



Sample Marketing Report

by Vizcom

Website

I would consider adding your phone number and email address to your website header.

Website visitors often click the email link and phone number in the header (especially on mobiles).

Adding a strapline to the header along the lines of “Training by the most highly qualified coaching team in the UK” would add instant credibility and make the price of the courses less of a shock.

I would repeat your top website menu in the footer for visitors who scroll straight to the bottom.

Personality

People ‘buy from faces’ and want to know they can trust you.

I would consider adding the ‘face of your business’ to your website’s header and contact page.

This could be the person who makes the phone calls or answers emails.

Email sign up

You already have an active pop-up form by Squarespace I would consider replacing this with a MailChimp version that only pops up once you go to leave the site (so as not to annoy people).

There is an example on this website > <https://www.solutionsforhr.co.uk/> you will need to leave the site for it to show.

I would replace the sign up in the footer with a new MailChimp sign up form which is GDPR compliant.

Here are some sign-up form examples...

<http://eepurl.com/gl2Kl1>

<http://eepurl.com/duVTmD>

Your sign-up form link can be added to all your social profiles instead of a website link.

Continued...

Frequently Asked Questions

You mentioned that people often ask about the price, what's next, what do the courses involve and is the course right for their level of ability.

This along with what else people often ask you could be answered on this page.

Add the FAQs page to the menus.

Or if the answer is quite long you could turn it into a blog post to attract more search engine traffic from people looking for the answer and use the content for social.

A link to your FAQs page could be included in your welcome and marketing emails.

Here is an example of an about us page combined with FAQs >

<https://www.safetygasdetection.co.uk/about/>

About us page

One of the most popular pages on a website as visitors want to know if they can trust you.

Add each team member, a brief biography, and a photo.

Include a LinkedIn connection button for each profile.

Contact Page

Add your telephone number, email address and the 'face of your business'.

Community page

Add a sample video, clinic, and tutorial example to encourage more subscribers.

Reviews page

Add to top and bottom website menus.

Include all your reviews from Google, Facebook, etc.

Communication

Live chat

Consider adding live chat to your website so you can answer questions out of hours (if you work out of hours).

I use Facebook Messenger Live Chat as it also encourages visitors to like your Facebook page and lots of people have Facebook accounts.

It is installed on the following websites and their website visitors use it often during office hours too.

<https://www.apielectrical.co.uk/>

<https://youngnails.co.uk/>

It will help convert visitors into sales as they want instant answers.

SEO

I use SE Ranking to help me optimise websites I could connect your site to see which phrases are used the most often to find your website.

I would also be able to see where most of your traffic is coming from.

Email Marketing

Audiences

You currently have four audiences which I recommend you combine and segment using tags.

This would reduce your subscriber count and monthly fee you pay to MailChimp.

You could archive your unsubscribers (922 contacts) and 1 star contacts (24).

Brand

I don't think the emails appear to be coming from a premium brand.

I would consider changing the font, reducing the body text size, and changing the red colour you use for headlines.

Using a background colour like black or a dark colour from your logo would help the emails look more premium.

I could create a few template designs for you to choose from.

You could even present the ideas on your social channels to see what your customers think.

Continued...

Automation

I think you should pause your current automation. I signed up for this and the emails don't really say very much or leave me wanting more. I think they are doing you more harm than good.

I would replace the journey with a single welcome email this could include meet the trainers, a clinic video, a testimonial, and links to various pages of your website.

I would also create an email automation asking for reviews on Google, Facebook and Trustpilot.

Sign-ups

You have double opt in enabled. This is not required and just adds another step to the subscription process.

I would re-design your current sign-up form, brand it and hide the fields you don't need the subscriber to complete. I would also add... Where did you hear about us? What training are you interested in? Area and ability level.

Replace your current pop-up form with a MailChimp version.

Create a sign-up confirmation page which the subscriber sees once they sign up. This would tell the subscriber to expect a welcome email. If they have enquired about courses then you could mention who is going to call them, what number to expect the call from and an approximate time for the call.

Personalisation and engagement

Personalise with whoever makes the follow-up calls/emails or your most famous rider.

Using a from email address like mike@ instead of info@ will make the email more personal and increase open rates.

If you personalise the subject line with the *|FNAME|* tag it will increase open rates.

For example...

Dan here is your exclusive sponsorship opportunity ✓

Planning

Create a campaign plan for the year instead of relying on your current email automation.

I like the content of the campaigns you currently send and your open and click rates are good.

Segmentation and analysis

Built in segments you could use...

- Date added.
- VIPs.

- Predicted age range.
- Purchased/Not Purchased (website needs to take payment).
- Purchased course x but not course y (website needs to take payment).

Suggested Tags

- Area – Scotland, N. Wales, S. Wales, Midlands, Yorkshire, Lancashire, North East, South East, South West, etc.
- Course type completed.
- Ability level.

Marketing ideas

- VIPs – Should be emailed first. Create a VIP club. Create separate email template named VIP issue.
- Referral incentives - Bring a friend for half price, vouchers for clothing and equipment.
- Collaborations – Competitions. Tie up with retailers, for example to receive 15% off at xxx store use discount code VIP.
- Only send emails about courses who are in that area, nearby or who you know might travel.
- Use buttons instead of text links as they are clicked more often.
- Surveys – To find out more about what your customers like.
- Use videos.
- Use testimonials.
- Share your marketing emails on your social channels (if appropriate). This can be automated.
- Add a reason to follow you on social instead of just follow us.
- Add a customer services section in the email footer which includes website and email icons.

