

it'seeze websites

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Spoton.net Franchisee's Guide to: Marketing and Selling It'seeze Responsive Websites

The information in this document is confidential to Spoton.net franchisees only.



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Responsive Websites Explained

What is a responsive website?

A responsive website automatically adjusts its design to display perfectly on the device you are viewing it on. When viewed on smaller screens the layout becomes narrower with larger links and likewise it expands when viewed on larger screens.



What is the difference between “responsive” and “mobile- friendly”?

A responsive website is a single site that works on all devices. The term “mobile-friendly” is a very broad term that also includes other solutions such as a separate mobile site. Go to page 9 for the benefits of having one responsive site as opposed to a desktop and mobile site.

Sales Strategy

In order to effectively grow your business rapidly, you should, whenever appropriate, promote Max and Commerce packages in preference to Lite packages, as these sites are more versatile for growing businesses.

The reason that we limit the amount of features available on Lite sites is to ensure Max remains a superior and desirable product. Max and Commerce sites present a better earning opportunity.

Over 3 years you will earn the following from one client with a:

Package	Set Up Fee Commission	Monthly Fee Commission	Total Earnings from 1 customer over 3 years
Lite	€230	€15	€770
Max	€410	€27.50	€1400
Commerce	€560	€35	€1820

Lite packages should only be offered when:

- A client does not have the budget for a Max or Commerce site
- 5 pages are sufficient and the client is not likely to require more pages or any additional features available on Max and Commerce packages in the foreseeable future.

Target markets

Our innovative product offering, coupled with a competitive pricing structure, enables us to market an imperative website solution.

Very few website providers offer responsive websites, and of those that do, they are relatively poor in terms of their device adaptability. You should therefore target companies who have a website with other providers by offering our commanding website products.

On the Support Site:

There is a document entitled 'Examples of Poor Responsive Websites' showing examples of websites, created by other website providers.

Who to market to:

Fundamentally there are three main 'sectors' of the current market place that you are in a strong position to market to:

- Businesses without a mobile presence
- Businesses with both a desktop and mobile site
- Businesses with a poorly-performing responsive site.

Go to page 7-13 to see how to market to these different groups.

You should also target businesses without a website. Whilst this market sector is decreasing as more people are recognising the importance of having a website, there are still a considerable number of businesses who are just starting-up or who now recognise the need for a website, so do not overlook these as prospects.

Benefits of marketing to businesses with a website:

The advantages of marketing to established businesses that already have a website with another company are as follows:

1. Efficiency benefits:

- These businesses have already identified the need for a website, thereby enabling you to focus on selling the benefits of responsive rather than helping recognise the need for a website.
- These businesses will have existing website content, which should make the process of gathering content for their it'seeze website easier.
- These businesses may already use a CMS so are familiar with how to edit their website. The it'seeze editor is easier to use than other content management systems, so it will be easier to sell this benefit whilst making training the client more straightforward.
- The sales pitch will be more effective because by directly comparing the benefits of it'seeze responsive packages this will create a compelling rationale to improve their online presence.

2. Financial benefits:

- In the UK, one in three businesses fail in their first three years. By targeting established businesses, there is less risk of them ceasing to trade and cancelling their contract.
- Established businesses are more likely to choose a Max or Commerce package rather than a Lite package in order to better accommodate their needs.
- Established businesses already have a budget allocated for their existing website. What's more, they are likely to have a substantial budget for all their marketing activities. By pointing out the benefits of investing in an effective website for a better return on investment as opposed to alternative marketing methods, may influence them to invest more of their budget into their website.

On the support site:

There is a chart illustrating the benefits of an it'seeze website above other promotional mediums.

How to market it'seeze responsive sites to . . .

. . . New businesses and clients without a mobile site.

Who are they?

Businesses who have a desktop site but are potentially missing out on large proportion of business because they are not being found by more than 38 million UK adults who own a smart phone.

How to tell if they have a mobile site?

- Run the site through SiteBeam (<http://itseeze.sitebeam.co.uk>)
- Search for the site on a mobile device
- Put an m. at the beginning of the domain in the search bar instead of www.
- Check it on <https://www.google.com/webmasters/tools/mobile-friendly/>

Key points to communicate to this audience:

1. The consequences of not having a mobile presence:

According to Google:

- 61% of people leave a site immediately and go elsewhere if it is not mobile-friendly
- 67% of people are more likely to buy products or use services from a site that is mobile-friendly

What's more, desktop sites can take longer to load on mobile devices and according to Google 40% of people will abandon a site if it takes longer than 3 seconds to load.

