















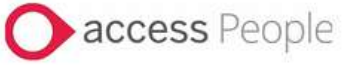









Elaine *Keep*
creative | content | marketing



Most of my clients have been working with me for 3 years - or more! I think they agree:

A great copywriter makes great business sense!

 acaboom	 simplythankyou	 Tractivity	 orderly	 COLLECTIONPOT	 kerfuffle	 tranxactor	 SVM
Acaboom Leading EU Proptech	Simply Thank You Reward Software	Tractivity SaaS for stakeholder engagement	Orderly Sustainable Supply Chain Software	Collection Pot Fintech	Kerfuffle PropTech	Tranxactor Loyalty and CRM	SVM Global Gift Card Platform
 INSIEM	 smiths news plc	 GO Outdoors	 gifted to you	 RL CONSULTING	 CEASE FIRE	 life:style <i>Your life. Your style</i>	 Business Growth Institute
INSIEM B2B Independent marketplace	Smiths News PLC B2B Logistics	GO Outdoors The UK's largest outdoor brand	Gifted To You B2B employee reward	RL Consulting Gift cards	Ceasefire B2B safety	Lifestyle Employee reward	Business Growth Insitute Financial Services
 access People	 alpharooms	 oncode ONE HIGHSTREET	 Tuffnells.	 MOTIVATES	 LOVE2SHOP BUSINESS	 mintsoft an access company	 BRIEF YOUR MARKET.COM
Access People HRIS Software	alpharooms eCommerce holidays	oncode Rewards platform	Tuffnells Logistics	Motivates Employee Engagement	Love2Shop Business Reward and Recognition	Mintsoft OMS for eCommerce and 3PL	BriefYourMarket SaaS Email Marketing

In one month for one fintech client, my blogs can generate

1,962

**conversions and over 1 million
impressions.**

In an average month for a major SaaS business, 16,000 people will arrive to read my blogs based on major short tail keywords relevant to their niche - ranking them on page 1 across hundreds of terms.

**One proptech client has
found with me writing
their emails, they pick up
50 - 100 visits a month to
'request a demo'.**

