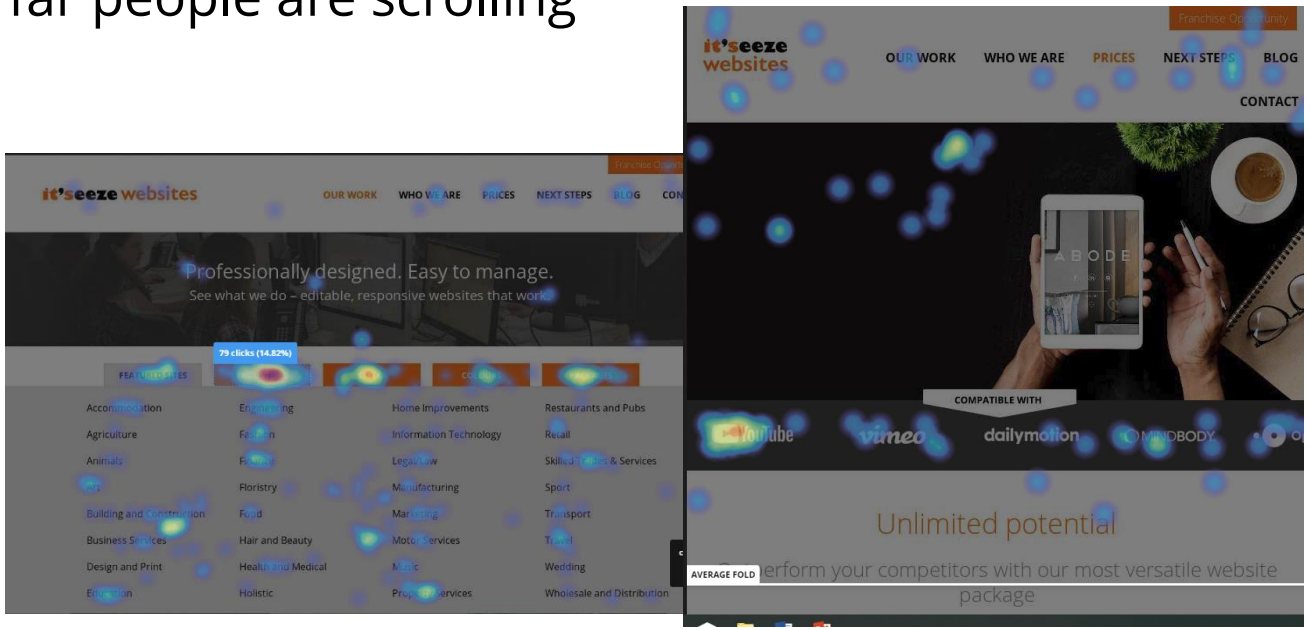
+ Promote local support more heavily on the national site as our main USP

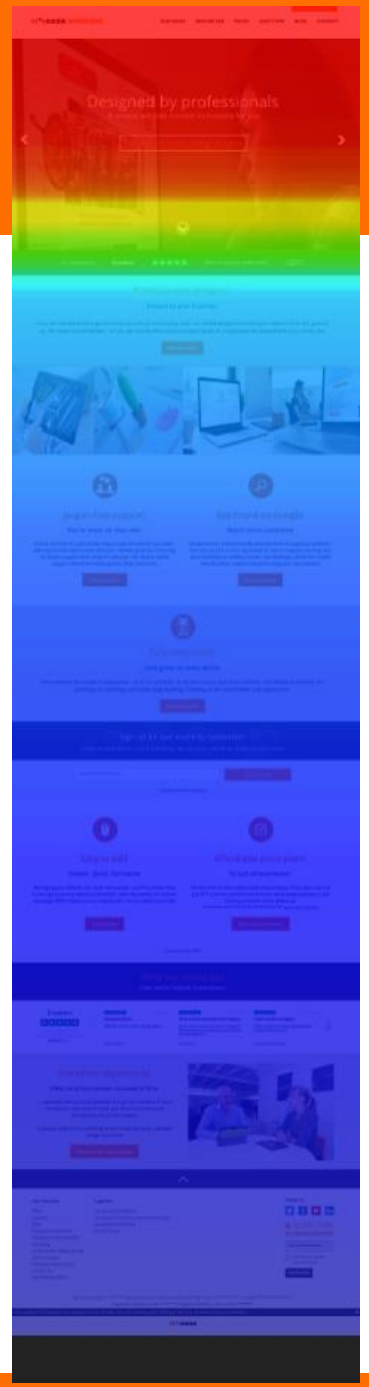




3. Using HotJar

+ Where people are clicking
+ Where people are moving their mouse and tapping
+ How far people are scrolling





Facebook Advertising

+ Had successes but not viable

+ Partner with Ocere to trial for 2 months

ocere®
Realise your online potential.

+

facebook
Ads

=

Affiliate marketing

Entire process managed through:

TradeTracker.com®
performance marketing

Summary of other plans

Brand awareness → Engagement → Conversions → Upgrades and retention

Enter national awards

Regional open day trials

Social media advertising

Social media webinars

Videos

Affiliate marketing program TradeTracker

Work with startups.co.uk →

Blog design and functionality overhaul

Blogging →

Split testing landing pages

Growing national portfolio →

Social selling

Frequent updates to regional website →

Trialling feedback widgets →

More automated emails – to subscriber list

Remarketing – Google and FB →

Chat bot trial

Redesigns promotion →

Lite to Max/Commerce campaign →

Improving the client newsletter

Marketing Update & Idea Webinars

+ **We** can explain trials and results

+ **You** can ask us questions

+ **We** can all share ideas

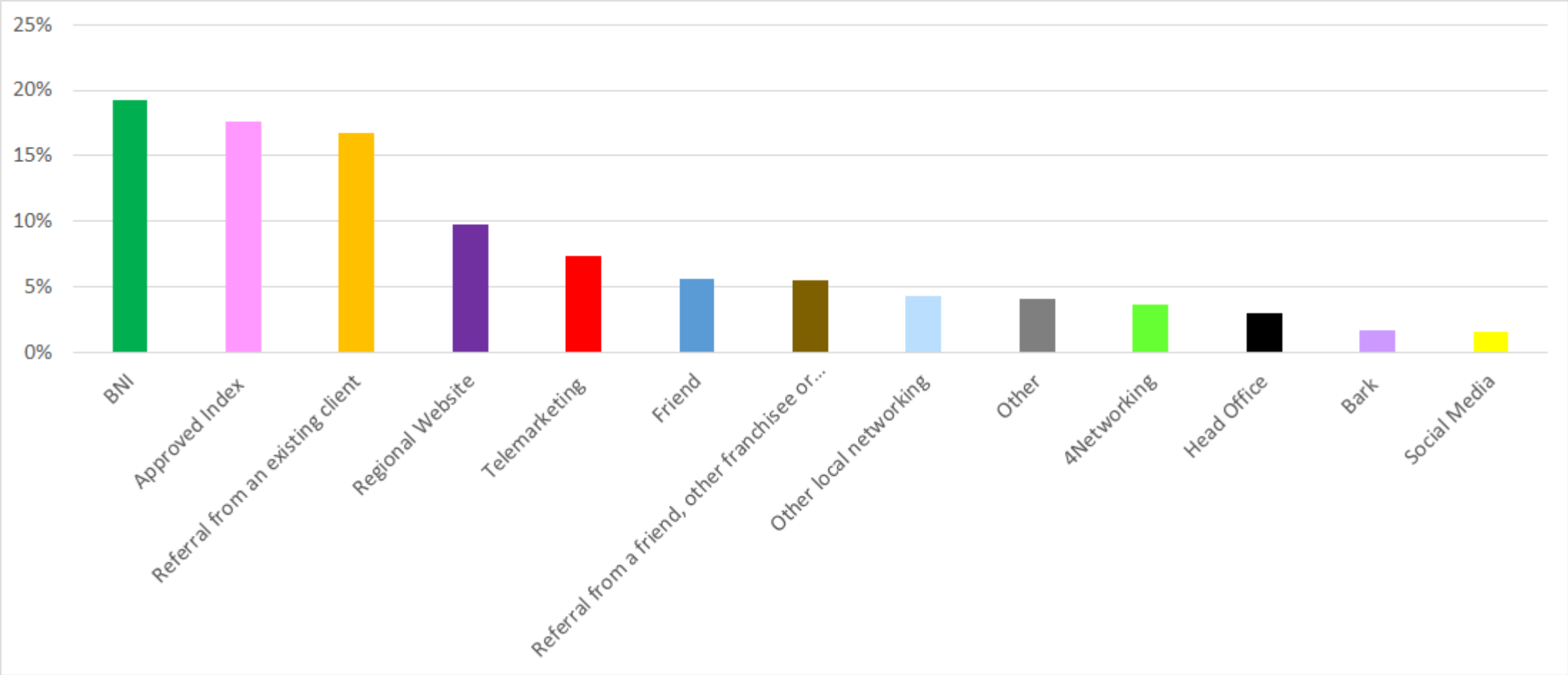
If it ain’t broke . . .

