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# Marketing Webinar

26<sup>th</sup> February 2019 @ 3pm

Amy Cross-Webber and Lauren Bourne

# Franchisees who attended

1. Ann Naylor
2. Brian Cox
3. Garry Stewart
4. Helen Clarke
5. John Cooper
6. John Wright
7. Mike Walker
8. Nic and Sarah Johnson
9. Nick Templeton
10. Richard Hubble
11. Rory Bruce
12. Phil Revill
13. Stephen Sibbit
14. Steve Axtell
15. Steve Taber
16. Suzy Perry



# Agenda

1. **Update** on marketing actions since last webinar
2. **Update** on trials, campaigns and activities
3. Items for **discussion**

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**Update on marketing  
actions since last  
webinar**

# New blogs on national website:



The Ultimate Local SEO Checklist For Small Businesses

Published on 24th January 2019

[READ MORE](#)



Try This: 6 Great Ideas For Blog Posts

Published on 8th January 2019

[READ MORE](#)



SEO 101: Everything You Need To Know About Headings

Published on 20th December 2018

[READ MORE](#)



Social Media Glossary - The Social Media Terms Small Business Owners Need To Know

Published on 11th December 2018

[READ MORE](#)



SEO 101: Everything You Need To Know About Metadata

Published on 27th November 2018

[READ MORE](#)

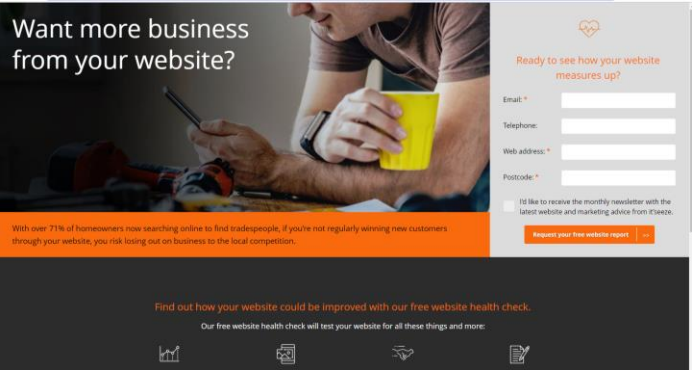


The Latest it'seeze Website Editor Updates - October 2018

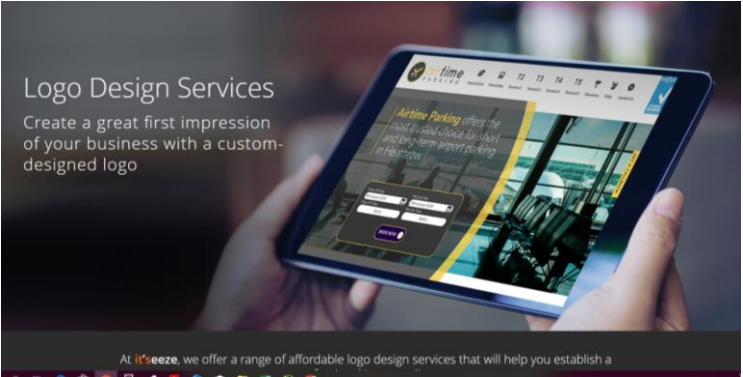
Published on 30th October 2018

[READ MORE](#)

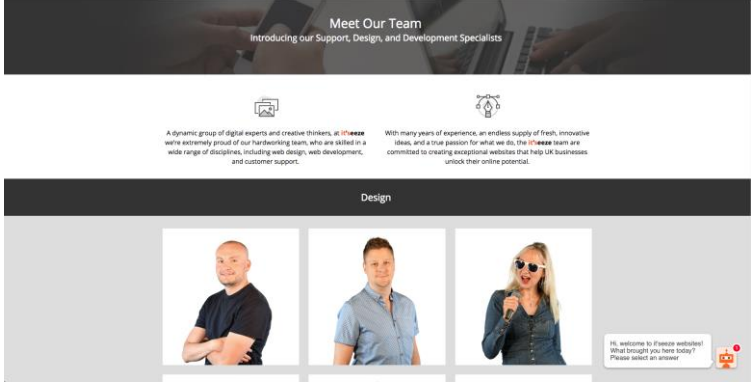
# New proxied pages:



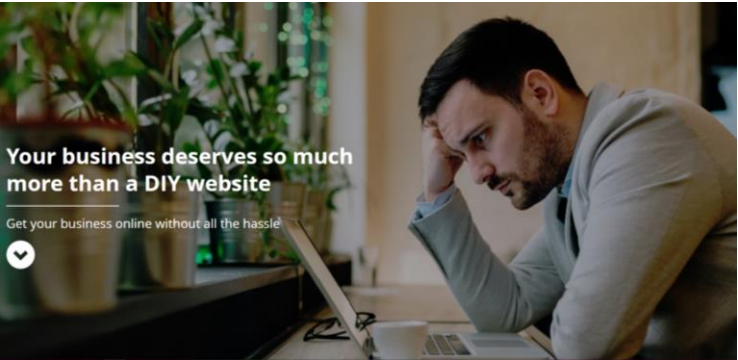
<https://itseeze.com/health-check-trade-regional/>



<https://itseeze.com/logo-design/>



<https://itseeze.com/meet-the-team-regional/>

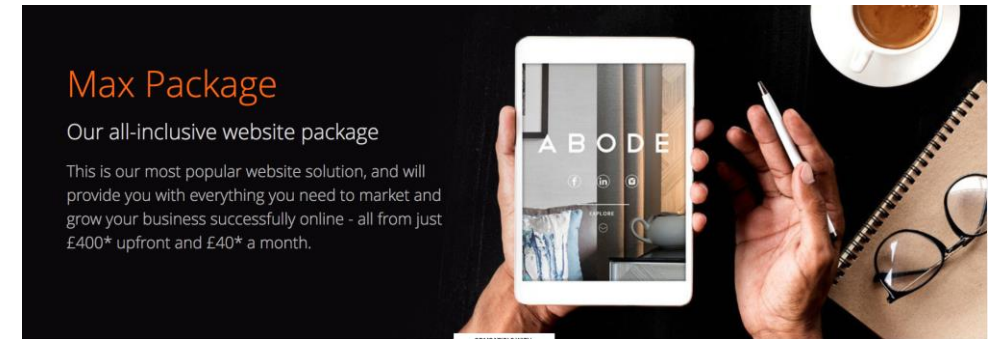


<https://itseeze.com/your-business-deserves-more-regional/>

# Changes to proxied pages:

## Changes to existing page:

- + Prices added to top of three package pages
- + Now promote PayPal as included with a Max and Lite package
- + Changed upload limit on Lite
- + Reworded text about upfront payment and price plan
- + Reworded step 2 of 'Next Steps' page
- + Added new 'before and after' examples
- + Changeable top 6 sites in the latest section of 'Our Work'



# Videos

Update:

- + Several new how-to videos
- + Facebook banner video recreated as marketing video - 'web design made easy'
  - + <https://www.youtube.com/watch?v=galViko1p1w&t>



**ACTION POINTS**

Amy to find out:

- \* if the orange overlay can be easily removed from the 'web design made easy' video.
- \* If we can make the video files on the support site downloadable for franchisees.



# Regional websites

About Us – Web Design Mansfield – it'seeze Web Design Nottingham

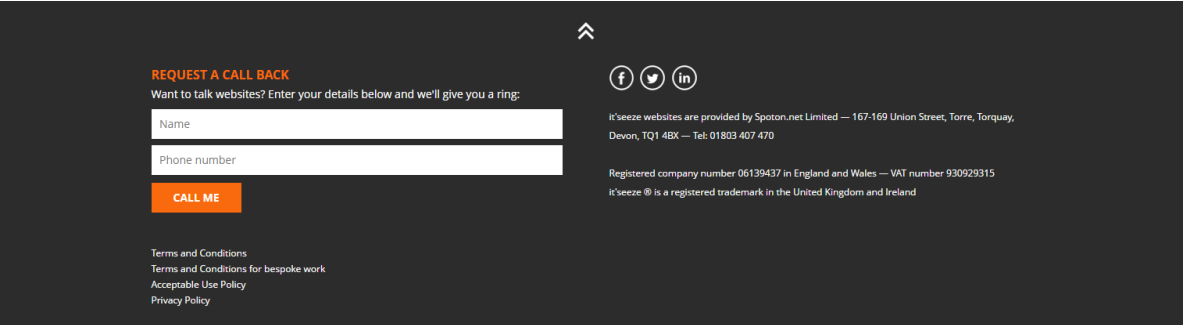
<https://www.itseeze-nottingham.co.uk/about-us/>

★★★★★ Rating: 9.6/10 - 234 reviews

A Nottingham based web design company serving businesses in and around Mansfield, Alfreton, Hucknall, and Long Eaton – learn more about us here.