2. it'seeze websites are as easy to view on a mobile and tablet as they are on a desktop:

- The website fits perfectly even on a small mobile screen so visitors do not have to scroll horizontally or pinch the screen
- Videos and audio clips, interactive maps, PayPal, shops, and social media streams display perfectly and work seamlessly.

Show people examples from the 'Our Work' section of your regional website.

3. Google favours responsive websites:

Responsive websites offer a better end-user experience and therefore Google rewards this by ranking them higher in searches above non-mobile-friendly sites giving a potential advantage over competitors.

Because everything displays and functions correctly on a mobile device the content is quick to load. As a result, people are more likely to stay longer and return to the site and share content across social media, which all helps to boost SEO.

4. it'seeze websites are easy to edit:

Keeping a responsive website up-to-date requires no more time and effort than managing a desktop and less time than editing and managing a separate desktop and mobile site.

5. Other benefits of it'seeze – including ongoing support.

When targeting people with a website hosted with another provider, refer to the National Competitor Analysis on the Support Site to establish our key benefits in comparison to other website providers and their product offering.

Useful sales tool specifically for this audience:

1. Take the test: view your website on a mobile.

This PDF is available on the support site. It stresses the implications of not having a mobile presence.

How does your website look on a mobile?
Take the test: view your website on a mobile phone . . .

. . . and see what the 38 million smart phone users in the UK see when viewing your website

- 1. How quickly does it load?**
40% of people will abandon your website if it doesn't load in under 3 seconds* potentially finding a competitor whose website loads instantly.
- 2. Do you have to pinch the screen or scroll horizontally to view the content?**
61%* of people leave a site if it's not mobile-friendly because they can't easily find what they're looking for. What would 60% more business do for your bottom line?
- 3. Would you do business with your company based on your website?**
67%* of people are more likely to buy a product or use a service from a website that is mobile-friendly. By making it easy for people to navigate your site, you'll boost engagement and in turn increase your sales.
- 4. Look for your website on Google - where does it appear?**
Google rank mobile-friendly websites above other websites. To increase the chances of people finding your business in online search results, you need to be mobile-friendly.
- 5. Could you be losing business because your website is not mobile-friendly?**
If you think so, then get in touch and let us help you boost your sales.

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How to market it'seeze responsive sites to . . .

. . . New businesses and clients with a separate mobile site.

Who are they?

People who have a desktop site and a separate mobile site.

How to establish a separate mobile presence?

- Run the site through SiteBeam (<http://itseeze.sitebeam.co.uk>)
- Search on a mobile device: If there is a mobile presence, check if it is a separate site and not a responsive site, drag your desktop browser window to reduce its size – if the site does not shrink or expand according to the screen size this will confirm it.
- Put an m. at the beginning of the domain in the search bar instead of www.
- Check it on <https://www.google.com/webmasters/tools/mobile-friendly/>

Key points to communicate to this audience

1. More efficient: Time saving benefits

Two sites requires twice the amount of effort to:

- Update
- Optimise for search engines,
- Build links, traffic and social shares
- Track and react to analytics
- Set up AdWords campaigns

2. Responsive sites load faster than a separate mobile site

According to Google 40% of people abandon a website that takes more than 3 seconds to load. Responsive sites take less time to load because they do not have to redirect to a mobile version of the site – it's just one site that optimally adapts.

3. Seamless link sharing

Link sharing can be problematic when sharing links from a mobile specific site. If for example, Person A shares a link from a mobile site and then Person B tries to view this link on a desktop, they will be redirected to the desktop website home page as default. With a responsive website, whatever device a link is shared from and viewed on, the intended content will display optimally for that device.

Sites are easy to edit:

Keeping a responsive website up-to-date is half the work of managing both a desktop and mobile website because any changes on to the desktop site automatically update on the mobile version.

Other benefits of an it'seeze responsive website editor include:

- Preview changes in both mobile and desktop format before setting them live.
- Choose what content is prioritised when in a mobile format

Useful sales tool specifically for this audience:

1. Why have two websites when one is better

This PDF highlights the benefits of having one responsive website rather than a desktop and mobile website.

Why have two websites when one is better?
It'seeze responsive websites display perfectly on every screen so there's no need for a separate mobile website.

