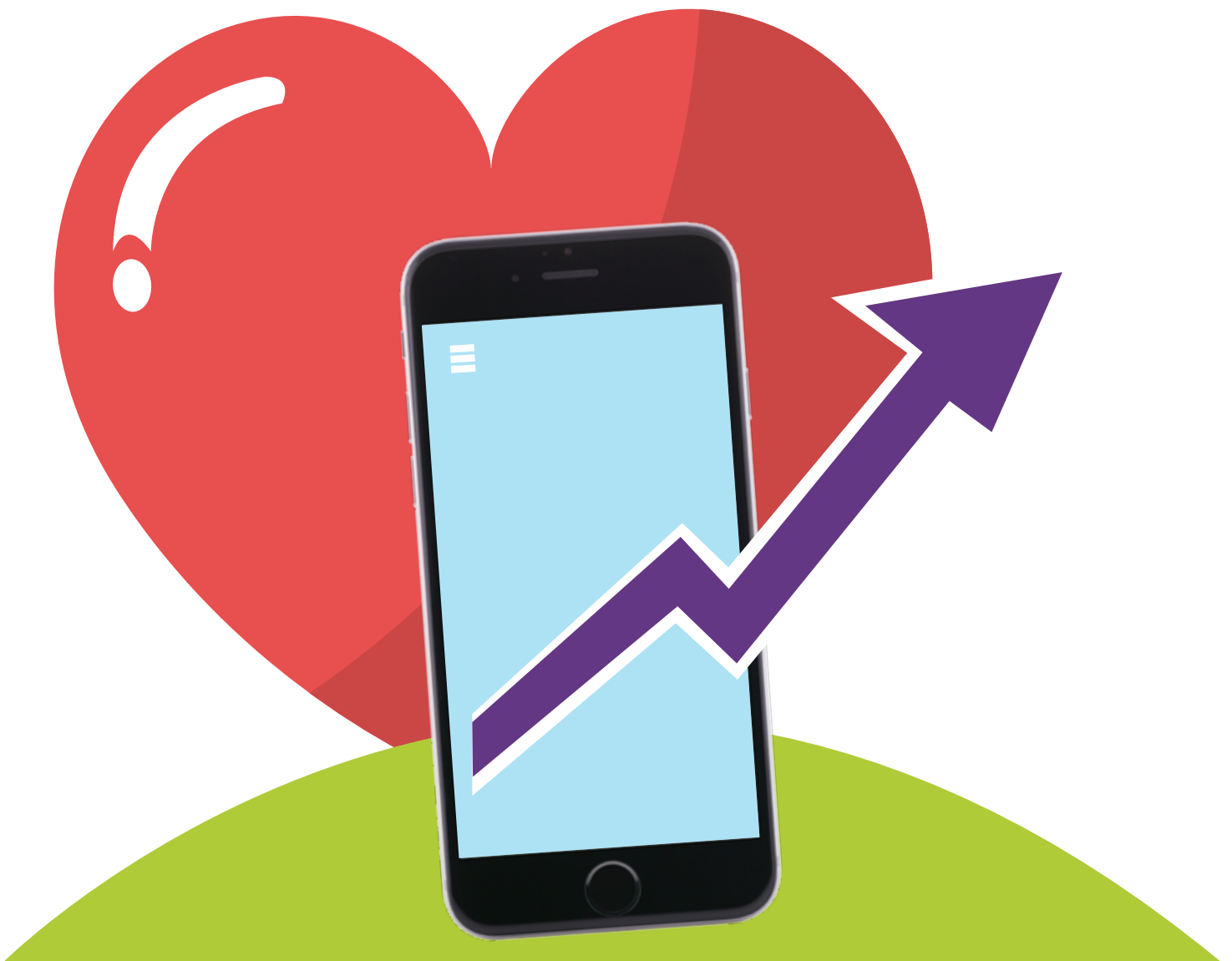


4 simple things to **supercharge your marketing in 2017**



4 SIMPLE THINGS TO SUPERCHARGE YOUR MARKETING IN 2017

1. UPDATE YOUR WEBSITE

It doesn't have to be a brand-new website but it's vital that your website is up to date and relevant.

