
Marketing Webinar

16th October 2019 @ 2pm

Amy Cross-Webber and Lauren Bourne

AGENDA

- Update on actions, news, and results since June
 - including areas for discussion
- Questions/ideas?
- Date of next webinar

TRUSTPILOT



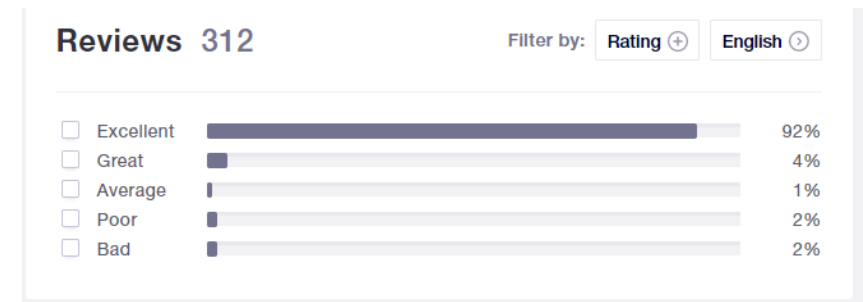
367 reviews (93% 5 stars)

+ TrustScore is 4.9/5 – rated Excellent.

<https://uk.trustpilot.com/review/itseeze.com>

+ Our score means we are ranked:

- + 2/14 in web design category
- + 6/27 in web hosting category
- + 4/28 in the eCommerce category
- + 1/25 in the online marketing category
- + 1/5 on the SEO category



REGIONAL AND NATIONAL WEBSITE



Compared to Jan-Sept 2018

Regional sites collectively

- + Enquiries (forms) are up by 67%
- + Sales are up by 37%

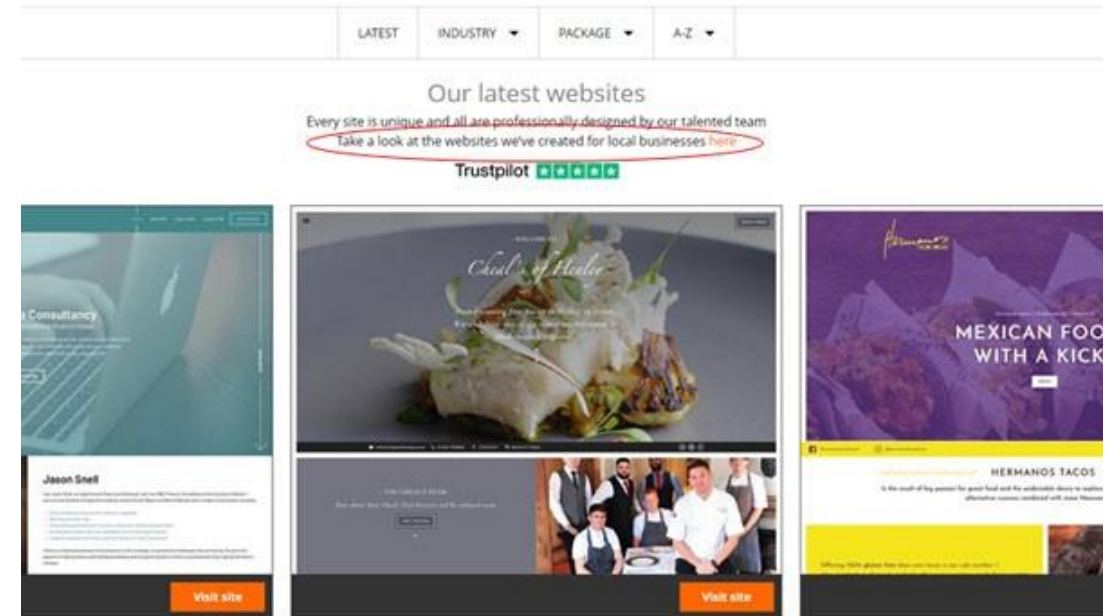
National website:

- + Enquiries are up by 36% - removal of prices has promoted more enquiries about pricing.
 - + 5% more sessions
 - + Bounce rate improved by 13.32% - largely due to new cookie policy.
 - + Average time spent on site has improved by 29% to 2.10 minutes.