Not enough hours in the day?
With an it'seeze responsive website you'll have just one site to:
• Edit and update
• Optimise for search engines
• Review statistics
• Manage for Pay-Per-Click campaigns
And it will look great on a mobile, tablet and desktop, leaving you more time to concentrate on your business.

Losing business?
An it'seeze responsive website loads faster than a separate mobile website.
The server doesn't need to determine whether to display the mobile or desktop website - saving valuable seconds. Google says, '40% of people abandon a website that takes more than 3 seconds to load.'
How much business have you lost because people give up waiting for your website to load, then finding a competitor whose website loads instantly?

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How to market it'seeze responsive sites to . . .

. . . New businesses with a poorly performing responsive site

Who are they?

Businesses that have already invested in a responsive website with another website provider but their site does not appear correctly when viewed on tablet and/or a mobile. There will be only a few of these at present because currently only 4% of websites are responsive.

How to tell if a site is responsive?

- On a desktop drag your browser to reduce the window size - if the site attempts to adapt to the different screen sizes then it is most likely a responsive website.

On the Support Site:

There is a video showing you how to resize your brochure on both a MAC and Windows.

How to tell if a responsive site is not performing correctly?

View the site on your mobile or tablet – do not rely on shrinking your desktop browser window to identify errors as this does not accurately reflect how the site will look on an actual mobile device.

Things to check when viewing a responsive site on your mobile or tablet:

- Text not all fitting on the screen
- Broken words – start and end of word on different lines
- Links and social media button too small to press
- Text on images that is too small to read
- Search bars that do not fit on the screen
- Images and text that are not aligned.
- Integrated component (i.e booking forms, social media feeds) not fitting on the page.
- Forms being too small to fill in easily.

On the Support Site:

There is a document entitled 'Examples of Poor Responsive Websites' showing examples of websites, created by other website providers.

Identify and advise:

1. Visual and functionality flaws with their site.

Business owners may not be aware that their responsive website is not displaying correctly on some devices. Demonstrate how an effective responsive site functions by showing them the sites on the 'Our Work' section of your regional website.

2. it'seeze responsive websites display flawlessly on any device:

Videos and audio clips, interactive maps, PayPal, shops, and social media streams display perfectly and work seamlessly. You can demonstrate examples of this by showcasing sites within the 'Our Work' section of your regional website.

3. it'seeze websites are easy to edit:

The it'seeze website editor is far more user friendly than that of our competitors. Change a word, rearrange a page, and upload an image . . . all in seconds.

4. Other benefits of it'seeze – including ongoing support and professional design.

Very few competitors create bespoke websites and/or offer ongoing support from a local consultant and UK Head Office Team. When targeting those with a website hosted with another provider.

On the Support Site:

There is a document entitled 'National Competitor Analysis' – You should refer to this document for other ways in which it'seeze can offer a favourable website solution.

Useful sales tool specifically for this audience:

1. What makes it'seeze unique?

This PDF is available on the Support Site. This PDF highlights the key benefits of having an it'seeze website – which some competitors simply cannot compete with.

What makes it'seeze websites unique?

- Fully Responsive:** Automatically reformats to display perfectly on a mobile, tablet and desktop.
- Better search results:** Google favours mobile-friendly websites, increasing the chances of being found online.
- Ongoing Support:** Local and national support from a UK team of experts.
- Brilliant Designs:** Professionally designed to stand out from the crowd – not a template in sight!
- Effortless to update:** Change a word, rearrange a page, upload an image... all in seconds.
- Easy to view:** Even on a mobile - no pinching or squinting so people can see more in less time.
- Fast loading:** Less chance of people giving up and looking elsewhere.
- Shop on the go:** Online shops work perfectly on any device making it more convenient for people to buy.
- Fully functioning:** Videos, maps and Social Media work seamlessly to boost customer engagement.

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Competitor Analysis

At Head Office, we regularly review our national competitors, focusing our research on four key areas:

1. Whether responsive sites are offered
2. Prices and Packages
3. Design and functionality of the sites
4. Support available

On the Support Site:

There is a document entitled 'Competitor Comparison Chart' – You should use this template to analyse how your local competitors measure up against it'seeze.

Of the national companies that we have researched, most now offer responsive websites but from looking at their examples, most of these websites have flaws when being viewed on a mobile and/or a tablet device.

In conclusion, whilst some competitors do offer responsive websites, their functionality simply cannot compete with that of it'seeze.

On the Support Site:

There is a document entitled 'Examples of Poor Responsive Websites' showing examples of websites, created by other website providers.