**One client has found with my social media content they pick up
an average each month of:**

40 extra followers

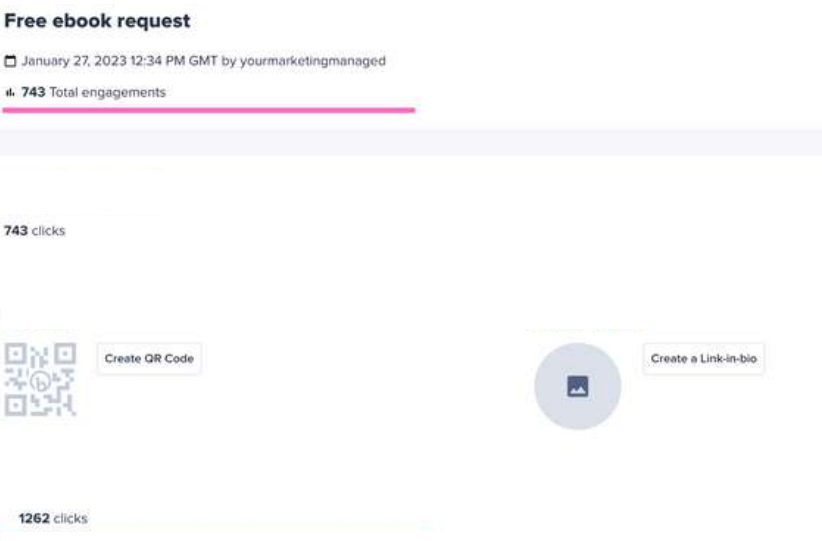
Over 3000 link clicks

**Peace of mind that I will target their top 50
prospects.**

SEO TITLE URL	EST. VISITS	BACKLINKS
Unique Farewell Messages To A Colleague (reading The collectionpot.com/news/farewell-messages-to-colleagues-leaving-the-company/)	14,867	0
Collection Pot: The Best Alternative To PayPal Money Pool collectionpot.com/news/paypal-money-pools-service-is-closing/	1,154	0
Create a Collection for Colleague Leaving - Collection Pot collectionpot.com/occasion/leaving-collection/	1,089	0
Collection Pot: The Best Alternative To PayPal Money Pool collectionpot.com/news/paypal-money-pools-alternative-make-the-switch/	1,055	0
What to write in a teacher's farewell card - Collection Pot collectionpot.com/news/farewell-messages-for-teachers/	948	0
Collection Pot: Group Gift Collections collectionpot.com/	641	360
How To Collect Money Online For A Gift - Collection Pot collectionpot.com/news/how-to-collect-money-online-for-a-gift/	309	0
Money Pool - How To Collect With Friends - Collection Pot collectionpot.com/news/money-pool-how-to-collect-with-friends/	129	0
Collect Money - Collection Pot collectionpot.com/collect-money/	116	0
Charity Fundraising - Collection Pot collectionpot.com/occasion/charity-fundraising/	57	0
What To Write In A Christening Card: Unique Examples collectionpot.com/news/what-to-write-in-a-christening-card-unique-examples/	45	0
Wedding - Collection Pot collectionpot.com/occasion/cash-wedding-registry/	39	0
Frequently Asked Questions (Collection Pot collectionpot.com/frequently-asked-questions/	26	0

COLLECTIONPOT™

My blog for Collection Pot - Unique Farewell Messages for Employees has just shy of **15,000 visits per month** - and outperforms PPC and any other marketing strategies for leads. The top-performing content is driven by my blog copy. (Alternative to PayPal Money Pool - 1,154 pm, Collecting For A Colleague - 1,084 pm. Homepage traffic sits at around 600 per month.



acaboom

Using emails and whitepapers, social media and blogs I deliver between **10 – 40 quality leads a month** on average. One whitepaper campaigns lead to 700+ downloads and the demo page has received 1000+ clicks per year (2022)

TOP PAGES BY COUNTRY		
GB / EN [1,997] US / EN [933] AU / EN [287] US / ES [236] MORE		
SEO TITLE URL	EST. VISITS	
What Is Stakeholder Analysis? Definition, Examples and ... tractivity.co.uk/blog/stakeholder-analysis	534	View All
What Is Community Engagement: Concept and Methods tractivity.co.uk/blog/what-is-community-engagement	210	View All
Stakeholder Mapping Complete Guide - Tractivity tractivity.co.uk/blog/stakeholder-mapping-guide	197	View All
6 Tips for Managing Relationships with Stakeholders - Tractivity tractivity.co.uk/blog/managing-stakeholder-relationships	180	View All
Engaging Stakeholders in Healthcare - Tractivity tractivity.co.uk/blog/engaging-stakeholders-healthcare	173	View All
Stakeholder Engagement Plan [with template] - Tractivity tractivity.co.uk/blog/stakeholder-engagement-plan	153	View All
Tractivity: The UK's Leading Stakeholder Management Software tractivity.co.uk/	126	View All

Tractivity®

At Tractivity, the top-ranking traffic sources are my blogs, with one of my content pieces attracting more than the homepage (534 views pm vs the homepage at 126.)

SEO TITLE URL	EST. VISITS	BACKLINKS
People HR: HR Software Best Cloud Based HRIS peoplehr.com/en-gb/	5,935	809
What is TOIL and how does it work? - People HR peoplehr.com/en-gb/resources/blog/what-is-toil-and-how-does-it-work/	1,259	21
Salary Benchmarking UK: How Do You Compare? (troutfit peoplehr.com/en-gb/resources/blog/benchmarking-salary-how-do-you-compare/	561	34
Sage Payroll - People HR peoplehr.com/en-gb/integrations/sage-payroll/	486	0
What steps are involved in the recruitment process - People HR peoplehr.com/en-gb/resources/blog/what-steps-are-involved-in-the-recruitment-process/	250	0
How much does HR software cost? - People HR peoplehr.com/en-gb/blog/how-much-does-hr-software-cost/	225	0
HR Systems: What Are They? People HR UK & Global peoplehr.com/en-gb/product/hr-systems/	209	4
National Minimum Wage Increase UK - April 2022 - People HR peoplehr.com/en-gb/resources/blog/national-minimum-wage-increase-uk-april-2022/	202	0
People HR App Online App for iOS & Android peoplehr.com/en-gb/product/hr-app/	193	0
Dealing with the rise of performance anxiety at work - People HR peoplehr.com/en-gb/resources/blog/dealing-with-the-rise-of-performance-anxiety-at-work/	186	0
Find My Shift - People HR peoplehr.com/en-gb/integrations/find-my-shift/	180	0
What Does Human Resources Do? PeopleHR peoplehr.com/en-gb/resources/blog/what-does-human-resources-do/	135	0
How much does HR software cost? People HR peoplehr.com/en-gb/resources/blog/how-much-does-hr-software-cost/	105	0

access

For The Access Group subsidiary PeopleHR, three of my content pieces are their top traffic performers, with over 1500 visits p/m. (What is TOIL - 1,259 pm, How much does HR Software cost - 345 pm.) I also created two landing pages which attract hundreds of monthly visits - (Sage Payroll - 486 pm, PeopleHR App - 193)

Elaine is a brilliant content writer to work with. She has supported SMB at the Access group and contributed towards increasing organic traffic. Elaine is an absolute pleasure to work with and I look forward to more projects together in the future.