. . . still make it better so it works harder

MAKE COLD CALLING
GREAT AGAIN

Make cold great again

Lead sources for New business



Cold Calling – Real Stats

Franchisee	% of sales from telemarketing
Mark Burton	42%
Suzy Perry	38%
Ian Burnett	27%
Rory Bruce	27%
Steve Taber	21%
Garry Stewart	15%
John Wright	15%
Richard Hubble	15%
TOTAL	**29%**

Cold calling

- Find data
- Find decision maker
- Many contact attempts
- Time to qualify
- No previous engagement
  - emails have to be opt-in
  - Inbox visibility
  - Generic messaging

LinkedIn - Database

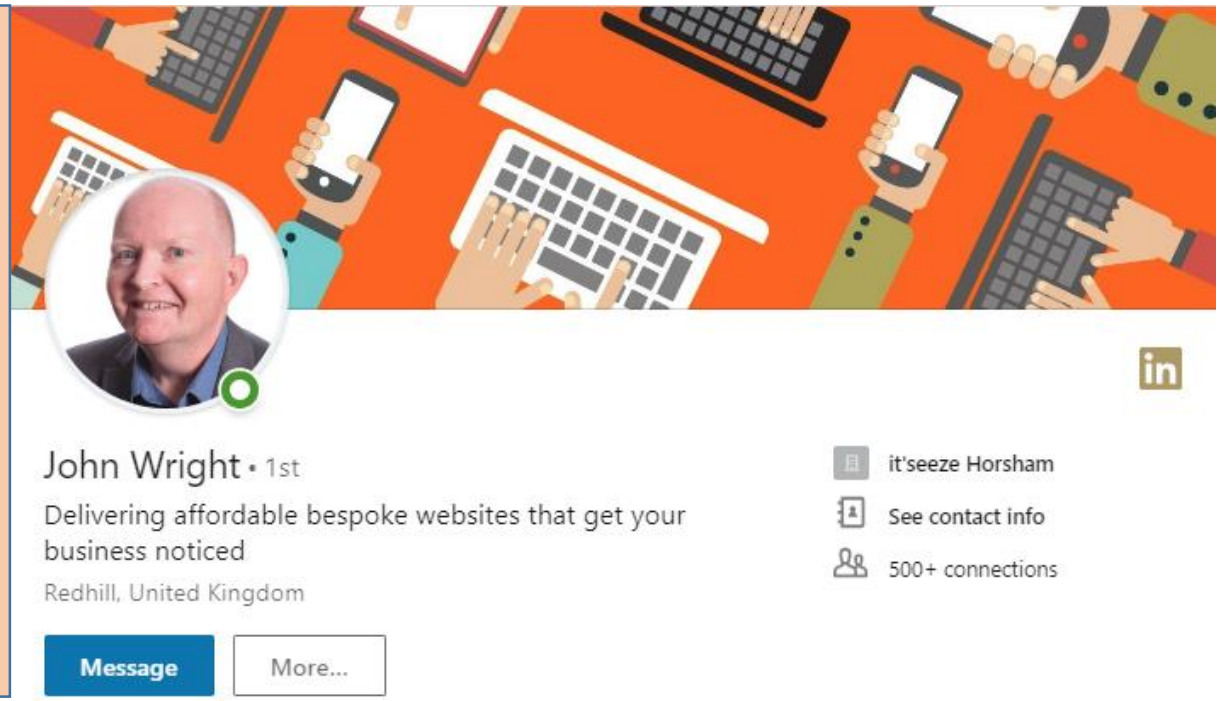
- Largest and most accurate database in the world
- Most trusted Social media platform by businesses
- 23 million users in the UK
- 310,000 active users in Bristol
  (72% of the entire population)
- Huge opportunity to engage your prospects

LinkedIn Guide – Setup

Part 1 - Setting up your profile with your customer in mind

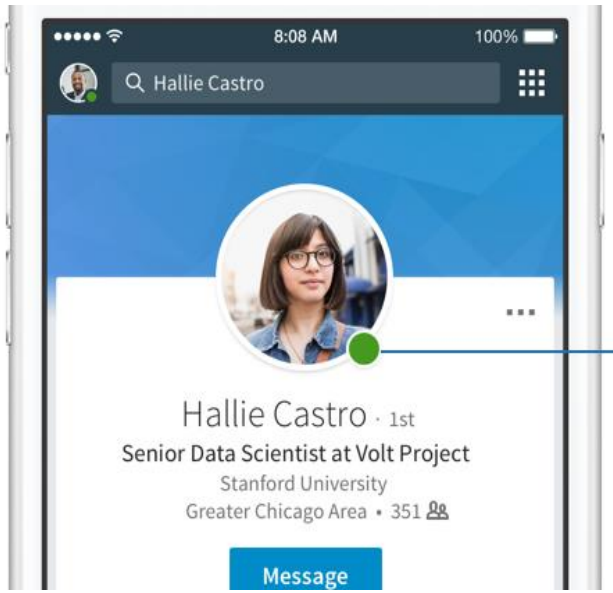
Part 2 - Identifying prospects using efficient search

Part 3 - Engaging your audience/connections



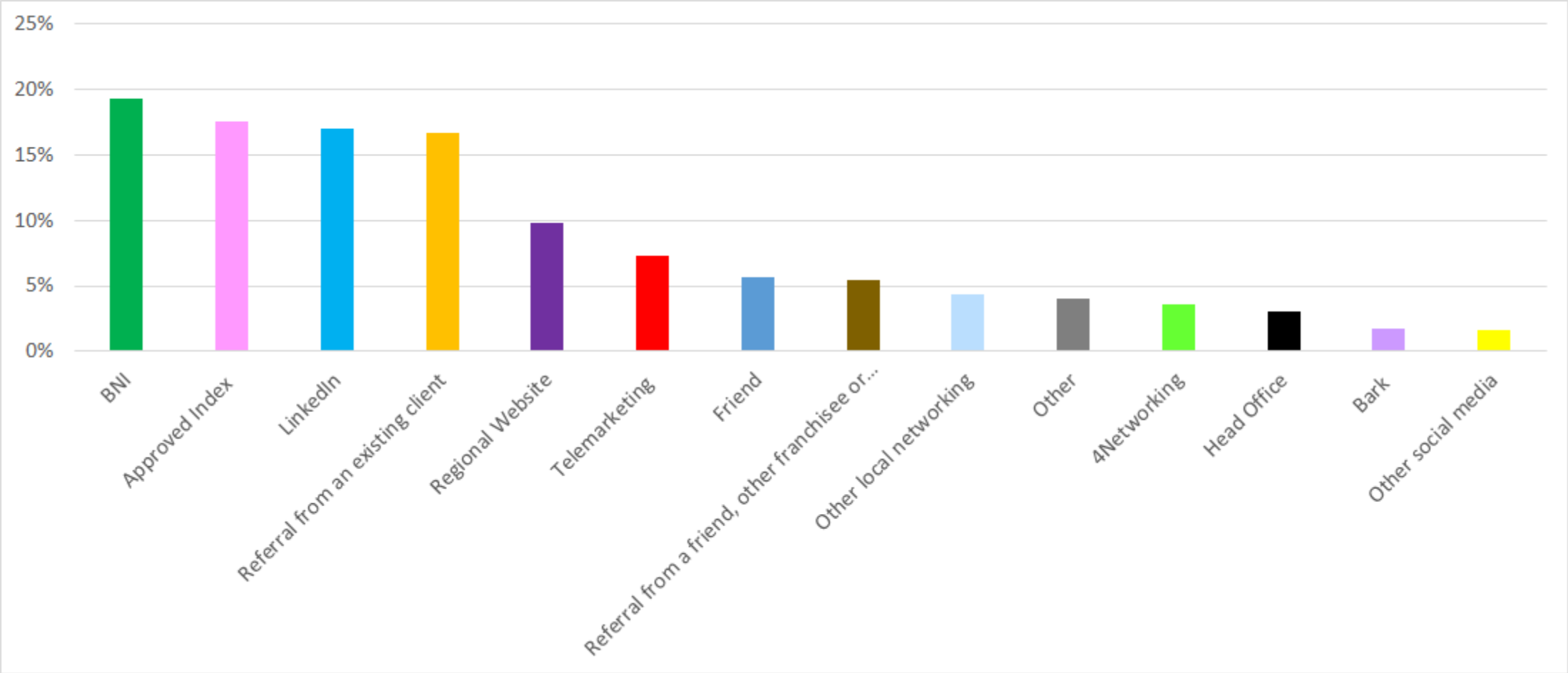
Social Selling method – 5 Steps

1) Research & Target
2) Reach out & Connect
3) InMail - Present Value
4) Email & engage
5) Warm Call



Your connection is active and available.