Other key findings from competitor analysis

Although some of our CMS competitors continue to improve, it'seeze offers a collection of important features that set it apart from the rest of the market place.

In particular:

1. In-browser, self-editing of pages using an intuitive editing system.
2. Ability to create unique content layouts on a page-by-page basis.
3. Fully responsive display optimised for all device sizes
4. Professionally designed sites tailored to clients' exact needs.

5. Ongoing local consultant support with expert back-up from UK Head Office.

6. Option for bespoke developments if required.

It'seeze uses a proprietary website editor that sets new standards in the industry. Whereas many competitors still use pre-designed templates, it'seeze gives clients full control to self-edit page layouts and content using a simple, but powerful interface.

Individual web pages can be made as simple, or as complex, as required on a page-by-page basis - making it'seeze still the most flexible and intuitive editing system available today.

With the services of a professional designer to produce a custom website included in the price and personal support from a local consultant with extensive back-up from a dedicated team of experts at the UK-based Head Office, the service it'seeze offers is second to none.

It'seeze has a few CMS rivals - and our strengths differ when compared against them.

On the Support Site:

There is a document entitled 'National Competitor Report' comparing it'seeze with other national website companies.

Marketing Tools

There is a large pool of marketing resources available to support you in promoting responsive websites.

Regional and National Website

Both your regional website and the national it'seeze website are fully responsive.

Online portfolio ("Our Work")

This is a page on your regional site and the national it'seeze site (itseeze.co.uk/our-work). Our finest examples of responsive websites that we've created are featured here. As we continue to add to portfolio it will automatically update on your regional site.

Client Demo Website

The client demonstration site is fully responsive. It includes all the latest components to effectively demonstrate the full range of features within the it'seeze website editor.

Videos

1. Customer Journey

This video shows the process a new client will experience, from the initial meeting with a consultant, to Head Office where the site is professionally designed and set live to being trained on how to use the it'seeze editor, by the local Consultant.

2. Why responsive?

This infographic video specifically promotes our responsive product offering, highlighting the key benefits, including how it perfectly formats and how easy it is edit.

You can view these videos on the it'seeze You Tube channel and on the national it'seeze website.

Mass Marketing Emails

Head Office will send a monthly promotional email to everyone on your prospect database. You will also find 'responsive' marketing email templates in your DotMailer account.

CRM Emails

There is a selection of personal email templates within your CRM that describe what responsive websites are and their benefits.

Useful PDFS (on the support site)

1. Why a website chart

This chart compares it'seeze websites with other marketing mediums in terms of cost and overall effectiveness. It is useful at persuading people to invest more of their marketing budget into their website, above as opposed to other marketing methods.

2. Why have two websites when one is better?

This PDF highlights the key benefits of having one responsive site as opposed to a desktop and mobile website.

3. What makes it'seeze websites unique?

This PDF highlights the key benefits of having an it'seeze responsive website – from its functionality and design to the ease of editing.

4. Take the test – view your website on a mobile

This PDF stresses the implications of not having a mobile presence.

Competitor Analysis:

On the support site is:

- A detailed report comparing it'seeze with national competitors.
- A 'Competitor Comparison Chart' for you to use to compare it'seeze with your local competitors.

Networking/Exhibitions (on the support site)

1. Educational presentation

On the support site you can access several networking presentation templates, covering a range of topics, including presentations that specifically cover responsive websites.

2. A3 Desktop Banner

An increasing number of franchisees have requested this– the print file is available on the support site.

Leaflets

You have been given a selection of leaflets as part of your franchise pack. Should you wish to order some further leaflets, please email regional@itseeze.co.uk to get the print file personalised.

1. Additional marketing materials:

If Head Office do not already supply the materials you need for a specific purpose, please complete the briefing form on the Support site.

IMPORTANT REMINDER: Sign off of all marketing materials

It is essential that all marketing materials used to promote any aspect of the business is approved by the Marketing Manager at Head Office, to ensure they meet the required standards, in line with our branding guidelines, this is stated in the Franchise Agreement clause 14.2. This includes newsletters, emails, printed items, adverts, on-line advertising and social media promotions.

In addition we need to check the correct information is promoted, failure to seek our approval could result in serious implications, should a client or prospect consider they have been misinformed and take further action. Without H.O. approval Spoton.net Ltd relinquishes responsibility, therefore we stress the importance of adhering to our policy.

Please share your feedback regarding this document to Amy by emailing amy.cross@spoton.net.