REGIONAL WEBSITE UPDATES/CHANGES



- + Linking to local portfolio from 'Our Work' page
 - + if your local portfolio page is named 'local portfolio'.
- + When using one of the grid layouts for the blog, the whole tile is clickable – not just the 'Read more' button.



NATIONAL WEBSITE UPDATES/CHANGES



- + Changed the 'local consultant' search message when a local consultant does not service the area.
- + Created 'What's Changed' page:
<https://itseeze.com/what-s-changed/>

Your local consultant

We don't currently have a local consultant in your area, but there is likely to be one nearby. We have dedicated website consultants all over the UK and Ireland who are there to help local businesses like yours.

Call us now on 0800 294 0521* or fill in the form and we'll put you in touch with the it'seeze consultant closest to you.

Call us on 01 5137170 if you're in Ireland - we're available Monday-Friday 9am-5:30pm, excluding bank holidays.

Name: *

Phone: *

Email: *

Message:

Send

NEW BLOGS ON NATIONAL WEBSITE



How To Market To Different Audiences Online

Published on 23rd September 2019

[Read more](#)



5 Ways Brexit Could Impact Your Online Business

Published on 20th August 2019

[Read more](#)



4 Ways Your Small Business Can Compete with Major Brands Online

Published on 9th August 2019

[Read more](#)



Choosing Your Website Fonts: What You Need to Know

Published on 17th July 2019

[Read more](#)



The Latest it'seeze Website Editor Updates

Published on 28th June 2019

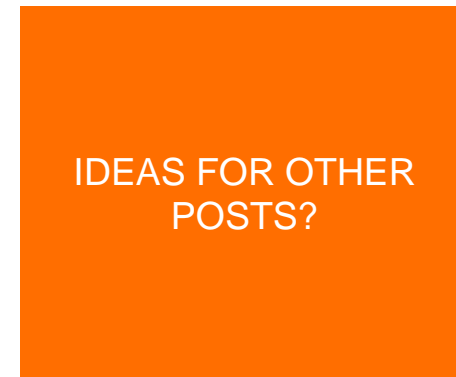
[Read more](#)



How To Build Your Brand On Social Media in 7 Simple Steps

Published on 27th May 2019

[Read more](#)



<https://itseeze.com/blog/>

NATIONAL BLOG PLAN 2019/2020



		2019			2020												
		Q4			Q1			Q2			Q3			Q4			
Month to promote blog		October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	
Strategic Theme					Supporter Of Growing Businesses			Web Specialists			Cyber Security			Reputation			
It'seeze Milestones		Inform clients of price increase Launch new national website			Launch Lite Plus product Launch new branded regional websites			Price increase for all existing clients out of contract			Removing inbuilt statistics						
Events		Brexit	Black Friday	Christmas	New year	Valentines											
Content Plan	To write	6 ideas you can start from home Preparing for Black Friday		Editor update Common SEO mistakes	Motivational quotes for SME's Directories to be listed on	Software as a Solution/ Paying monthly (STaber and Jwright Suggestion) Psychological tips and tricks Design resources for clients	Unique it'seeze clients Choosing perfect domain name How to write great home pg	Custom design vs self build Web design terms you need to know What does a ? Do X things to do before launch	SEO no no's Website top tips Q's to ask before choosing designer	Editor update Us vs design agency How to use GA Simple goals in GA Getting most out of GA	GDPR - where are we now? X Ways To Increase Your Website Security & Win Your Customers' Trust		Staying safe and secure	Getting backlinks	Improve domain authority How build strong rep online	Attending 1st expo	Get most of GMB profile Easy mistakes to fix on website
	Already published	Brexit		Get website reading for xmas (from 2018) - change to 2019	New years resolutions (from 2017) for website Why blog Ideas for blog posts Market to different audiences online Social media marketing tactic Compete with major brands	Set up a FB business page Biggest blogging mistakes Copywriter rules 10 SEO tips Make vistors fall in love Market small business website	Ultimate SEO Checklist Finding stock photography Ideas for social media Blogging 101	Choosing fonts SM isn't enough Spring clean Why shouldn't build own site	Choosing colour scheme Car comparison Why responsive	Great photos Common website problems Time to break up with website				Build a brand on social media	Brexit Preparing for Black Friday	Build trust in your website	

VIDEOS

- + New website editor video live

- + Available to download here:

- <https://support.itseeze.com/support/solutions/articles/17000074236-website-editor-video-feast-cafe>

NEXT VIDEO:

SEO Explainer or Industry video – similar to the Café video?