## Update:

- + All regional websites now showing Trustpilot star rating in SERPS.
- + New blogging interface
- + New toggleable 'call back' request form in the footers



## ACTION POINTS

Franchisees – remember to add your contact details to call back form if they add this to site

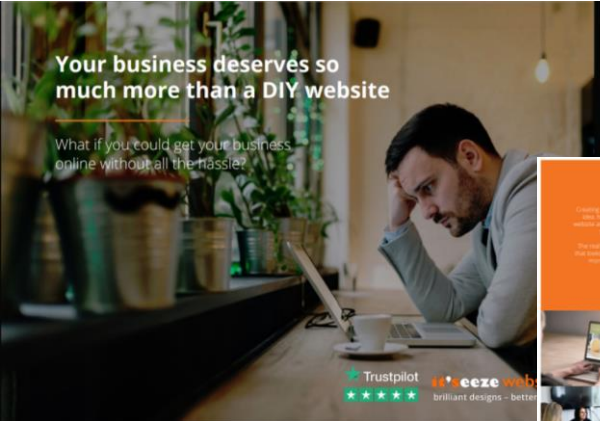
# Marketing tools

## Update:

- + 'What to expect' brochure
- + Local consultant search on the national website – live in January
- + New print advert
- + New leaflet – your business deserves more:



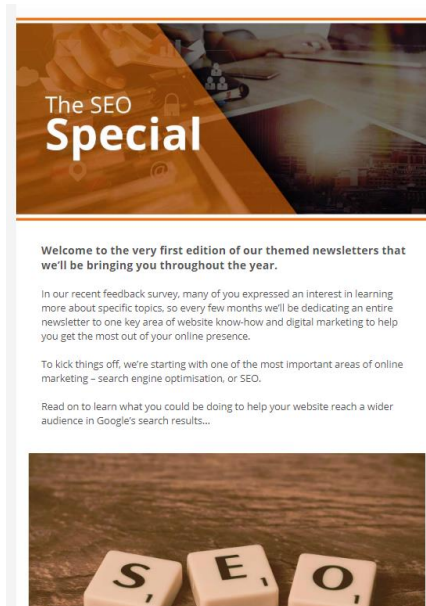
<https://support.itseeze.com/support/solutions/17000080310>



# Client newsletter:

## Update:

- + First themed client newsletter recently went out – focus on SEO
- + Another one to be sent in a few months – focus on social media



# Marketing messages

## Update:

- + Asked 'why you win clients'
- + Reviewed feedback
- + Larger project to come in 2019
  - + Seeking further feedback



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# Update on marketing trials, campaigns and activities



# Statistics update for 'Our Work'

## Update:

- + Recently changed the top 6 sites – each time refresh page
- + Since launching the new national portfolio 6 months ago:

	<b>Avg Time on Page</b>	<b>Bounce Rate</b>	<b>Exit Rate</b>
Feb 21st 2018 - Aug 21st 2018	2.06	83.96%	57.75%
21st Aug 2017 - 21st Feb 2018	2.06	90.87%	76.00%
21st Aug 2018 - 21st Feb 2019	2.13	76.97%	49.21%