New Lead source?



Make cold calling great again

Going the extra mile

How many of you spend time visiting your customers to support them in setting up their emails?

BlueMail

+ Free mobile app
+ Add multiple accounts from all providers
+ Unified inbox
+ Easy to configure email (**just add email address and password**)
+ Let’s see how easy it is

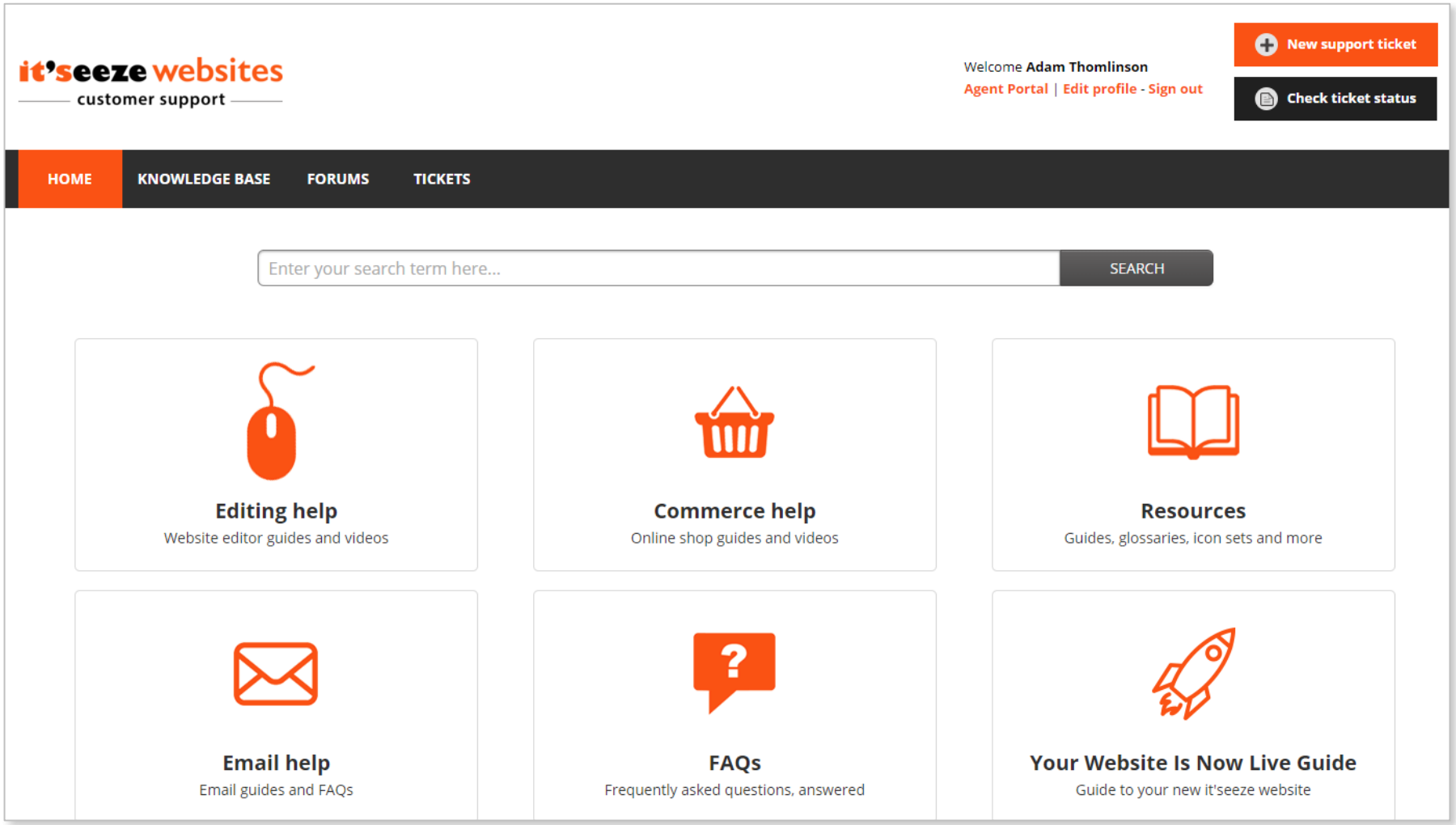
BlueMail

GoToMeeting

+ Free to use
+ Host online meetings (40 mins with 3 attendees)
+ Screen share (Inc. attendees' mobile and tablet)
+ Webcam
+ Chat messaging
+ VoIP audio (using mic and speaker)
+ *Record meetings, keyboard/mouse control, dial-in phone audio **