REPOSITIONING PROJECT

- + National website – set live in October
- + All marketing materials created in new style from January
- + Regional websites – set live in December
 - Overhaul entire design
 - Copy overhauled on home page – currently streamlining pages and navigations
 - Other copy amends carried out as part of regional reviews throughout 2020



IDEAS FOR NATIONAL AND REGIONAL SITES



- + Must be sent to marketing@spoton.net
- + All ideas reviewed quarterly – changes are then trackable.



LITE PLUS



Launching on 1st January 2020

+ Creating package page before launch

OTHER USEFUL
MARKETING
MATERIALS TO
PREPARE BEFORE
LAUNCH?

REMOVING IN-BUILT STATISTICS

- + To come into force in July 2020
 - + 12 months after new cookie policy came into force – fewer fluctuations in data
 - + 3+ months after price increase applied to existing clients
- + Supporting materials
 - + Webinar for all franchisees about Google Analytics
 - + 3x blogs about Google Analytics on the national website
 - + Client explainer video
 - + Client newsletter dedicated to this topic



NEW MARKETING MATERIALS - LEAFLETS



WEBSITES THAT GET RESULTS

#itseeze
★★★★★

Suzy Perry
Consultant

Mobile 07837 003 937
Telephone 0117 214 0034
Email suzy.perry@itseeze.com
Website itseeze-brisol.co.uk
Covering Bristol, Portishead, Nailsea, Clevedon and Weston-super-Mare

Why our clients succeed and recommend us

- Local support with the security and backing of a national company
- Ongoing, expert & jargon-free help and advice
- Bespoke, professionally designed sites - no templates
- Affordable, transparent pricing
- Google friendly, easily editable websites
- Fast turnaround times

An excellent quick and professional service. I would thoroughly recommend this website design service to anyone. Dave Foster ★★★★★

<https://support.itseeze.com/support/solutions/articles/17000092180-websites-that-get-results>

it'seeze websites

★★★★★

Hi,
My name is Ian and I'm your local it'seeze consultant.

My team and I have helped many businesses like yours achieve an affordable, professionally designed website that gets results.

- Why over 7000 businesses have chosen it'seeze for their unique website.
- How I can help you gain more business with a fully responsive design.
- Our easy to use website editor for updating web pages.
- My role as a local it'seeze consultant for ongoing advice.

it'seeze websites
★★★★★

If you would like a free, no-obligation consultation on how to improve your website's effectiveness, please contact me.

Ian Watson
it'seeze websites Twickenham
Web itseeze-twickenham.co.uk
Email ian.watson@itseeze.com
Call 01784 456 833 | 07961 123799

<https://support.itseeze.com/support/solutions/articles/17000059432>

A website designed to suit your business
Always mobile-friendly and one of a kind.

Lite
Really simple. Perfect for a small business
Five pages - professionally designed. Easy to update - edit text and images.

Max
Full control. Grows with your business
Start with ten pages - professionally designed. Then add more as you need them.
Full website editing - edit text, images and videos, add forms, and rearrange the pages.
Important extras - write a blog, integrate with social media, Mailchimp, live chat and more.

Commerce
The really easy online shop
Fast, powerful, and easy to use - secure payments and fast checkout for your customers. Easy admin for you.
Unlimited pages - sell anything, and everything.
Easy reports - keep track of sales, stock, and more. All the data works with Excel too.

