

ISSUE 3 | JULY 2015

up-front//

the no-nonsense approach to design and marketing

wilson[®]
design

Hello...

Welcome to the latest edition of *up-front* our newsletter from us here at Wilson Design House. Each edition will bring you hints, tips and news from the design and marketing world.

Are you even Considered?

"I didn't even know your business existed" To any business hearing those words should make you shudder.

Of course you'll never hear your customer say them, or on the occasion that you do, its only after the job has been done or part completed.

As the saying goes 'you can't win em all' but are you winning enough? Is your business being considered enough?

If orders and leads are coming in faster than you can process them, if you're burning the midnight oil at the kitchen table long after the family has gone to bed. If you're able to cherry pick and choose only the jobs that best fit your business. Then yes you are being considered plenty.

If that's not the case, then why aren't you being considered? Do you even know? But more to the point what are you doing about it?

Proactive or Reactive Marketing...

Reactive marketing has you scrabbling around, looking, seeking out the next new media in which to advertise. Choosing media first, sold by the next media rep that happens to walk through the door, with little regard to whether your message or the market are a right match for your business.

The order books may even start to fill, usually with whatever comes in, jobs bought on price. Anything just to get the machine rolling again. For a time you are considered. But then once the business is busy again. The marketing stops.

Proactive marketing is a system created to consistently and predictably bring in leads and clients that fit your business type. It can be altered, tweaked and tested to continually bring a stream of leads, you can define your ideal customer and craft a message to speak directly to them. Proactive marketing never stops, but keeps on delivering content and value to your prospective customer.

Of course you could opt for doing nothing, blame it on the economy, wait for the phone to ring, word of mouth always worked in the past right, you're doing your best. Really?

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The humble newsletter, the original stalwart of communication. Pictured: 'In The Frame', the regular newsletter from Sash UK and Fitrite.



Moving on out...

We're all very excited here at Wilson Design HQ, to be bringing you this edition of *up-front* from our new premises.

You'll find us just outside Barnsley town centre at The Coach House, 51 Sackville Street, Barnsley S70 2BZ. We're all settled in, unpacked and are really loving our new central location.

We just have a few finishing touches to add to the place, books to straighten and filing cabinets to fill, but we're fully up and running and ready to welcome customers old and new through our doors.

If you've got a new project you'd like to get underway, have a few ideas you'd like to chat about or just want to nosey at the new studios, give us a call, we'd love to show you around.

get in touch//

Telephone 01226 771000

Email info@wilsondesignhouse.com

www.wilsondesignhouse.com



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Mixing offline with online

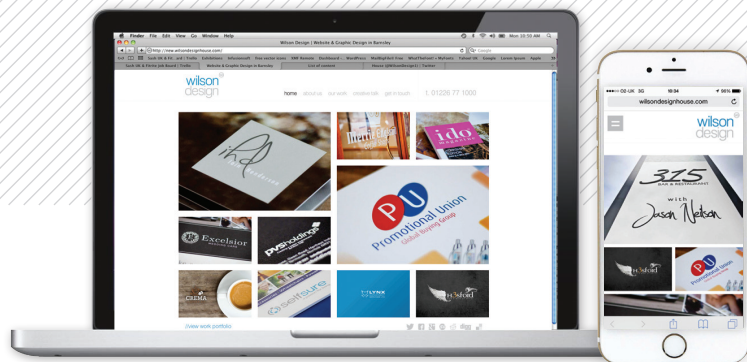
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Merrie England Coffee Shops

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//what's new? Online



Our shiny new website

Along with moving to our new office, we've also just launched our new website. Featuring all our latest work, company info and news, we'll be keeping you updated with ideas and strategies that we hope you'll find interesting and useful.

Our new website is fully responsive, so you can easily catch up with us on the move, we'd love to hear from you and know what you think, drop us an email at info@wilsondesignhouse.com.

'Responsive' is the latest buzz word in website design, even though the technique has been used for some time. If you're not familiar, it means your website will adjust

automatically depending on the device you're viewing it on, clever? We think so!

So whether you're on a desktop, laptop, tablet or mobile phone, being responsive, means that it will not only be visually attractive, but also easy to read and navigate, with minimal need to zoom in and out, or rotate your device awkwardly. We'll tell you more about this next time...