# Facebook Ads trial with Ocere

## Update:

- + 4 sales from the trial – but not profitable
- + GDPR driven up 'trial' costs



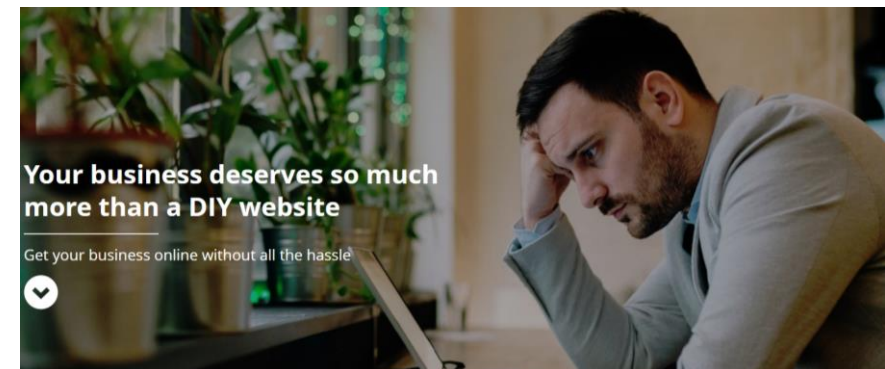
# Partnering with startups.co.uk

## Update:

- + Sent a solus email campaign to 12k subscribers

## Still to come . . .

- + Have an advertorial feature on their site
  - + Backlinks to national site
  - + Promotion on startups.co.uk home page for 48 hours
  - + Article appear in SERPS
  - + Promote via Twitter to 72.5k followers
  - + Promote on FB – 7.5k page likes

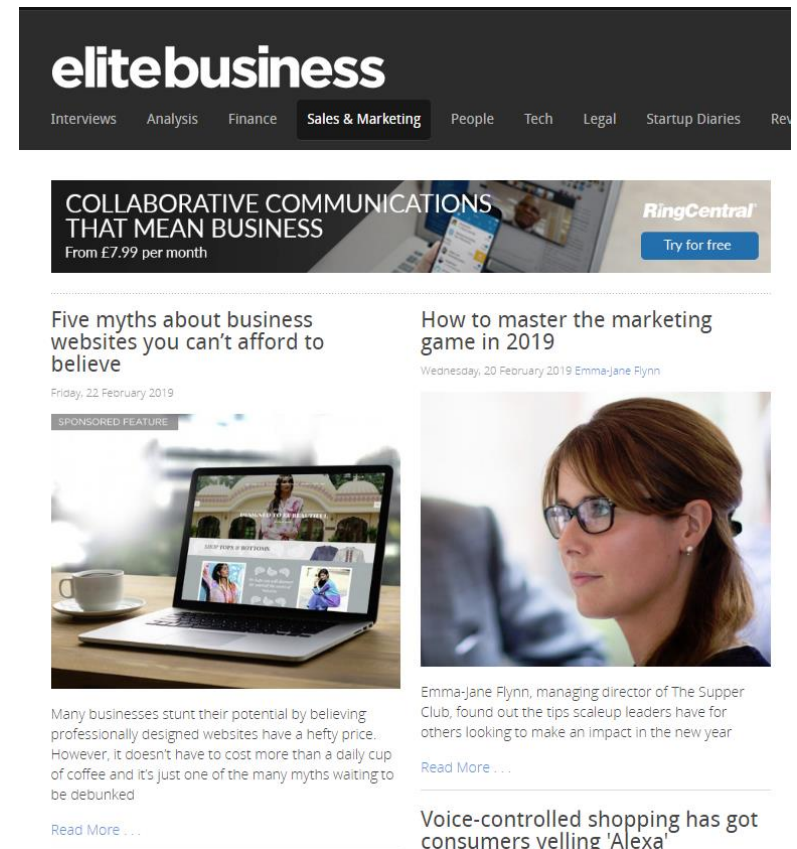




# Partnering with Elite Business

Targeted campaign

- + Banner ads
- + Educational feature
  - + <http://elitebusinessmagazine.co.uk/sales-marketing>
  - + Premium position within marketing and sales section
- + Solus email (5k targeted database)
- + Newsletter feature (40k subscribers)
- + Print ad in Elite Business Magazine
  - + Distributed at 15 national business events and online



The screenshot shows the Elite Business website interface. At the top, the 'elitebusiness' logo is displayed in white on a dark background. Below the logo is a navigation menu with links for Interviews, Analysis, Finance, Sales & Marketing (highlighted), People, Tech, Legal, Startup Diaries, and Rev. Below the navigation is a RingCentral advertisement with the text 'COLLABORATIVE COMMUNICATIONS THAT MEAN BUSINESS' and 'From £7.99 per month'. Below the ad are two article teasers. The first is titled 'Five myths about business websites you can't afford to believe' and is dated Friday, 22 February 2019. It includes a 'SPONSORED FEATURE' tag and an image of a laptop displaying a website. The second is titled 'How to master the marketing game in 2019' and is dated Wednesday, 20 February 2019. It features a photo of Emma-Jane Flynn, managing director of The Supper Club.