Sophie Parry

Divisional Marketing Manager at The Access Group



Elaine has a natural talent to take a topic or concept with layers of messaging and detail and break the elements down to a succinct, clear and impactful message. Elaine's creative flare and passion for her work is evident with each project that she encounters. The articles that Elaine curated as IMA Europe Content Editor have received great interest and applause.



Phil Mooney

Executive Director, IMA Europe



Working with Elaine has been great. She is responsive to requests and very driven to achieve our marketing goals and objectives. We are now reaching a larger audience with a stronger market position and more demonstrations via social, email marketing and other channels. We love that content is converting to demos.



Suzanna Mavity

Executive Director, Acaboom



Working with Elaine has changed our business. We have never had marketing support from someone in the sector and it has been a huge asset for us. Our engagement is up, we are getting so much work completed and we love the results. I would 100% recommend Elaine.



Colin Eglington

CEO, Simply Thank You



She is incredibly focused on us as a business, understanding us instinctively. The creativity, especially in copywriting, means they always have fresh new ideas, often thinking about things differently but with a clear focus on return on investment. We look forward to continuing this engagement.



Mark Aubin

Head of Marketing, Tractivity



We've been using Elaine to help write content for our blog and she is fantastic to work with. The speed that she works at is outstanding, all I need to do is issue a quick brief and the work appears in my inbox a couple of hours later. I would thoroughly recommend her services.



Fred Guilliford

Marketing Lead, Commonplace



Elaine supplied Love2shop Business Services with a regular supply of thoughtful, well-researched, high quality blogs. We were never disappointed with her work, and I wouldn't hesitate to recommend her services to another business.



James Hague

Content Manager, Love2Shop Business



Elaine is a genuine pleasure to deal with, as well as producing such brilliant, comprehensive and prompt work. She's so personable and really has got her finger of the nub of the industry. We always say that we only like doing business with good people at Motivates, and Elaine really is up there. Whenever there's the chance we really look forward to commissioning her and seeing the results.



Andy Ling

Head of Brand, Motivates



Interested in working long term?

Option 1 : All you can eat content, charged by the hour for agreed, capped hours.

Ideal for: Clients who need all sorts of content that changes a lot.

Example: I work to a 20-hour cap and fit in as much as possible - perhaps one month sees 1x long blog post, 1x email newsletter- and 3 short articles within this - and scheduling 2 social media posts a week.

Option 2 : Set monthly agreed deliveries.

Ideal for: Clients who want consistent invoices and deliveries.

Example: Each month I send 2 x SEO optimised 1000 word blogs, and 8 social media posts are created and scheduled.

Copy samples

To see samples of my writing

[CLICK HERE](#)



[What Does The Future of Retail Look Like?](#)

[Why Humans Are Irreplaceable](#)

[How To Keep Your Business Running Smoothly in Disruptive Times](#)

[Could This Be A Very Sustainable Christmas?](#)

[The Science of Subject Lines](#)

[The Benefits Of Rewarding Instantly](#)

[Why Your Loyalty Programme Needs An Upgrade](#)

[Why Projects Fail at the Stakeholder Engagement Stage](#)

[The Psychology Behind Rewarding Your Workforce](#)

[Warehouse Technologies and The Future of Fulfillment](#)

[How To Compare HR Software](#)

