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# Marketing Webinar

8<sup>th</sup> November 2018 @ 4pm

# Agenda

1. **Update** on trials and initiatives currently underway
2. **Update** on new trials and initiatives coming soon
3. Items for **discussion**

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# Update on trials and initiatives underway

# Facebook Ads Trial with Ocere

Region	Campaign went live on:	Leads to date	Leads still in Pipeline	Sales
1	5 <sup>th</sup> October 2018	8	3	0
2	25 <sup>th</sup> October 2018	0	0	0
3	Not live yet	N.A	N.A	N.A



## ACTION POINT:

Head Office to provide further updates in the coming weeks on these Ocere campaigns via the weekly newsletter (including cost per lead and best performing CTA's), along with an update on any FB campaigns currently being undertaken independently by franchisees.

# National Affiliate Campaign



## Update:

- + Went live in August, with no leads to date
- + Recently change attribution model
- + Campaign will run until March

## ACTION POINTS:

Head Office to provide further update at next marketing webinar (see slide 19).

Head Office to explore the idea of offering affiliate campaigns as part of or in addition to our commerce package to clients. Head Office to feedback accordingly to franchisees via the weekly newsletter.

# Chat Bot Trial on National Website

## Update:

- + Went live mid August
- + 3 sales to date
- + Still analysing impact
- + Run trial until later this month



## ACTION POINT:

Head Office to provide further update in the coming weeks when trial is complete and we have 3 full months of data to draw conclusions from.

# Client Newsletter Survey

Ran incentive throughout August – 119 responses

**ACTION POINT:**  
Head Office to roll out improvements in upcoming client newsletters.

How often do you read our newsletter?

119 out of 119 people answered this question

1	Sometimes	50 / 42%
2	Always	37 / 31%
3	Rarely	21 / 18%
4	Never	11 / 9%

How relevant do you find the information in our newsletter?

119 out of 119 people answered this question

1	Somewhat relevant	73 / 61%
2	Very relevant	30 / 25%
3	Not relevant	16 / 13%

What do you find most useful/interesting?

119 out of 119 people answered this question

1	Updates about the new features that have been added to the it'seeze website editor	73 / 61%
2	Editing tips to help you update your website using the it'seeze website editor	63 / 53%
3	Online marketing tips such as how to get the most out of social media	43 / 36%
4	Online marketing news, i.e. changes to Google tools such as Google My Business or Search Console	41 / 34%
5	Answers to common client questions	33 / 28%
6	Other	7 / 6%

## Areas for improvement:

- + Simplify copy and instructions
- + Simple videos needed for all new developments
- + More visually appealing
- + Have 'newsletter' in subject title so not to be confused with development announcements
- + Put newsletters on the Support Site

Many positive comments about the GDPR support we provided and in particular the checklist

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**Update on new trials  
and initiatives coming  
soon**



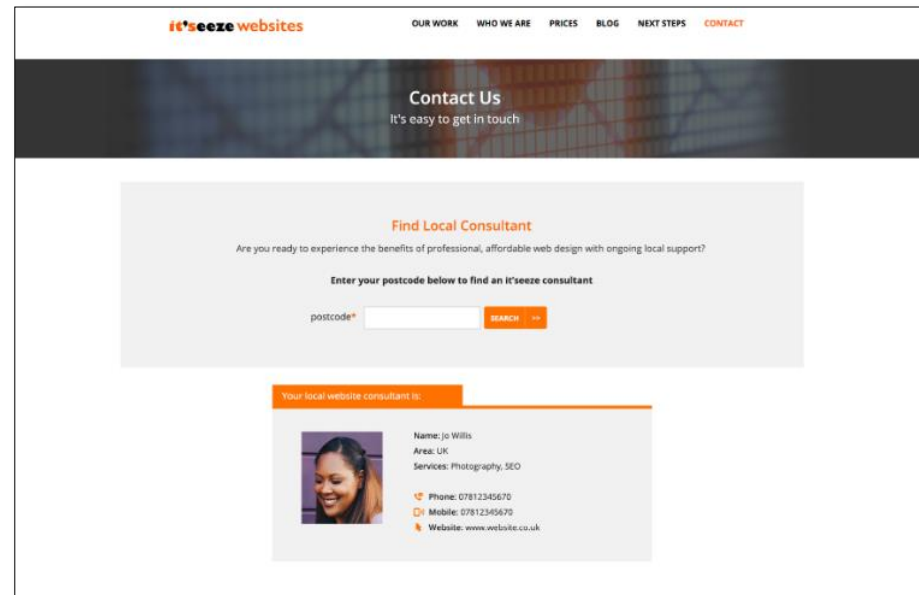
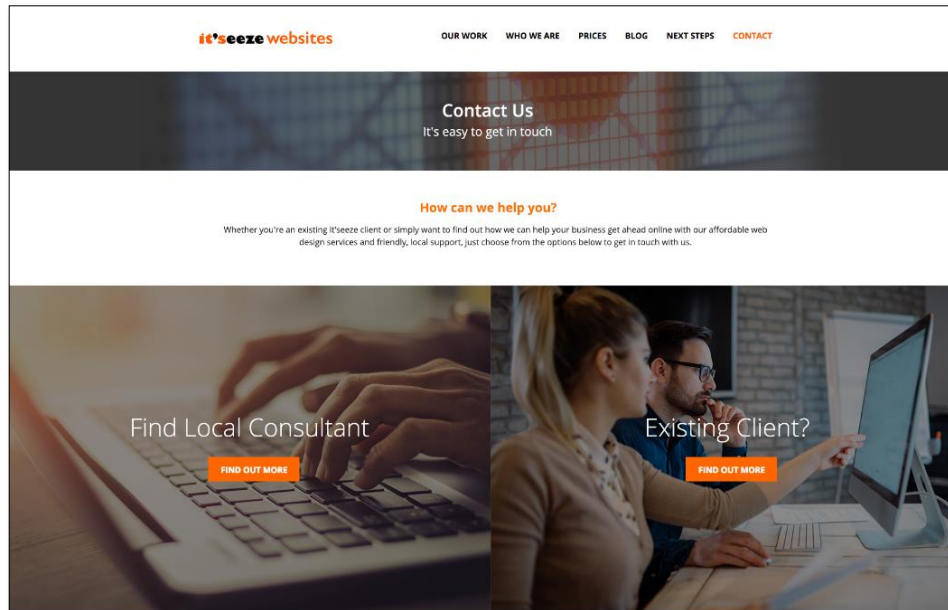
# Local Search Feature on National Website