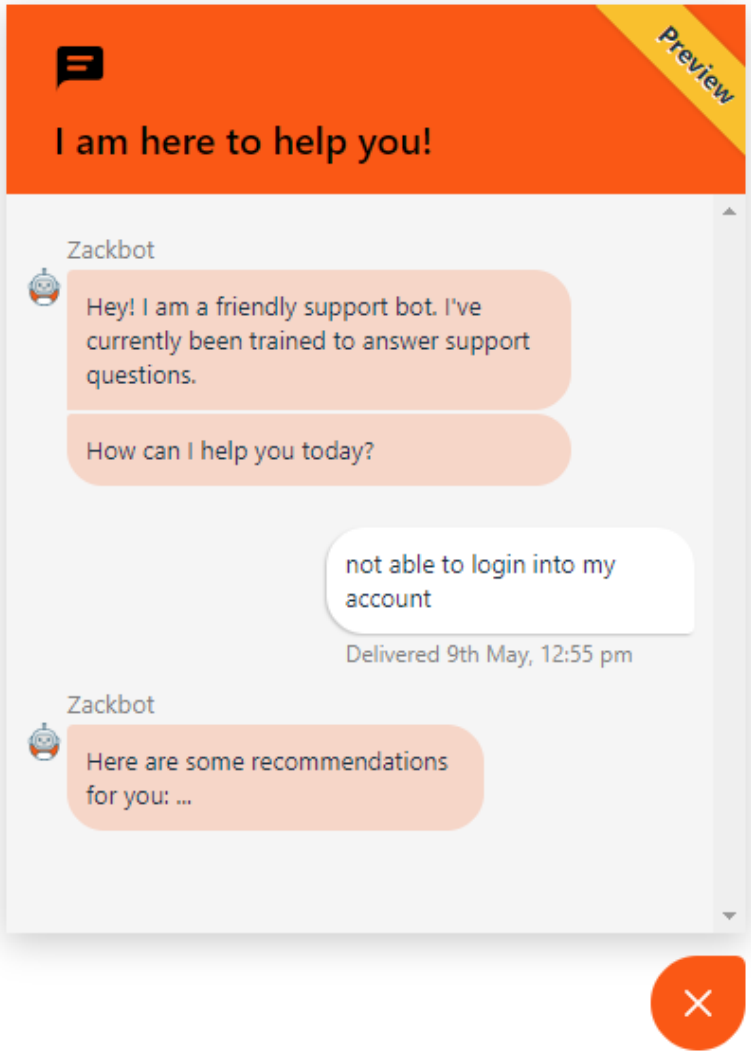
GoToMeeting

Support Website Improvements



Support Bot

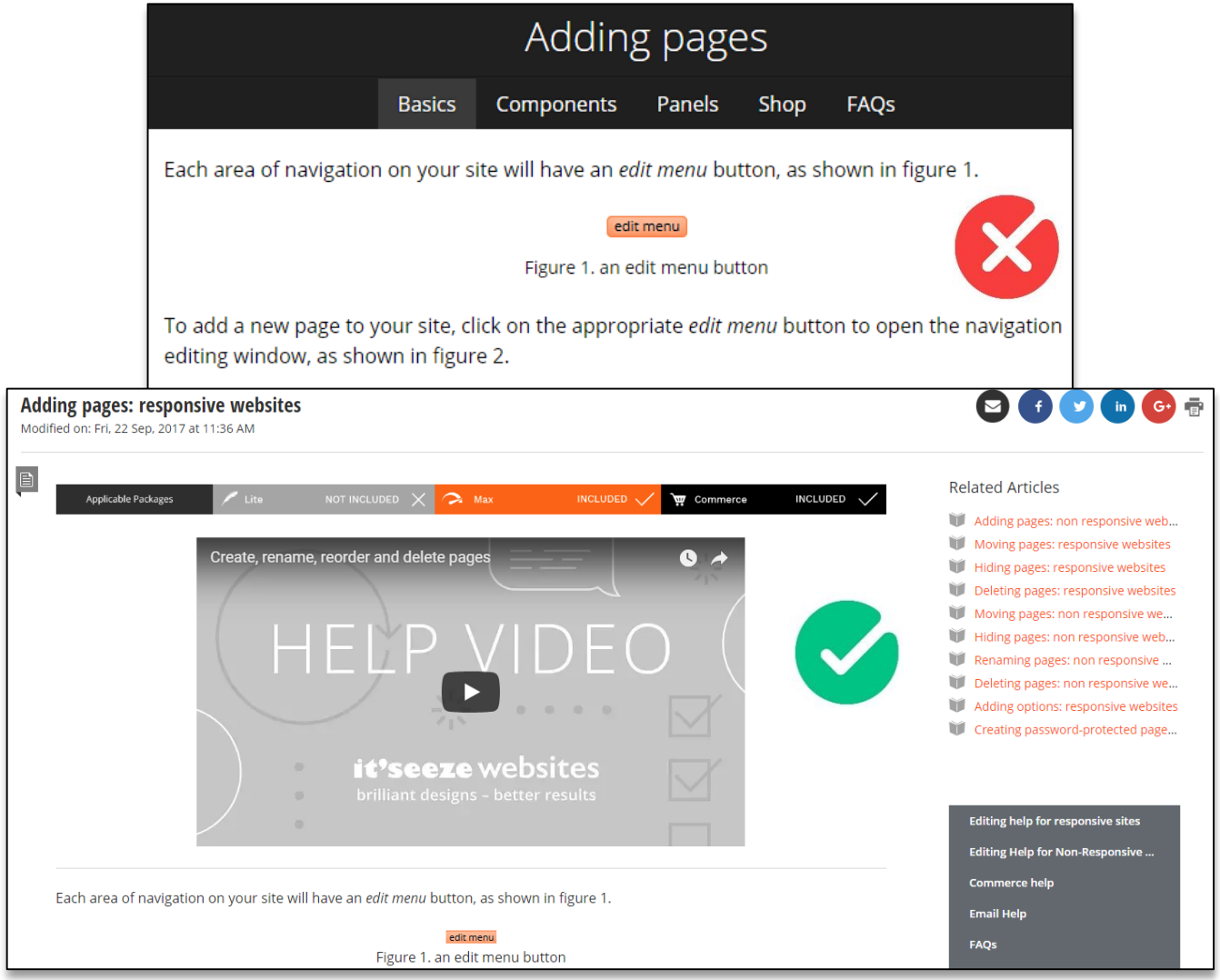
+ Easier for customers to get answers to their questions
+ Proactive and faster engagement
+ Faster response
+ Reduce volume of tickets and frees up human support time



Help icons in the Editor

+ Will soon link to the support website

+ Quick access to help videos and related articles



And finally…

(your queue to stand up Alex)

Break for coffee

Lessons Learned
Phil Revill
it’seeze Nottingham

Daily Habits

- Set a monthly & quarterly target
- 5 Calls a Day
- No such thing as luck
- You are focused on customer service
  - so ring them
- Use PipeDrive Like Social Media

Selling

+ Value and Service matter, not Price
+ Don’t Discount
+ Close the Deal
+ Ask for referrals, ask for testimonials
+ Cash in the Bank

Upselling

+ **Max for SEO**

  Google Likes Big Websites, with lots of content

+ **Talk up the number of pages**

  Named pages rather than “Services”

  Thank You Pages

  Blogging

+ **Video**

  Dwell Time

+ **The Google Landscape**

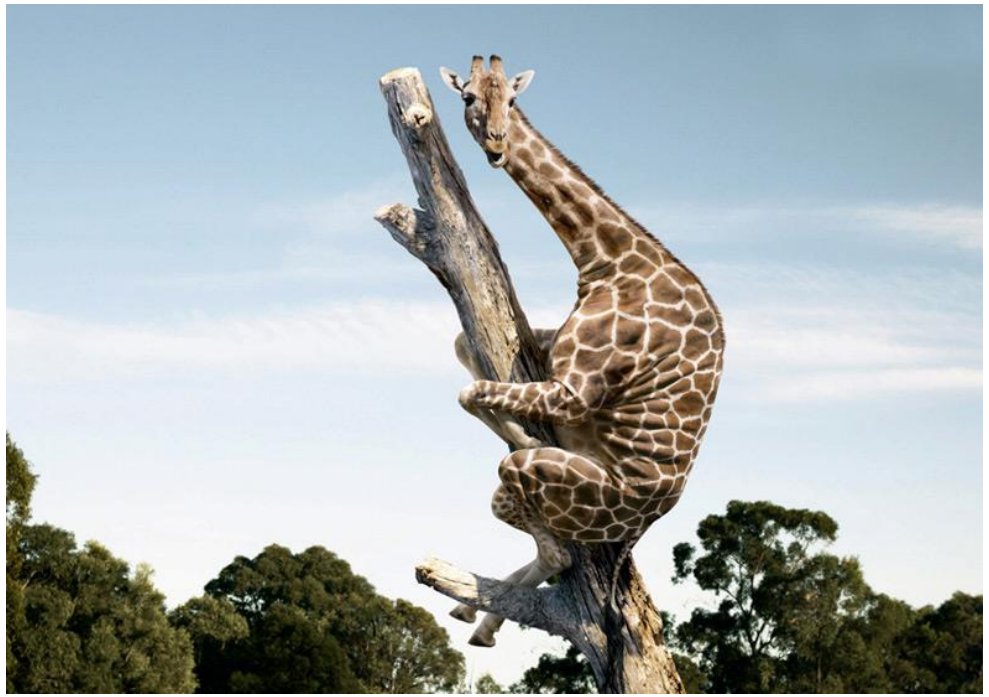
  Map Pack

  SEO

  AdWords

Presentations & Speaking

+ Every time I've Presented…
+ They lead to other speaking opportunities
+ Timing – Current News



Process is Important

+ Chase them
+ Demonstrate Your Efficiency
+ Show them the Uploader

Build a Business

+ You are a Business **Owner**

  Work **ON** the business, not **IN** it

+ Look at everything with a view to delegating

+ Does it Have to be you responsible for delivery?

+ Go Limited ASAP

Approved Index

+ Google Street View their location
+ Google their phone number
+ Add them to PipeDrive ASAP,
  sync to your contacts
+ If you LOSE them, ask who they went with
  then add an activity for 10 – 11 Months' time…

Not my circus, not my monkeys

- There's no such thing as a "quiet month"
- 15mins early, or you're late
- Nobody brought a bed without testing it first
- Bold Calling, 5-a-Side, Super 6
- Don't automate. Engage
- I've never seen a yell website at the top of google
- "Have a look at our reviews on TrustPilot"
- Support site for selling
- Bespoke is good value
- Always build your pipeline
  - its easier at the end of the month

Nic & Sarah Johnson

it’seeze Hull

OUR MOTIVATION

Our Motivation

GOAL SETTING

Goal Setting

“If you don’t know where you’re going, how are you going to get there”

Goal Setting

Set goals. Focus. Have a plan.