**elitebusiness**

Interviews Analysis Finance **Sales & Marketing** People Tech Legal Startup Diaries Rev

**COLLABORATIVE COMMUNICATIONS THAT MEAN BUSINESS**  
From £7.99 per month **RingCentral**  
Try for free

**Five myths about business websites you can't afford to believe**  
Friday, 22 February 2019  
SPONSORED FEATURE  
Many businesses stunt their potential by believing professionally designed websites have a hefty price. However, it doesn't have to cost more than a daily cup of coffee and it's just one of the many myths waiting to be debunked  
Read More ...

**How to master the marketing game in 2019**  
Wednesday, 20 February 2019 Emma-Jane Flynn  
Emma-Jane Flynn, managing director of The Supper Club, found out the tips scaleup leaders have for others looking to make an impact in the new year  
Read More ...

**Voice-controlled shopping has got consumers yelling 'Alexa'**



# Trustpilot

## Update:

- + Have 269 reviews (91% 5 star)
- + Trust score is 9.5/10 – rated Excellent.
- + Our score means we are ranked:
  - + 13/419 in web design category
  - + 17/318 in web hosting category
  - + 5/48 in the CMS category
  - + 21/175 in the eCommerce category
  - + 12/345 in the online marketing category.

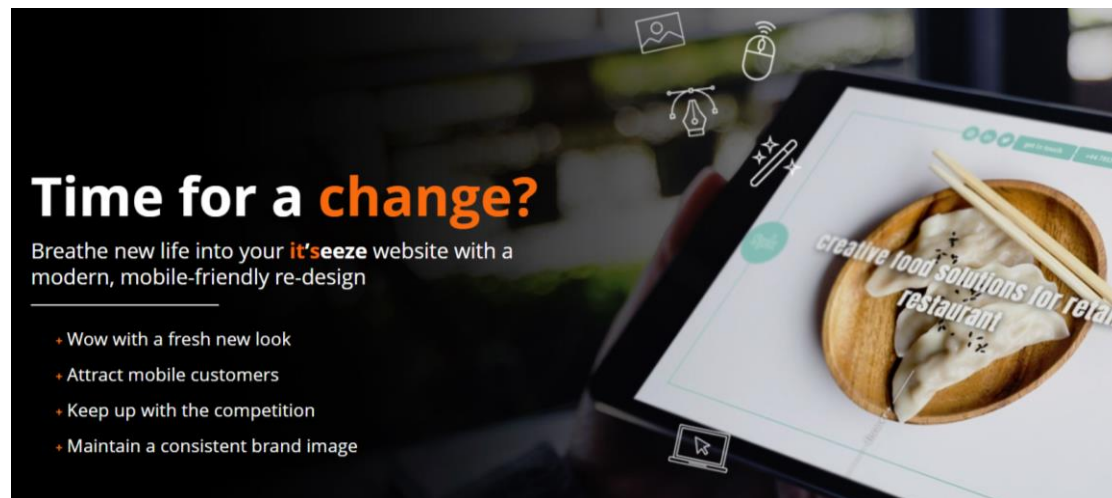
The screenshot shows the Trustpilot profile for 'it'seeze websites'. The profile name is 'it'seeze' with a sub-label 'websites'. It has 271 reviews and is rated 'Excellent' with five green stars. Below the profile name, there is a 'Write a review' button and a star rating selector. The 'Reviews 271' section includes a filter for 'Rating' and 'English'. A bar chart shows the distribution of reviews: Excellent (91%), Great (4%), Average (1%), Poor (2%), and Bad (2%).

Rating	Percentage
Excellent	91%
Great	4%
Average	1%
Poor	2%
Bad	2%

# Redesign Campaign

## Update:

- + Landing page and email finalised
- + This week started to roll out to non-responsive clients (excluding Commerce)
- + Over next couple of months, roll out to responsive clients out of minimum contract



# Regional website reviews – clarifying roles

## What we do:

- + Keyword review
- + Check all existing site content
- + Copy and design changes
- + Add new optimised pages and content

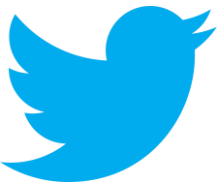
## What you can do:

- + Create blog content
- + Promote site via social media
- + Find backlink opportunities
- + Improve Google presence – GMB
- + Enter local awards

**ACTION POINT:**

Lauren to look into the value of franchisees adding networking pages to regional sites – a directory of trusted local suppliers.