## Update:

- + Development in progress
- + Aim to go live before Christmas

## ACTION POINT:

Head Office to show new page (when completed) to franchisees before setting live and ensure Irish postcodes are incorporated.



# Partnering with startups.co.uk



## Background:

- + Largest, longest running, and market leading website for small businesses and start ups
- + 540,000 unique visitors a month
- + Appear on page one for many key terms

## What we're going to do:

- + Send a solus email campaign to 12k subscribers
  - + GDPR compliant
- + 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

### ACTION POINT:

Head Office to update franchisees via the newsletter when campaign dates are confirmed.

# Redesign Campaign

## The plan:

- + Moving away from 'upgrading to responsive'
- + Focus on the need for a design refresh
  - + Styles change
  - + Businesses change
  - + Keep up with competition
- + Will send link to landing page in the newsletter
- + Rolling out in the New Year – staggered
  - + Email linking back to a landing page

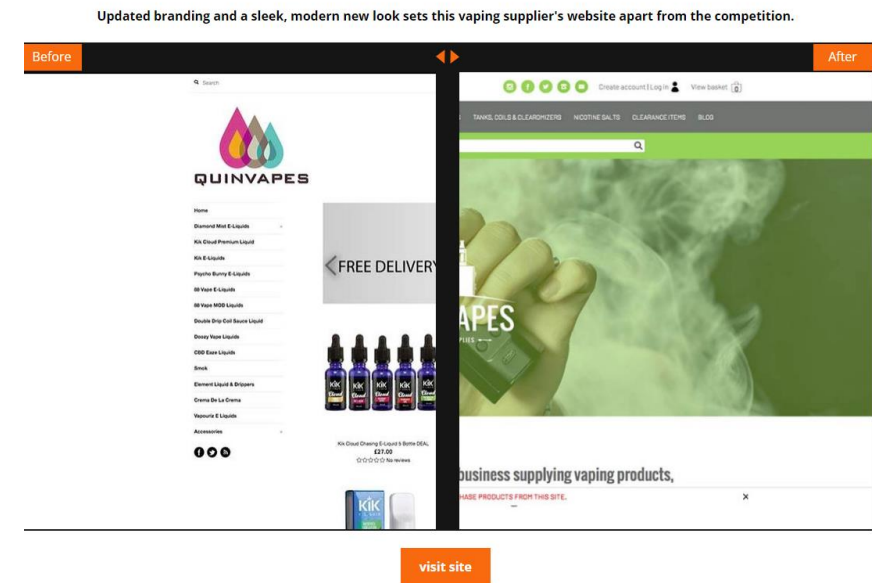
## ACTION POINTS:

Head Office to consider doing a final push of same design upgrades before removing this offering entirely.