As well as our 1 year plan, we now have a 2 year, 5 year and 10 year plan

LEADS / SALES FUNNEL

Networking

BNI®

Kingstown Bevan
BNI NETWORKING GROUP

The Business Day

WEiH
WOMEN'S ENTERPRISE
IN THE HUMBER

Networking

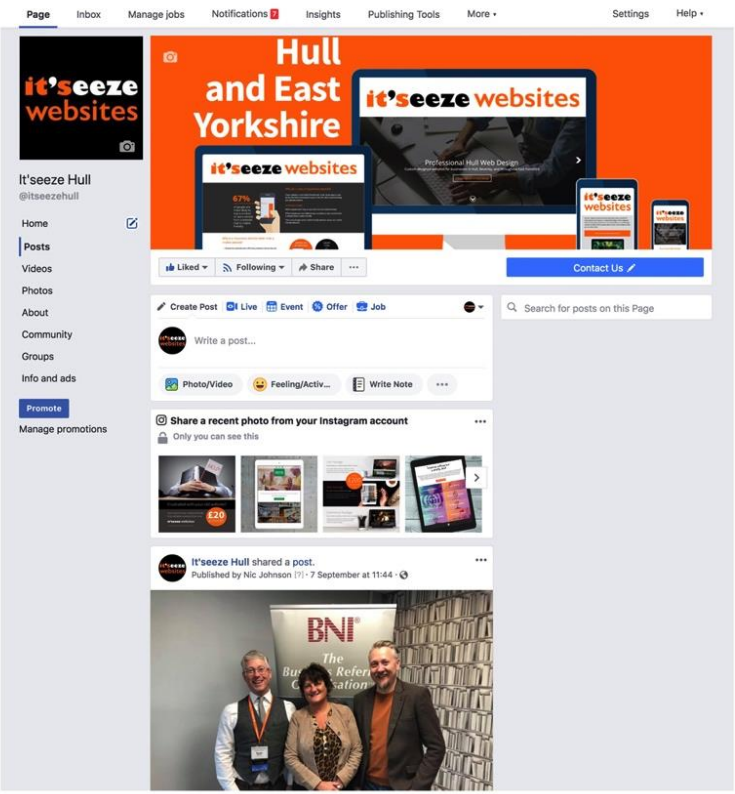
45%

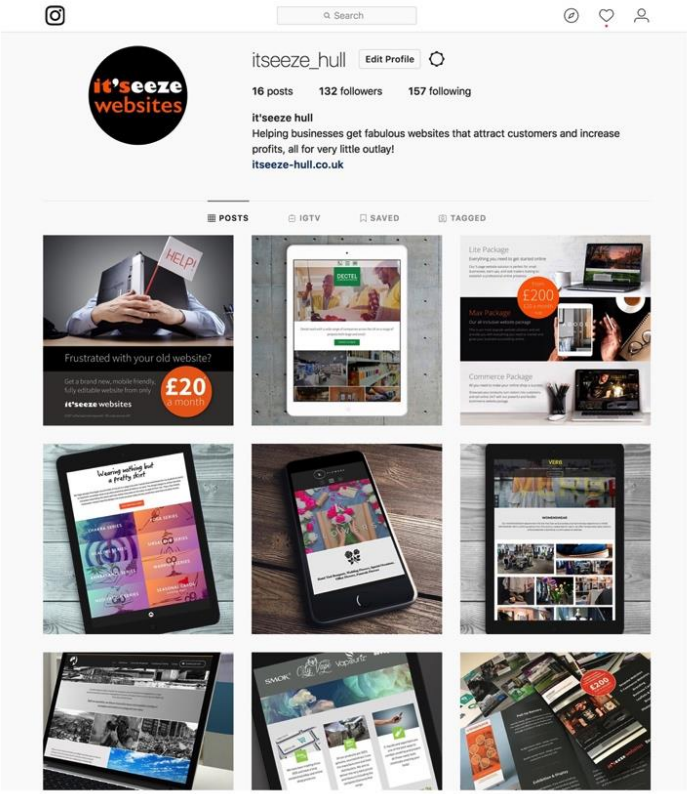
Paid Lead Generation

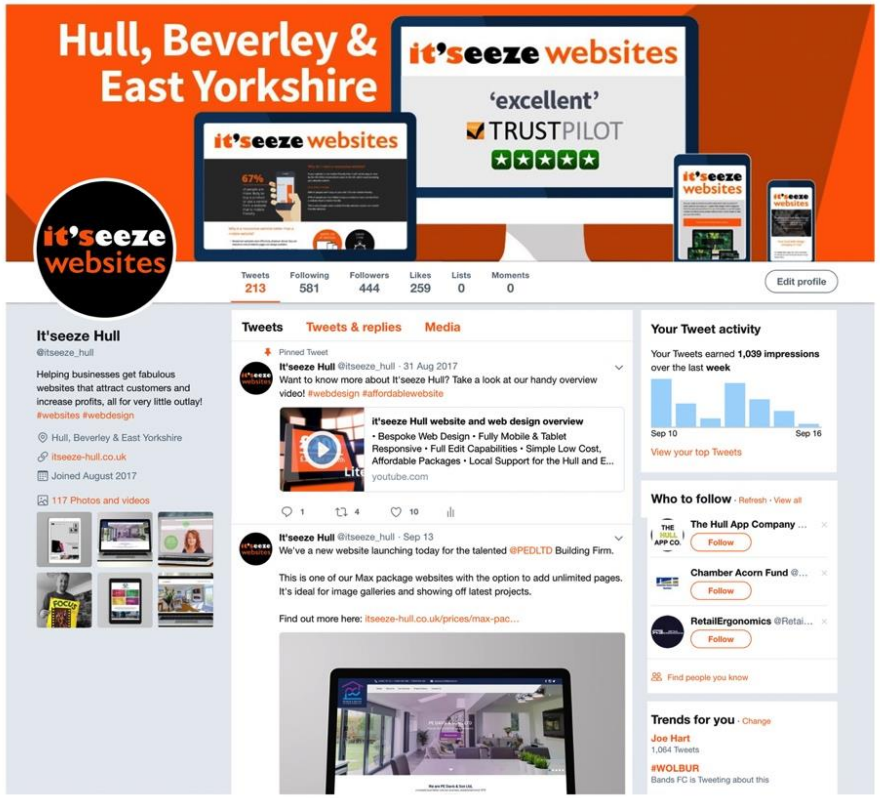
approvedindex

Smarter Business Purchasing

Social Media & Regional Website





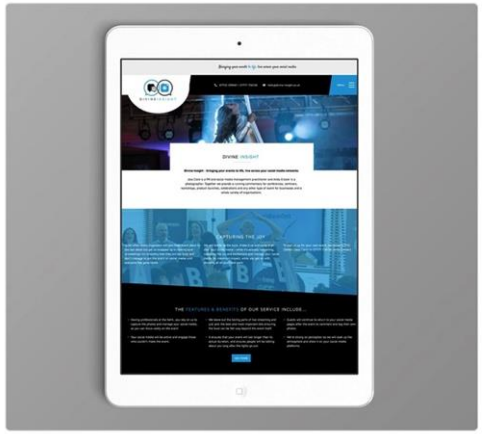


Social Media & Regional Website

It'seeze Hull @itseeze_hull · Aug 31

We loved working with @divineclark and @InsightEY on this great new website for their new business.

This is one of our great value 'Lite' websites, check out the finished site here: divine-insight.co.uk



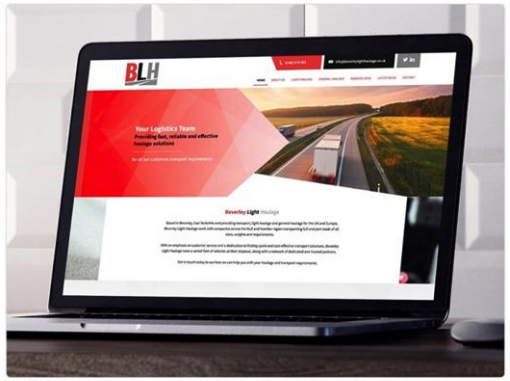
1 4

It'seeze Hull @itseeze_hull · Aug 22

We're all about the Max package websites this week, with another one going live for a local haulage and logistics firm.