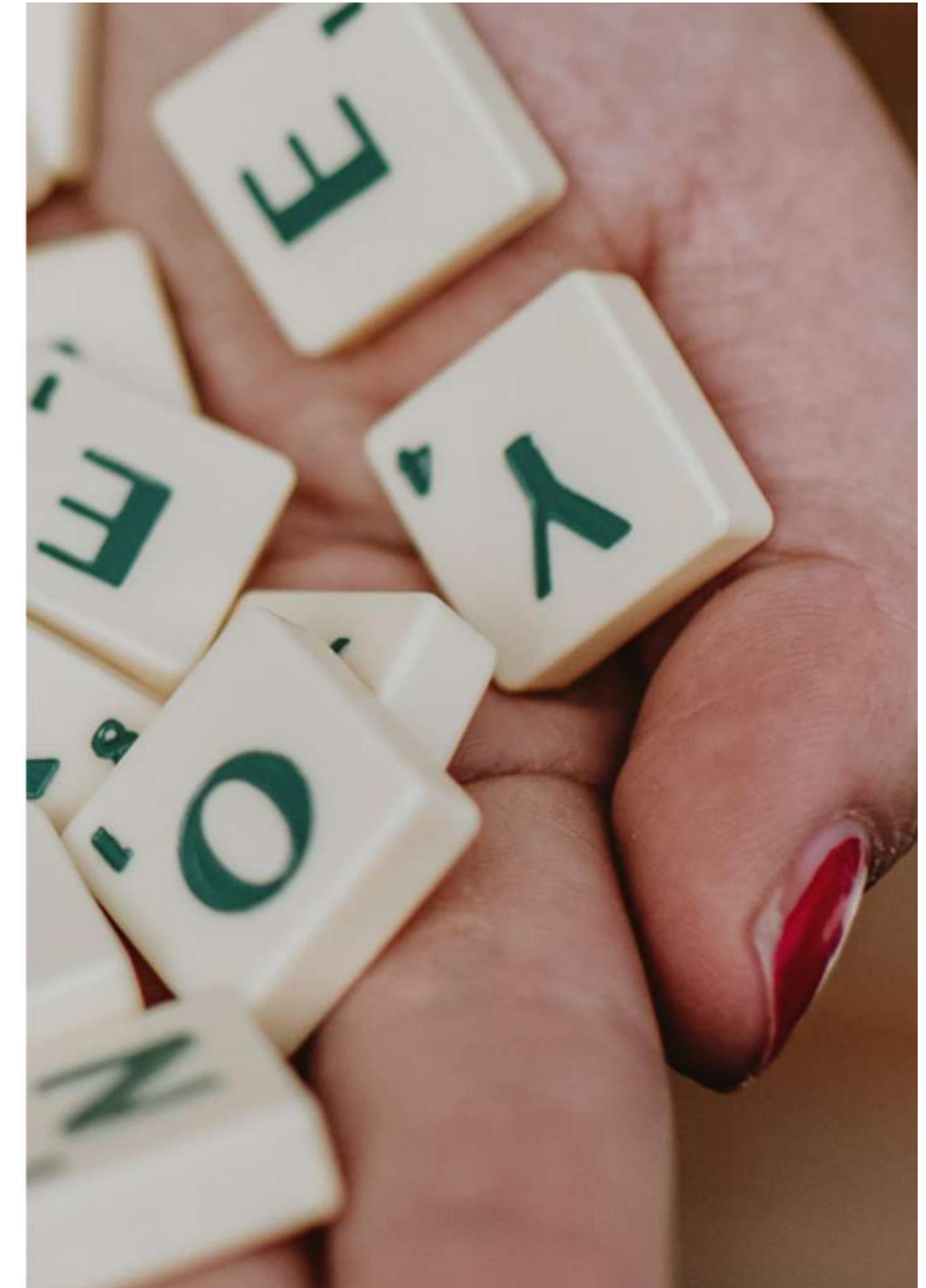
[A Guide To Managing Staff Leave Effectively](#)

[10 Key Benefits of an OMS](#)

[How To Break Down Business Silos *](#)

[5 zero cost strategies to improve conversions *](#)

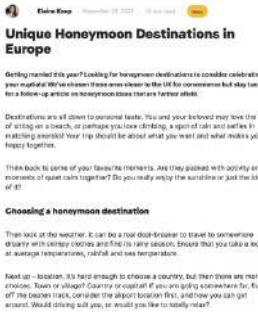


[HR software guide *](#)



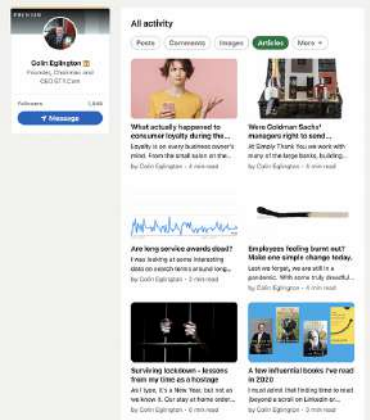


Rates

Every client job is unique, but this may provide a helpful guide to my rates for your project.