If you love social media head over to Facebook and Twitter and give us a like, share and follow.

www.facebook.com/wilsondesignhouse
www.twitter.com/wilsondesign1

//visit our website

www.wilsondesignhouse.com

Are you even considered?

Continued from Page 01

This newsletter is and will continue to be part of our own proactive marketing strategy, as well as, I hope, a source of helpful ideas and strategies which you can use in your own business. And yes it's printed onto real paper, sent through the post using royal mail and will be delivered to your post box, not your inbox, at our expense, every month.

Maybe this is something you could use to promote your business?

The humble newsletter, the original stalwart of communication. But the cost I

hear you ask, why not send it by email?

Well we are also sending you a copy via email, maybe you'll get a copy, but your over zealous spam filter may have other ideas. Maybe you'll read it on screen and give it the undivided attention you're giving this printed version. Maybe not.

No, in an age when everyone has moved online and "social media" is the new marketing buzz word, printed media, so recently cast out, is more powerful than ever.

So here you have it, our newsletter. I sincerely hope you have enjoyed reading so far and enjoy the rest of it and maybe even consider us should you need any help marketing your business.

Pictured: 'Wired', the newsletter from Advanced Electrical Services and 'NARPO News' from the National Association of Retired Police Officers.



//meet the team

Here you'll get to know a bit more about the people that make up Wilson Design House, this time we're getting up-close and personal with Website Designer Dean Mirfin...



When did you join Wilson Design House?

Before the internet as we know it was born, back in the summer of '99.

What book are you reading at the minute?

'Nothing to Lose' by Lee Child.

What's the #1 most played song on your iPod?

Encore Une Fois by Sash. Admittedly it has been on there for many years, but it's just as good now as it was way back when!

What's your hobbies & interests?

Property, DIY & Gardening, Holidaying and Running.

Name 3 songs that would be included on the soundtrack to your life?

Anything loud, dancy and electro.

What is one of your favourite quotes?

"He who dares not grasp the thorn, should never crave the rose."

Favourite places you have visited?

Las Vegas for the bright lights and glam, Cayo Guillermo for its remoteness and Cyprus for the place I could live.

What was your last impulse buy?

A hot tub last weekend. The wife was in Spain and I needed some entertainment.

//advertising

Mixing offline advertising with online accountability results

with Wilson Design House' Marketer Richard Wilson



Normally if you have look through any magazine you'll see plenty of adverts and to be honest most of them just look like oversized business cards.

They usually have the name of the business, a picture, a list of features and somewhere at the bottom a telephone number and sometimes hidden away the website address.

Here's what happens next...

The ad runs, the phone doesn't ring and hits on the website (if monitored) don't increase, the whole thing is deemed a failure with every one blaming the magazine using the old cliché "advertising doesn't work"

Sorry to be the contrarian here but it's NOT the magazine or the advertising that didn't work...

...it's the advert.

Ugly truth - If your advert isn't saying anything different than anybody else, then guess what it's really saying, absolutely nothing.

And other than someone ringing and telling you that they saw your ad in that particular publication, then it's also impossible to be held to account.

What's even worse is many companies continue this wasteful advertising month after month with the same poor results, telling themselves that they need to 'keep their name out there'.

If that sounds all too familiar then perhaps you should try the following approach.

Try the multi-step approach

Next time you do any form of advertising try doing it as a two or three step approach and you'll find your results will go through the roof.

We've used this technique to promote exhibitions, restaurants, bridal shops and windows and doors. It always way out performs the previous one step style of advertising.

Simply and Quickly - Here's how you can do the multi-step approach.

Step 1

- Create a widget/offer (your message)

This is aimed at getting your potential customer to take the first step. A widget is simply something you create that your customer would love to get.

It could be a free sample, a free initial consultation, a free guide on a given topic associated with your business that will help your prospective customer, or it could be something totally unrelated to your business, a free prize draw to win tickets to the football match or opera (depending on your audience). The goal of this step is to get people to put up their hands and say they are interested in what you do.