This client wanted the flexibility to add video content, blogs and extra pages as required.

See the benefits of our Max package here: itseeze-hull.co.uk/prices/max-pac…



1 3

It'seeze Hull @itseeze_hull · Aug 8

It's not just the ideas, design and build we help with.

All our websites include domain name, email, SSL, UK based hosting, CMS, SEO, daily back-ups and a whole load of personal and online support.

Find out more here: itseeze-hull.co.uk

3 6

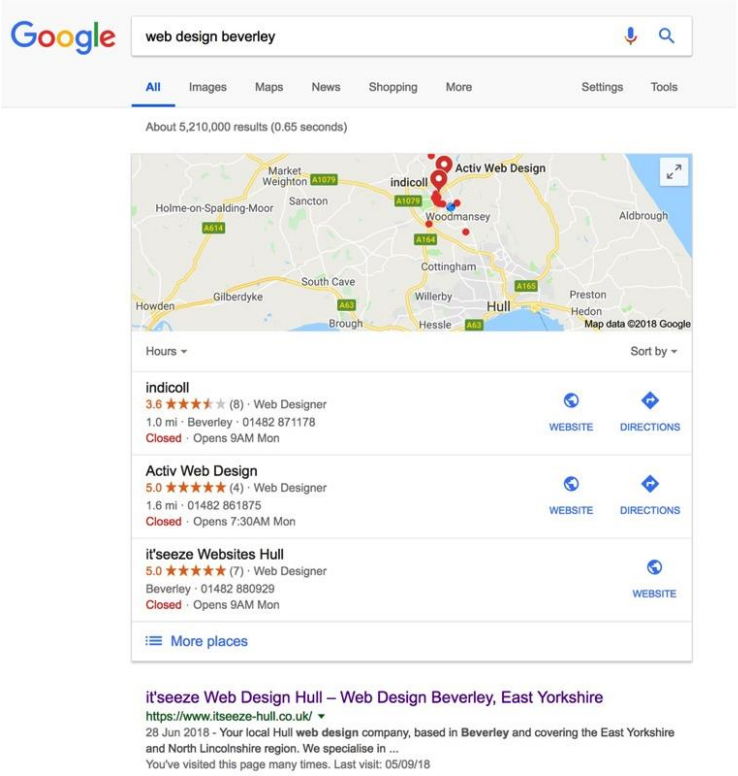
It'seeze Hull @itseeze_hull · Jun 9

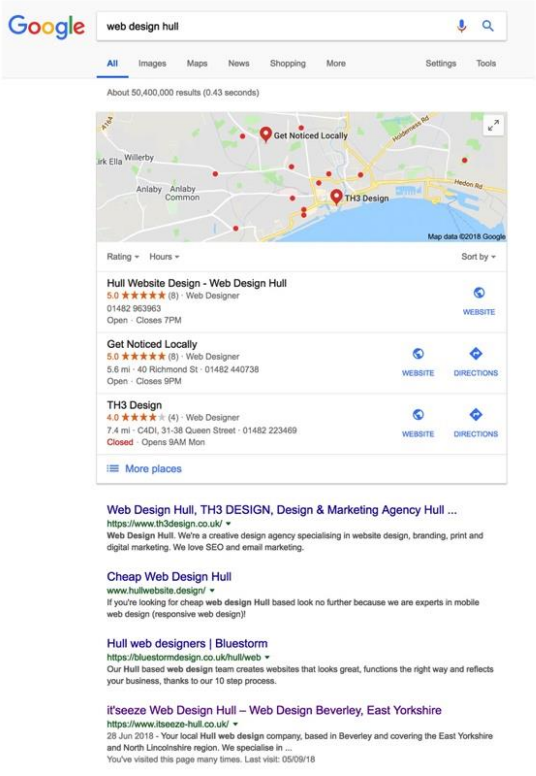
Wow. It's been a hectic week...

New #websites launched, new clients secured, an intensive SEO / PPC training day and of course, we've been dipping our toes into @BizWeekHumber - all topped off with @businessday2018 with the @FEOHull team #feoEvolution

1 2 7

Social Media & Regional Website





Email & Phone Prospecting

JUNE

In the bag:

- Sweetlands – Bev – sweet shop
- Audio Room
- AI – Alison Headland BDU
- Beverley Light Haulage
- AI – Birchwood Landscapes –
- AI - Caravan Park – Selby
- Joanne Jovolol
- Oven Wow

To go in the bag:

- Darren Peacock –**Sign-up July**
- Noel – potentially 5 or 6 sites
- Layton Barr – ***Sarah email – follow up in July 3rd***
- Kingston Modular- 400 ***with them***
- Augustine Akali (Plastic Surgeon) – Jess Clark ***Nic – July 3rd***
- Goodman - Automotive Funding Solutions –***Meeting agreed***
- Patrick Dove ***Nic – July 3rd***

- Joe Sowhok / Mortgage Site ***CALL***
- BARK: Roy Wood. Phone: 00447936118151 / Email: w100dro@gmail.com ***Sarah – CALL he'll call us***
- Beverley Building Society ??
- G3 – asbestos removal ***Sarah to call / email***
- New contact – James Waddington email ***Call today – Sarah. Try again / email***
- Andy Burton referral ***Call today - Nic*** 07854 464007

- Lloyds Hair & Beauty / Aesthetics Website ***CALL Mon 18th / TEXT***
- Hockey Club Tony ***CALL if not heard by 2nd July***
- Cody – Joanne Gower - 07401 882884 ***CALL if not heard by 2nd July***
- Restaurant – Jenko ***Meeting Booked***
- Darts – Carl / Nicki 07943 556257 ***Chase on Tues 26th Sarah***
- Mark Drake – AI – House Clearance – just looking at prices? ***Nic – email again later this week***

- Chakras Nails – AI ***Emailed - text***
- Re-Dec – Eden Gibson-Gibbs (Lee / Intrasource) ***CALL Today***
- Claire Levy – Humber Businesswomens Breakfast Club ***Meeting Booked***
- AI – Raymes Ltd. Richard Jennison ***Sarah – emailed/call Friday 22nd***
- AI – Faith – clothes / shoes / ecommerce – spoken to / email sent. ***Email – Nic, find out why***
- AI – John, Alloy Wheels – phone call and email sent ***CALL – Sarah couple of weeks 17th July***
- AI – Caron, Wedding – phone call and email sent ***CALL Weds 4th July 6pm***
- AI – Mark Kerry Simply Stoves ***Sarah to follow up / CALL***
- Minster cleaning ***Sarah email***
- Wedding Woofers ***Sarah email / follow up – call and book meeting***
- Dymond Accountants – Rebecca Dymond ***Nic - email***
- Kerry Sister etc ***Nic***
- Kate VDS - contacts ***Nic***
- Fabrics UK / LR Tipping (cheshire) ***Chase Ralph***
- Advanced Air – ***Nic***
- Jersey Masons – 200 - chase
- Alice Paper Products – ***Sarah – Call Tues 26th Sarah***
- Hull2Let
- Hypnotherapy – Adrian – ***Sarah***
- AI – Darran Bulmer - 500, Hench Garms, E-commerce, 07725 836680 **APRIL** ***Sarah***
- AI – cleaning products man, Goole
- AI – Card shop ***Drop in***
- Other Nursery – Kiddie Kastle contact ***Nic***
- Pants with Attitude 400 – ***Sarah***
- Computanet - 400 ***Nic, email David / Adam***
- Insurance Partnership - 400 ***Nic, chase***

**** Ralph Introductions: DP Ingram / Enterprise Coaches **Contact DP Ingram**

**** George Luva – IFAPP (Jess Clark) ***Nic***

- Go Hire Offshore – ***Wait***
- Office Figures – ***Email sent / chased again (email) Nic***
- Rawfield – ***Nic - chased 27th Feb***
- Gametime Leisure – ***Pam, Nic***
- Kat Referral – Sports Person from FEO ***Nic, Info sent / Sarah to follow up***

Re: New website

Nic Johnson - it'seeze Hull
Sent: Saturday, 15 September 2018 at 09:39
To: james@zipdrycleaners.co.uk
Cc: Sarah Johnson - it'seeze Hull

To protect your privacy, some pictures in this message were not downloaded. Download pictures

Morning James,

Thanks for your email. Here's a bit of background info about what we can provide, take a look and let me know if it's of interest. Happy to talk or meet up next week – let me know when is good for you.