* Prices are exclusive of 20% VAT

Call 01784 456 833 or 07961 123799
Email ian.watson@itseeze.com
Find out more at itseeze-twickenham.co.uk

it'seeze websites
★★★★★

Powerful websites for every business
National expertise. Local support.
Reach more customers with an it'seeze website

Secure | Works on mobile, tablet and desktop | Easy to update
Legally compliant | Professionally designed | Optimised for Google | Ongoing support

<https://support.itseeze.com/support/solutions/articles/17000059433-powerful-websites-a5-leaflet>

NEW MARKETING MATERIALS - OTHER



Laptop sticker



<https://support.itseeze.com/support/solutions/articles/17000091802-laptop-sticker->

Landscape banner



<https://support.itseeze.com/support/solutions/articles/17000091611>

Email Template

Hi [PROSPECT NAME],

It was great talking with you today about your website requirements.

Following our discussion, I'm pleased to send over some more information about the it'seeze Max package: [REGIONAL MAX PAGE LINK]

This is our most popular website package as it provides businesses like yours with everything that's needed to successfully compete and grow online, and will ensure that your business is found on all the major search engines like Google and Bing.

Here are some of the key features you'll receive with the it'seeze Max package:

1. Your own .co.uk website address
2. Up to 10 professionally designed website pages that are unique to your business (we never use templates)
3. Increased website security with an SSL certificate
4. Ongoing support for the lifetime of your website
5. Ability to add unlimited pages
6. Secure and reliable web hosting
7. Fully mobile responsive design
8. Built-in blog features
9. Full access to our easy to use website editor
10. Video, social media, live chat, and booking form options
11. Ability to accept PayPal payments
12. Mailchimp integration
13. Initial on-page search engine optimisation so your business can be found online
14. 1GB of storage space
15. Ability to upload downloadable files
16. Password-protected pages
17. Up to 5 personalised email addresses
18. Daily website backups
19. Google Analytics set up
20. Regular system updates so you always benefit from new features

You can see some recent examples of the websites we've created for [INDUSTRY] businesses like yours here: [REGIONAL NATIONAL PORTFOLIO INDUSTRY PAGE LINK]

Why not also read our latest Trustpilot reviews to see what our existing clients have to say about working with us: [trustpilot.com/review/itseeze.com](https://support.itseeze.com/support/solutions/articles/17000093317-prospecting-email-template-for-max-package)

As discussed, the it'seeze Max package is £400 (+VAT) for the initial set up, and then £40 (+VAT)

<https://support.itseeze.com/support/solutions/articles/17000093317-prospecting-email-template-for-max-package>