Step 2

- Pick your market

This step is almost always overlooked. You must identify your exact customer match, it doesn't have to be rocket science, but knowing this will significantly increase your chance of success. Ask yourself: Who is your ideal customer? What do they read? Where do they go? Where are they based? Where do they live? The list goes on, but you get the idea. You need to know as much about your ideal customer as possible.

Step 3

- Choose your Media

Normally people just skip straight to this bit which is why their advertising usually doesn't work but if you've got step 1 & 2 right, this step is easy.

Now your media could be anything and depends on your market – an advert in a magazine, a PVC banner, a leaflet or a beer mat as long as the media is aiming at your ideal customer it really doesn't matter.

But I stress, it MUST be aiming at your ideal customer.

Step 4

- Tell your audience what to do next (this is your call to action)

Example – Go to www.wilsondesignhouse.com to get your Free Advertising Guide. This is where you take your customer reading your offline offer and get them to go online.

Step 5

- Get the contact details of these potential customers in exchange for their free gift/offer

This step is where the magic happens, if you've all the previous steps correctly then we

now know that there is a really good chance that this person fits our ideal customer profile.

All you need do here is provide a simple website landing page that further describes the benefits of the offer, free gift, widget and a simple sign up form for them to fill out.

Tip - Don't ask for too much info here, the simpler the form, the more sign up you get. In a recent test we ran, just asking for the telephone number decreased sign up by 70%.

Results!

Now you will start to build a list of people or businesses that are interested in what you have to offer, further more, you know that they're interested enough to take the time, give you brief personal details about themselves in order to download your offer.

This now gives you the ability to continue to market to these people and begin a relationship with them via email and best of all, you can do this next step automatically by using an auto responder.

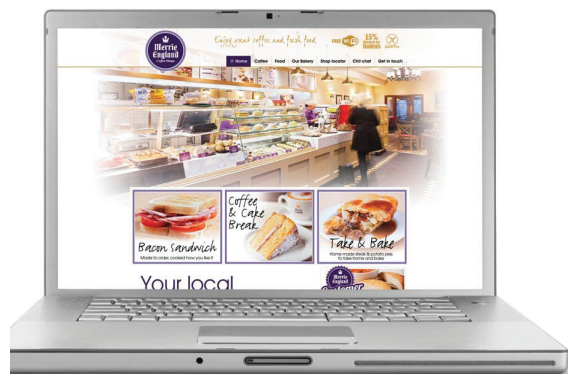
//next edition

Auto responders and how to create and use them

Here's a successful advertising campaign we are running to promote I Do Magazine's latest exhibition. We produced flyers and posters to be displayed in beauty salons, wedding venues etc, anywhere our target market, brides-to-be would go. The aim is to get them to go online and download their free tickets. This is also run successfully over media both online and offline.



//case study Merrie England Coffee Shops



Background

Serving the community for over forty years with coffee shops based in and around Huddersfield, Halifax and Brighouse, Merrie England already had a strong high street presence and established logo.

The Problem

With the ever increasing numbers of coffee shops on the high street and the younger generation favouring the larger more popular coffee shop brands, something needed to change to make the coffee shops more appealing to a more varied age of customer and compete with the bigger boys on the high street for want of better words.

The Solution

Gina from Merrie England approached us to take on a brand re-fresh in conjunction with the refurbishment of their shops. Liaising and working alongside their interior designer we ensured the new graphics and shop design complimented each other. We brought their branding and imagery up to date. Using professional food photography of their products as a main focus, we re-designed their website, advertising, posters and signage, creating a fresh modern look to encourage the younger generation to buy there coffee and cake from Merrie England without losing the homely and familiar feel that the customers who had been visiting for years loved.

"Wilson Design have created some great signage and point of sales imagery for us. Always helpful and friendly they are a pleasure to work with."

Gina Hanselman | Merrie England

To see more of our work visit:
www.wilsonsdeshignhouse.com

WIN a £25 M&S Voucher

Talking of coffee, why not grab yourself a cuppa and test your literacy skills with our word search?

To be entered into our £25 M&S Voucher prize draw, just complete the word search, fill out your details, then cut it out and send it to us in the post FAO WD Comp (address at the bottom of the page)

Marketing
Responsive
Advertising
Media
Online

Campaign
Website
Newsletter
Promote
Print

Strategy
Project
Target
Message
Visual

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Name: _____

Company: _____

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