We are based in Beverley and have over 30 years marketing and design experience, including 20 years in web design. We're supported by a team of developers, designers and web specialists and together we produce bespoke designed, mobile responsive, fully editable websites. We also provide design and marketing services such as branding, brochures, business cards and much more.

Our website packages start at £200 / £20 a month +vat (for a 5 page site). This is a great starting point and delivers 5 uniquely designed pages that you can easily edit yourself if required. There are limitations with this package and a number of our additional features such as video embedding, blogs and extra images are excluded.

It's fine for many new businesses or for those looking for a simple, cost-effective and well designed website, however if you're thinking of growing your business or you may need more than 5 pages, our £400 / £40 a month +vat package is ideal.

This is our most popular web package and it delivers just about everything you'd ever need in a website including unlimited pages, blogs, news feeds, embedded social media feeds, pop-up chat, embedded videos, download / upload files, password protected pages, paypal and much more. If you wanted to add full e-commerce functionality we also have a package for that too:

Lite Package: https://www.itseeze-hull.co.uk/prices/lite-package/
Max Package: https://www.itseeze-hull.co.uk/prices/max-package/
Commerce Package: https://www.itseeze-hull.co.uk/prices/commerce-package/

Our business model is based on a low initial payment, with an ongoing monthly subscription that provides support, updates and new features for as long as you stay with us. Your monthly subscription includes:

- Your domain name purchased and your yearly renewals paid for (.co.uk or .com)
- Up to 5 business email addresses if required
- Unlimited use of the website editor (make changes and updates to the site yourself)
- Add unlimited additional pages, news pages or blogs (Max package)
- Initial Search Engine Optimisation (SEO) for all pages
- Access to SEO and performance tools
- Secure UK based mirrored hosting
- Daily website back-ups
- SSL security certificate (green https padlock to denote a secure and trusted website)
- GDPR compliant (privacy/cookies/consent)
- Ongoing local support and help from us
- Training on how to update and edit your website
- Access to our 24 hour support website with instruction videos
- Ongoing, behind the scenes system updates for the website including new features (your site technology will always be up-to-date)

In essence, you've got everything in one place. No paying out for additional changes, updates, hosting, domains, email packages etc. Plus the ongoing support means you're never left on your own.

Here's a couple of website examples:

Lite Sites:
http://www.hhbcompany.com/
https://www.lbexrm.com/
https://www.aquagashull.co.uk/
https://www.verbfashion.co.uk/

Max / Commerce Sites:
http://www.nologo-chic.co.uk/
https://www.cavewoodproductions.co.uk/
https://www.simplycakesdirect.co.uk/
https://www.kflowershull.co.uk/

Let me know if you need any more information at this stage.

Take care and hope to speak soon,

Nic

Client Referrals

it'seeze Websites Hull

Beverley

5.0 ★★★★★ 7 reviews

Joanne Gower
2 reviews
★★★★★ 3 months ago
Nothing is too much trouble for Nic and Sarah. They care passionately about what they do and look after their clients exceptionally well. I would have no hesitation in recommending them!

Reply 1

Nick Spencer
Local Guide · 17 reviews
★★★★★ a month ago
Brilliant from start to finish , Nic and his partner Sarah visited me at my home and over a relaxed coffee listened whilst i laid out my business vision for the future, and in my mind oven cleaning global domination (i can dream) in the … More

Reply 2

Jo Joveini
1 review
★★★★★ 3 months ago
I can highly recommend Nic and Sarah from it'seeze Websites. They are a very professional team who work with you to create the perfect website for your business needs.

Reply 1

Mike Burnett
1 review
★★★★★ 7 months ago
Excellent service from Nic and Sarah. The process was made enjoyable from start to finish and the final product was everything I had hoped for. Highly recommend!

Reply 1

Dawn Larkin
1 review · 1 photo
★★★★★ 10 months ago
An all round excellent service. Professionally designed and professionally dealt with. If I could give 6 stars then I would. I couldn't give a higher recommendation and I have recommended this service to many of my business colleagues.

CONVERSION
(turning leads into sales)

Conversion

1. Call & Chat

Keep it brief, friendly and let them know we'll send through more info via email

Conversion

2. Email

Our experience, what we do, website examples

Conversion

3. Follow Up

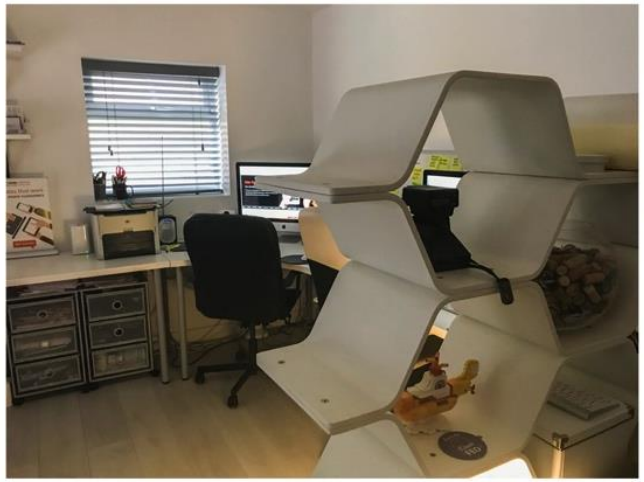
1 to 2 days later. Keep following up if no answer.