Other

- Re-Sends – Re-send your emails 3 days later to people who didn't open. According to MailChimp you can increase your open rates by 8.7% [learn more](#).
 - Verify your domain name. This means you will deliver more emails. Here is some more information on how to do this > <https://mailchimp.com/help/set-up-email-domain-authentication/>
 - Note that text over the top of images won't be read if the recipient has images switched off.
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Social

Overall

Change your bio text to something like “Training by the most highly qualified coaching team in the UK” click our web link to learn more. The web link would be your MailChimp sign-up form.

When posting I would ask people to click the sign-up link in your bio for more information they would then subscribe and receive your welcome mail.

The images used look good and the posts are interesting.

Facebook

Add a MailChimp sign up link to your profile.

49 reviews 5/5 – share the reviews on other social platforms.

Consider using Facebook retargeting ads and a look-a-like audience campaign using the contacts in your MailChimp account.

Here is some more info > <https://mailchimp.com/features/facebook-ads/>

Instagram

758 followers.

Add a MailChimp sign up link to your profile.

Use hashtags to attract followers and follow hashtags to find potential customers.

YouTube

Set up your own channel and upload your existing videos (but not all of them) so people will still join your community to see more.

I believe this a big opportunity to attract more website traffic and enhance your brand.

Twitter

341 followers

Add a MailChimp sign up link to your profile.

Use hashtags to attract followers and follow hashtags to find potential customers.

My social software (Sprout Social) alerts me when someone mentions a targeted phrase. These alerts can be set up for geographic areas too.

I would follow people who mentioned these phrases to encourage a follow back.

I would also unfollow people who don't follow back and aren't active.

Continued...

LinkedIn

18 followers.

Make your employees admins of the company page.

You can invite your connections to follow your company page to build up your following. I would recommend all employees who are on LinkedIn do it daily or I could do it on their behalf.

I would encourage your team to share each other's posts and post them to the company page.

Follow hashtags to find possible customers or see and share content your followers may enjoy.

Here is an example of a company page I manage...

<https://www.linkedin.com/company/solutions-for-hr>

Upload your email addresses from MailChimp to connect with on LinkedIn.

This can be done for each employee.

Review Platforms

Google My Business

21 reviews 5 star rating.

Ask customers to leave you a review, these help with your local search rankings and credibility.

This could be automated through MailChimp.

The review request button could be added to your marketing emails as well.

Add your courses as products to help with SEO and increase enquiries.

Here is an example > <https://bit.ly/3kU4vgr>

Trustpilot

I would create a listing (it is free).

It will help with SEO and is another good place for reviews.

Review requests could be automated using MailChimp.

Here is an example of an account I manage > <https://uk.trustpilot.com/review/apielectrical.co.uk>

Continued...

Other

CRM

You can use MailChimp as a basic CRM system, but it is limited.

You can't add detailed notes or upload documents to each contact, but you could get round this by tagging each contact once they complete a course.

An automated email could be sent to them once they are tagged.

For example... Congratulations you passed, and the certificate could be enclosed as a PDF.

I had a brief look at what CRM systems integrate with MailChimp.

QuickBooks is a basic CRM system which will allow you to generate invoices and add notes.

More information on QuickBooks MailChimp integration >

https://quickbooks.intuit.com/app/apps/appdetails/method_crm/en-gb/

Questions

- Could you send me an example of what you want to upload to the contact as a PDF? This could be sent as an automated email (including the PDF) once they are tagged 'xxx course'.
 - Do you currently raise invoices and how do you take payment?
 - You mentioned that you are unable to take payment through the website now. Have you considered Paypal?
 - How do you want to segment your data?
 - What information/analysis do you need?
 - Does the field course ref blank mean they have yet to book? Or hadn't booked at the stage the contact was added to your audience?
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Priorities

MailChimp

Database clean

Combine audiences into one, archive unsubscribers and 1 star contacts.

Approximate number of hours – 2

Continued...

Sign ups

Update the sign-up form and create a new pop-up form. Add new fields including area and what type of training are you interested in. Create a sign-up confirmation page.

Approximate number of hours – 3.

Welcome mail

Create a welcome mail that goes to everyone who signs up. Pause current automation.

Approximate number of hours – 4.

Email template

A new email template to use for future campaigns – 2 (if like the welcome mail).

Segmentation

Tag all contacts with relevant tags.

Approximate number of hours – 4 to 6.

This is dependent on what tags you want and how you send me the data.

Campaign plan

Create a marketing plan for the year.

This is included and constantly updated.

I would need lots of feedback on this.

Social

Add sign-up links to profiles - Approximate number of hours – 2 (you could do this).

Upload MailChimp contacts to LinkedIn - Approximate number of hours – 3.

YouTube channel – You could do this.

Costs

To provide an accurate quote I need more information on data, tags, and what analytics you require.

My costs are based on hours worked which I sell in blocks.

Prices are here > <https://www.vizcomdesign.co.uk/marketing-packages/>

No contract, tie in or expiry date on hours purchased.

Or I can work on an ad-hoc basis for £50 per hour.



Hope you find this useful,

Dan

Vizcom | The Hideaway | 7 Vale View | Bromley Cross | Bolton | BL7 9DL

t: 01204 591 015 | e: info@vizcomdesign.co.uk | www.vizcomdesign.co.uk

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