Head Office to promote redesign campaign only to clients out of minimum contract

## DISCUSS:

- + No longer offering same design upgrades from Jan 2019



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# Items for discussion

# Health Check Promotion in Facebook Groups

## Background of idea:

- + Cannot 'advertise' in groups
  - + Health Check could be used instead
- + Industry specific Health Check pages
  - + <https://itseeze.com/health-check-trade/>
- + Pilot campaign for 'Trade'
- + Need to 'know' members of 'Trade Groups'

## DISCUSS:

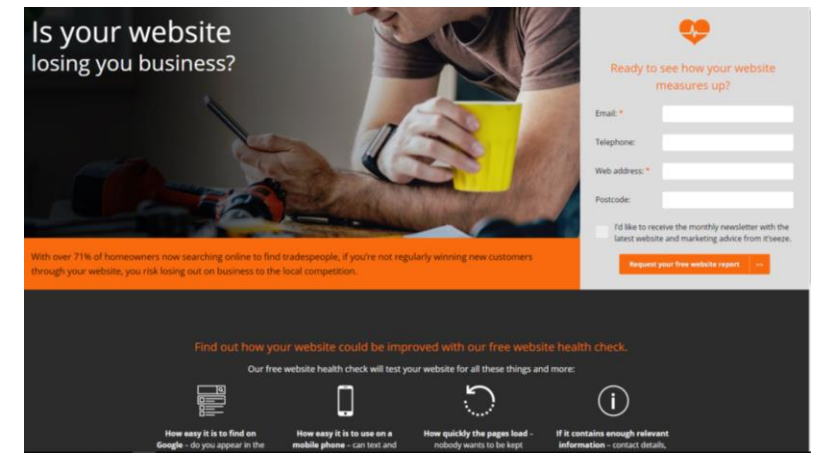
- + General thoughts on this concept?
- + Do you know any members of trade groups who could arrange for our promotion in the group?

## ACTION POINTS:

Head Office to make the trade example landing page available to franchisees.

Franchisees to contact 'key' contacts to promote Trade Health Check within FB groups

Franchisees to send requests for other industry specific Health Check landing pages to [marketing@spoton.net](mailto:marketing@spoton.net)



# Editor Features

DISCUSS: What are the editor features clients need more guidance on using?

We can then address these in the client newsletter and on social media:

- + Short how-to videos
- + Hints and tips
- + Simple editing advice
- + Actionable points

## ACTION POINT:

Head Office to give guidance to clients on logging into the editor.

Franchisees to send any other suggestions to [marketing@spoton.net](mailto:marketing@spoton.net)

# Marketing Videos

## Suggestions

- + Promotional overview video – main USPs
  - + Hand drawn animation, with narration:  
<http://leapfroanimation.co.uk/project/ashwoods-electric-motors-hand-drawn-explainer-video/>
- + Pricing explained video
  - + Differences in price plans and payment structure
- + 'Websites for busy people' video
  - + Comedy – target audience, stressed and busy whilst site is created for them
- + More client testimonial videos
- + Development announcement videos
  - + [https://www.youtube.com/watch?v=ZyKoYGCxg\\_c](https://www.youtube.com/watch?v=ZyKoYGCxg_c)



## DISCUSS:

- + Which videos would be useful to aid your marketing efforts?

### ACTION POINT:

Franchisees to send any ideas (along with examples) to [marketing@spoton.net](mailto:marketing@spoton.net) – all ideas put forward can be discussed further in the next marketing webinar (see slide 19)

# Package Pages

## Slight increase on exit rates

- + Max has increased by 5%
- + Lite has increased by 8%
- + Commerce has increased by 5%

However people are spending longer on the new pages.

## DISCUSS:

- + Add prices to top banners?
- + Promote PayPal on Max package?
- + Other ideas?

### ACTION POINT:

Head Office to add prices to top banners on all three package pages

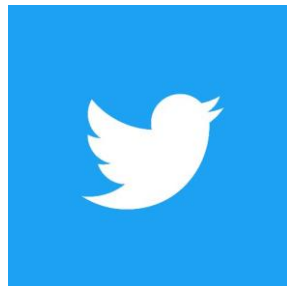
Head Office to add Paypal feature onto Max package page and pricing page (under Max features) and point out customers don't need a Paypal account.



# Social Media Webinar for Franchisees?

## Purpose of the webinar

- + 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?

## ACTION POINTS:

After a mixed response during the webinar, Head Office to arrange the webinar for those wishing to attend but extend the webinar to also address general regional website advice such as general SEO advice and ideas for blog content as this was an area franchisees expressed a desire to know this. Head Office to provide more information about the social media, blogging and regional site webinar via the forum.

# Other ideas?

**DISCUSS:** Any other marketing ideas?

## **ACTION POINT:**

Head Office to consider saying 'prices from' in all our marketing to account for extras.

**Franchisees to share any thoughts on this suggestion?**

Head Office to consider adding information about additional features on the pricing page and costs for popular features. **Franchisees to share any thoughts on this suggestion?**

**Franchisees to email [marketing@spoton.net](mailto:marketing@spoton.net) for any copy requests relating to targeting specific industries**



# Date for next marketing webinar?

## ACTION POINT:

Franchisees to pencil in Tuesday 12<sup>th</sup> February at 3pm and send any feedback from this webinar to [marketing@spoton.net](mailto:marketing@spoton.net) so we can make improvements for the next webinar.

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**Thank you**