Franchisees to share regional site tactics in peer to peer forum, e.g. proven method for generating effective backlinks



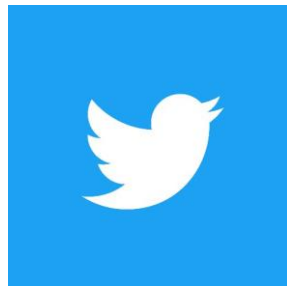
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# Items for discussion

# Social media webinar for franchisees?

## PROPOSAL

- + Share best practice
- + Discuss how to use social media effectively – namely Twitter and Facebook
- + Also tips for blogging



## DISCUSS:

- + If you feel this would be of benefit?
- + Proposed date: Tuesday 2<sup>nd</sup> April at 3pm
- + What to cover?

### ACTION POINT:

Majority were in favour of attending this webinar

Proposed new date for social media webinar:  
Tuesday 9<sup>th</sup> April at 3pm

**FRANCHISEES:** Please add to diary

# Designers' Favourite feature in newsletter

DISCUSS:

+ Are these useful?

**ACTION POINT:**

Majority of franchisees find this feature useful. Head Office to continue to issue these weekly as part of the franchisee newsletter.

Head Office to include more information about new/unusual design features.



Designers' Favourite



Designers' Favourite

# Regional website tips

**DISCUSS:**

+ Are these useful?

**ACTION POINT:**

Majority of franchisees find this feature useful. Head Office to continue to issue these weekly as part of the franchisee newsletter.



### Regional site tip

Make sure that all your online citations are correct – any inconsistent listings could affect your rankings in search results.

To check that your NAP (name, address, and phone number) is listed accurately across the web, search for 'it'seeze [your region]' on Google and check the first 2-3 pages of results to ensure that your business details are up-to-date in all the most important places.



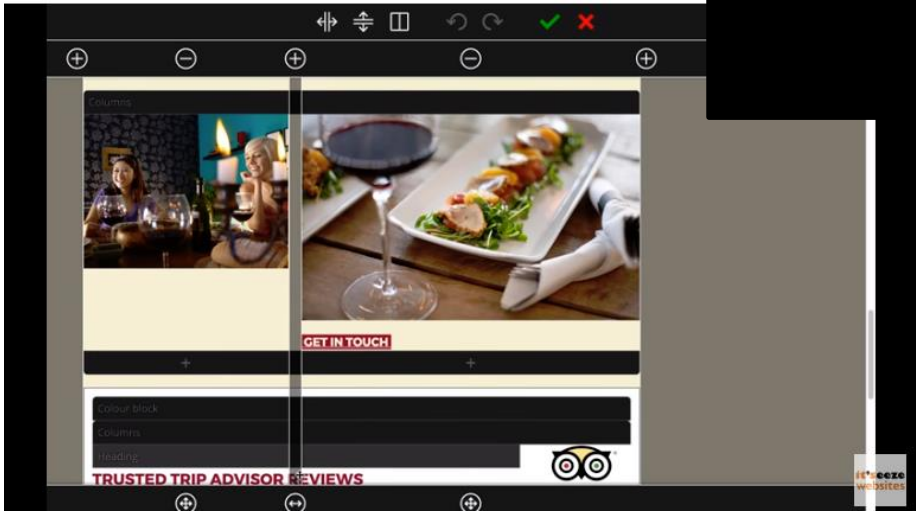
# Editor promo video – reshoot?

**DISCUSS:**

- + Useful?
- + Key messages identified?

**ACTION POINT:**  
Amy to speak with Support Team about videos in Silktide showing a negative impact and confirm to franchisees.

**ACTION POINT:**  
Majority of franchisees find this video useful. Head Office to reshoot this video showing real life updates and adding ‘so what’ element – a website that grows with your business. Show the benefits of being easy to update. Also show editing extras.



<https://www.youtube.com/watch?v=DWnBmmDaUgw>



# Date for next marketing webinar?

Tuesday June 4<sup>th</sup> at 3pm

## ACTION POINT:

Amy to report back on impact of local consultant search on the national site during the next Marketing Webinar.

## ACTION POINT:

All ok with this proposed date

**FRANCHISEES** – Please pencil in



# Other queries

**ACTION POINT:**

Head Office to discuss the ideas of adding Extras to the national pricing list.

—  
**Thank you**