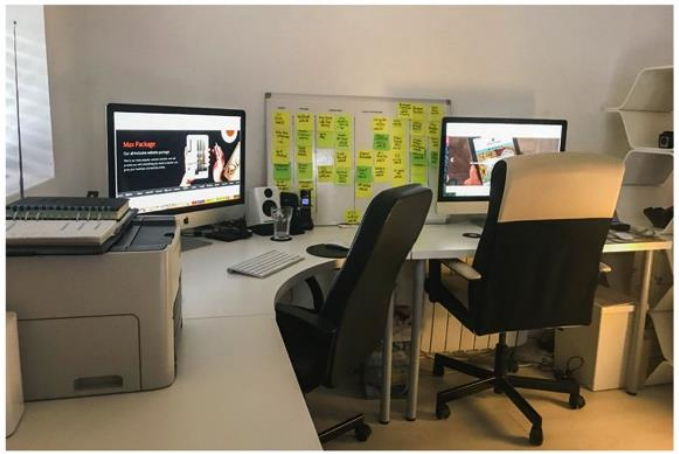
Conversion

4. Face to Face Meeting

9 times out of 10 they will come to us

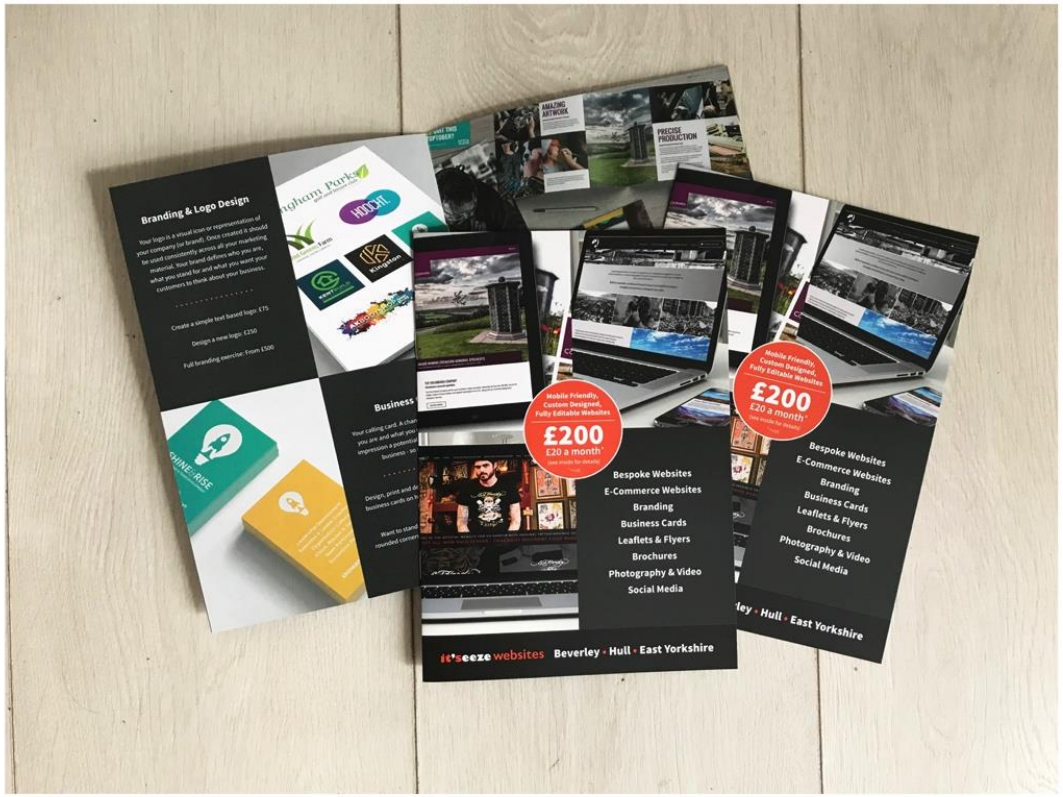
Conversion





Conversion

[WHAT TO EXPECT]
Website Packages
[PRICE GUIDE]
it'seeze websites


Branding & Logo Design
Business
Mobile Friendly, Custom Designed, Fully Editable Websites
£200
£20 a month*
Bespoke Websites
E-Commerce Websites
Branding
Business Cards
Leaflets & Flyers
Brochures
Photography & Video
Social Media
it'seeze websites Beverley • Hull • East Yorkshire

Conversion

70% sign up at the meeting

30% take a couple of days to consider

SYSTEMS

(how we manage the process)

Systems

Full Production Meeting

Twice a week – new clients & targets, existing clients, moving web production on, other work, client amends, client site reviews

Divide Your Days

Set aside specific meeting days and specific production days
Allocate time for social media and marketing

Be Proactive with Clients

Some clients freeze when presented with the uploader
Be proactive and pull as much of their content together
Get the process moving

Systems

IMPORTANT - Keep Reviewing

We've adjusted our systems a couple of times this year based on issues we've had or through client problems. It's not perfect but it's always adapting...

OUR ROLES

Our Roles

100% Shared / 100% Teamwork

Keep each other in check / hold each other accountable.
For those on your own, get an accountability partner
(through a network group)

SUMMARY

Summary

Key Elements

Motivation / Goal Setting / Sales Funnel
Persistence / Follow Up / Robust Systems
Put the hours in!

THE BIG QUESTION

Is 100 sales in a year achievable?

Nic & Sarah Johnson

It’seeze Hull

The Commerce Package

Selling reality

John Cooper

I would like to sell stuff online…

Great! Or is it?

- How many products?
- What are the products (and are they legal)?
- Do they already sell online…?

And all the obvious questions!

You all know the sales process – and you all have your own style, but selling Commerce has it’s own set of challenges…

Do you have a Marketing Plan?

How are you going to market your new website?

- Social media?
- Google Adwords?
- Facebook advertising?
- Direct mail?
- SEO?

The penny starts to drop…

Up until this point, you have been giving the message that by getting a Commerce website won't be enough to make their business a success.

They need to realise it is **their** responsibility to make this work. But you can help.

They may ask “What’s SEO and Adwords?”

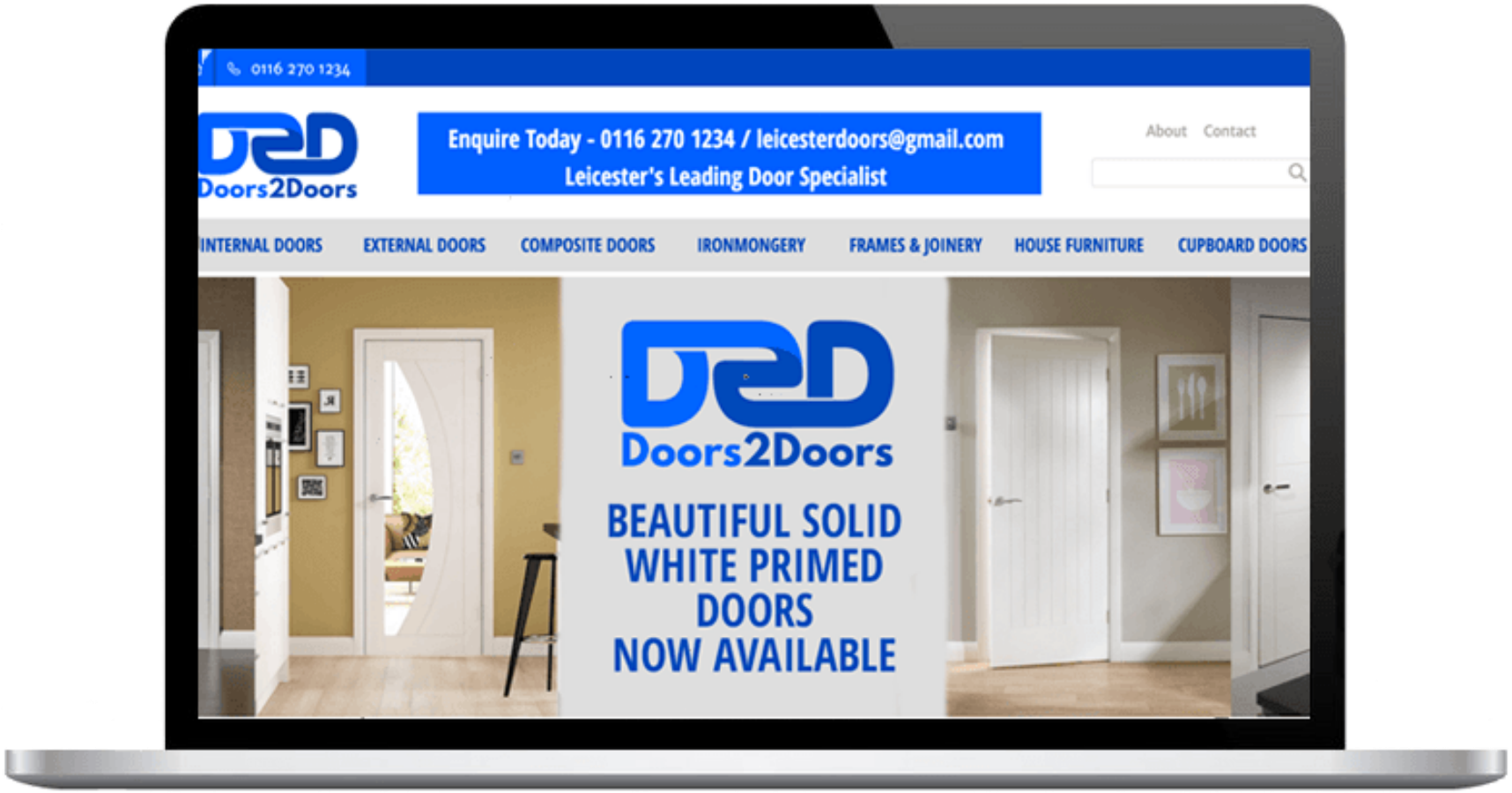
If you imagine your new website as a car…

- SEO is the fuel.
- Paid advertising is the chauffeur.
- Me? I’m the MOT testing station, R&D and your new best friend.

Show them the challenges and the solutions

- Need content? I partner with a copywriter who can help YOU with this.
- Need SEO? We provide that service (or you know someone that can)
- No social media? We can help with that too.

Website extras – make the best better



What should they be thinking about?

If you do this, it helps prevent problems further down the line

- What payment gateway might you use?
- Are you VAT registered?
- You will need a delivery and refund policy
- You will need Terms and Conditions
- Postage rates

Talk about populating the shop

You can start this process early.

You can get this moving as soon as the content has been submitted. Ask for the link to the webshop.

+ You don’t need the website built to begin this process
+ Spend time showing them how this works
+ Demonstrate the shop management area

To recap

- Interrogate their plan
- Point out the challenges
- Stress that need for fuel!
- Show them the solutions and how you can help
- Demonstrate the shop management area and how easy it is to manage

Reality

The harder you make it for them at the start, the easier it will be further down the line.

Having to hand-hold a Commerce client can seriously damage your ~~health~~ wealth!

Thank you for listening

Any questions?

Break for Lunch

Break for coffee

Answers to questions

Awards

Final thanks