NEW MARKETING MATERIALS

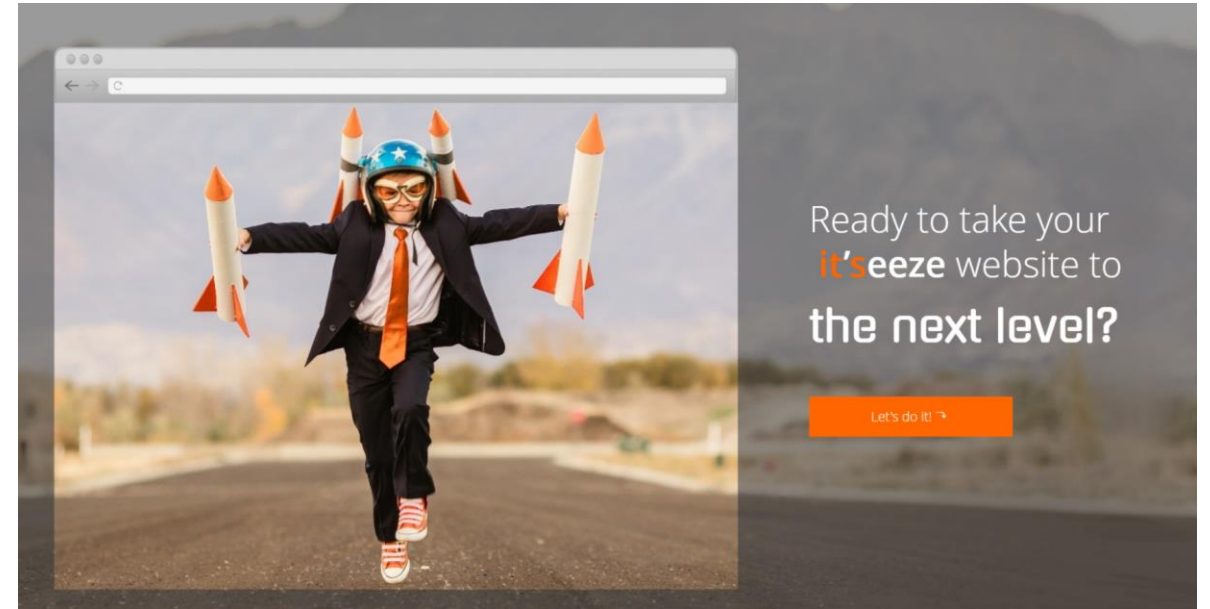


Updated 'What to expect' Brochure



<https://support.itseeze.com/support/solutions/articles/17000081123-brochure-what-you-can-expect-when-you-choose-it-seeze>

New proxied upgrade page



<https://itseeze.com/upgrade-lite-to-max-regional/>

OTHER MARKETING INTRODUCTIONS

- + Redesign email reminders sent to franchisees via admin system
- + Sent when a client's website has been live for 3 years.



MARKETING PLAN - 2020



Green - Outsource to TMP

Orange - Involve franchisees

Blue: Outsource to Sharp Film

		2019			2020												
		Q4			Q1			Q2			Q3			Q4			
		October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	
Strategic Theme					Supporter Of Growing Businesses			Web Specialists			Cyber Security			Reputation			
It'seeze Milestones		Inform clients of price increase Launch new national website			Launch Lite Plus product Launch new branded regional websites			Price increase for all existing clients out of contract			Remvoing inbuilt statistics						
Macroenvironment:	Events	Brexit	29th Nov - Black Friday	Christmas	New year	Valentines	B2B Marketing Expo 11-12th March Cloud & Cyber Security Expo EWIF Awards								Black Friday	Christmas	
	Awards	30th October British Small Business Awards	28th November Chamber Business Awards	6th December SME National Business Awards.				EWIF Awards					AFA Awards	Research needed			
BAU Activity Drawing On Strategic Themes	Content	Blog x2 -		Blogs x2	Blog x2 -	Blogs x1	Blogs x2	Blog x2 -	Blogs x1	Blogs x2	Blog x2 -	Blogs x1	Blogs x2	Blog Content Plan ASK F's- Blog x2 -	Blogs x1	Blogs x2	
						Infographic		Infographic		Infographic		Infographic		Infographic		Infographic	
			Case Study x1		Case Study x1		Case Study x1		Case Study x1		Case Study x1		Case Study x1		Case Study x1		Case Study x1
						Quick guide : how to grow a business online.		Quick guide : what makes an effective website.		Quick guide : security considerations		Quick guide : managing your online reputation					
		Social media posts	Social media posts	Social media posts Win Snow	Social media posts	Social media posts	Social media posts	Social media posts	Social media posts	Social media posts	Social media posts	Social media posts	Social media posts	Social media posts	Social media posts	Social media posts	Social media posts
		Social Media Advertising - sponsored social															
	Client newsletter	Client newsletter	Client newsletter	Client newsletter	Client newsletter - Themed: SME Biz Advice	Client newsletter Incl. What's changed	Client newsletter	Client newsletter - Themed: Get more from website	Client newsletter	Client newsletter - Themed: Google Analytics	Client newsletter - Themed: Security	Client newsletter	Client newsletter	Client newsletter	Client newsletter - Themed: Reputation	Client newsletter	
		Prospect Newsletter			Prospect Newsletter			Prospect Newsletter		Prospect Newsletter		Prospect Newsletter		Prospect Newsletter		Prospect Newsletter	
	Editor video			Industry video - ASK F'S		New brand - USPs video		Industry video - ASK F'S		Industry video - ASK F'S		Security video		Industry video - ASK F'S			

CHRISTMAS MARKETING MATERIALS

- + All marketing materials required before Christmas need to be briefed by 20th November – send all briefs to marketing@spoton.net

- + Coming soon . . . Christmas card design



ANY QUESTIONS, IDEAS, SUGGESTIONS





DATE FOR NEXT MARKETING WEBINAR

Wednesday 26th February at 2pm

**SAVE
THE DATE!**

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Thank you