Your customers will judge you on your website when they make the decision whether to buy from you or not. And with 38%* of customers stating they would stop engaging with your website if it isn't relevant or up to date, your website must deliver a great customer experience, provide relevant content and give potential customers clear directions on what to do next.
*(Source: adobe)

It's not too late! If you would like to refresh and update your website in time for 2017 we can do it. Alternatively, we can also carry out a review on your website highlighting where there are opportunities for you to drive more sales and enquiries.

Book a web review today

2. DRIVE MORE TRAFFIC

Once you've updated your website and modernised it the next step is to increase the traffic to it.

What you want is an engaged audience of potential customers that you can sell to. There are many ways you can drive traffic to your website thereby creating new sales opportunities, including: -

- **Facebook advertising**
- **Google banner advertising**
- **Google AdWords**
- **Remarketing**



These just happen to be our favourite four forms of online advertising. That's because they are cost effective, drive large numbers of potential customers to your website, increase your brand awareness and they are a fantastic vehicle for getting your message out to your customers.

Most importantly, they drive sales.

3. A BIT MORE ON REMARKETING

This is still a relatively new form of marketing for small business, but it's become a firm favourite of ours at UNIQ Marketing and Design. Once someone visits your website, you can then show your adverts to that customer for up to 18 months. It shows anywhere that Google ads can be displayed and can be targeted specifically to your market.

We've found that conversion rates increase the more users see an ad within remarketing campaigns. It's true that click-through rates decline over time, but those people who do click on your ad, after having seen it many times already, become twice as likely to convert!

We must accept that people are busy and have other stuff going on in their lives. Remarketing gives people a gentle reminder to finish what they started on your site, while reinforcing your branding and messaging to that user every time they see your ads.

You can remarket on Facebook and Google when you are running an advertising campaign. Again, it's cost effective and the marketing experts say it's the must do activity for 2017.

Call us on [0131 202 6153](tel:01312026153) or email us at info@uniqmarketing.co.uk to find out how you can start remarketing your business.



4. EMAIL MARKETING

“Transactional emails have 8x more opens and clicks than any other type of email, and can generate 6x more revenue” - Experian

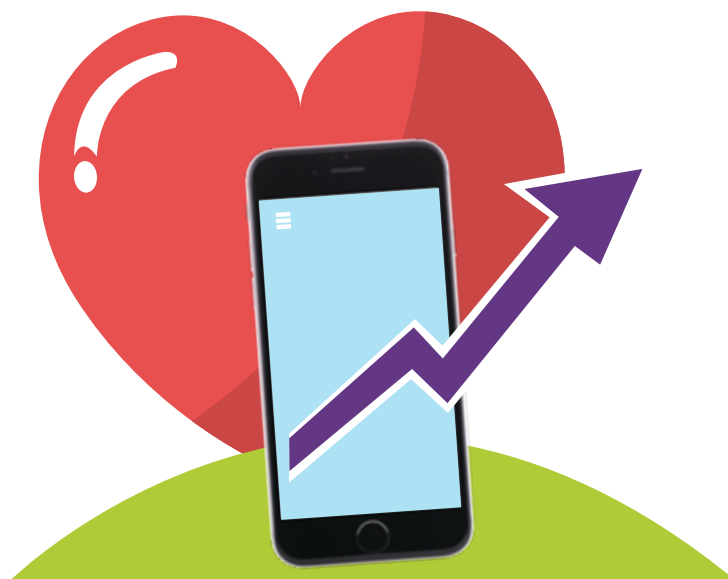
After all these years, it's still one of the most effective forms of marketing. Email marketing is often underrated and the one marketing activity we never get around to.

Whatever the size of your database, these are people who have showed an interest in your product and want more information. Inspire them, create desire and educate your audience with your email marketing. Do this well and you are guaranteed to increase your sales.

With the right software, you can get detailed reporting. You can see how many people have opened your emails and then clicked on the links. You can even set up automated emails so every potential customer gets the same set of emails.

If you don't like writing emails or don't know what to say, give us a call on **0131 202 6153** or email us at **info@uniqmarketing.co.uk** and we'll write and send them for you.

Whether you do your own email marketing or would like us to deliver it for you the most important action you can take is to get your email marketing ready for 2017.



Make sure your marketing is supercharged for 2017.

Call UNIQ Marketing and Design on **0131 202 6153 or email **info@uniqmarketing.co.uk****