My current rate is £60 per hour

Item	Hours	Why you need it	What's included	Cost (£60 per hour)	
Optimised blog articles built for SEO success	2	Around 750 - 1000 words. Designed to help you rank against your desired terms. Some of my blogs for SaaS brands convert over 1000 times a month for clients in trackable activity - or result in real demos and leads.	<ul style="list-style-type: none">1 round of revisionsKeyword research if requiredOptimised for keywordsSupplied as G DocFor 3 hours, entered into your CMS with image and meta data and descriptions.	120	
Deep dive thought leading blog posts - 1000 (+) words	4	Stay ranking but focus on leading the conversation on LinkedIn, in the press or elsewhere. I will write to a title, or suggest one that will make your audience listen. These articles are full of rich unique research, hot takes, thoughtful ideas and are backed up with expert opinion, if appropriate. I can also include C2A's and work in quotes from your experts or sales teams.	As above, please add an extra hour for CMS entry.	240	
Whitepaper	12	Get your point of view across with a large piece of copy with research that can be sliced and diced and used on videos, scripts, blogs and social media.	<ul style="list-style-type: none">ReserachedIncludes up to a one hour call with you or your team and an hour of documentation reviewKeyword integrayionSuggested layout and ideas for designsSupplied as G DocCreated with a thoughtful perspectiveImplied impartiality with a sales edgeStrong calls to actionLinked to key areas of your site	720	

Item	Hours	Why you need it	What's included	Cost (£60 per hour)	
Case study	5	Showcase your best ROI for clients with a case study. I will interview your team and collate all the items together into an easy to read format that can be sent in email or used online.	<ul style="list-style-type: none">• Researched• Includes up to a one hour call with you or your team and an hour of documentation review• Keyword integration• Suggested layout and ideas for designs• Supplied as G Doc• Created with a thoughtful perspective• Implied impartiality with a sales edge• Strong calls to action• Linked to key areas of your site	300	
Email	3	I will create the copy for a solus email for a media house campaign, or an email newsletter. Let me create the copy to enhance clicks and opens!	<ul style="list-style-type: none">• Email copy provided on G Doc• Suggested subject lines, tested using an analysis tool• Suggested imagery	180	
Social media updates	.30 per update	I will craft optimised social media updates that fit into your thought leadership goals. Let me share a blog, create a month of topics, or ghostwrite for your CEO or sales teams. I have written for leading brands and their employees, creating leads out of thin air!	<ul style="list-style-type: none">• Provided via G doc or entered into Hootsuite/ Buffer/ Later or Meta• Scheduled in advance• responses can be made for additional fee• Written in tone of leaders or brand• Images can be provided (Canva Pro stock, or using Canva templates.)	30	

- Prepared and posted for you
- Consistent and tracked
- Trending hashtags
- Scheduled
- Ghostwritten if needed

- Prepared and posted for you
- Consistent and tracked
- Trending hashtags
- Scheduled
- Ghostwritten if needed

Lifestyle Gift Cards
February 14 at 12:17 PM · 🌐

Valentine's emergency? Who said speedy can't be special?

Give the gift card of their dreams with digital delivery – or even print at home. You can even add any photo you choose to make it seem like you've been planning this for months. Your secret is safe with us!

Go go go: lifestylegiftcards.co.uk... See more

life:style

THE MULTI-STORE GIFT CARD


life:style
Choose Value
£20 - £100

125+ CHOICES

RIVER ISLAND
PRIMARK
H&M
JUST EAT
M&S
WAGAMAMA
ASOS
WATERSTONES
DECEMBER
Nando's

life:style
Gift Cards
Ultimate
THE PERFECT GIFT

Need a last minute
Valentine's gift?




RLC Solutions

712 followers


2mo · 🌐


...

What happens when you play with the default settings on your #giftcard page on your site? Probably a lot more than you think! Get a focus on conversions with just a few tweaks to your #retail gift card page. Here's where we have seen huge changes for clients.


 Write like a journalist.

You'll achieve the biggest improvements by changing your headline's core message. Headlines are extremely important. If your visitors don't like the headline, they won't read any further. A simple yet effective approach is to express your main message in a headline that provides your top benefits of your gift cards - whether it's time saving, always delighting, perfect for every occasion or similar.

 Frame your costs. Use your compelling text to frame the positives of a gift card. £20 may sound too much for a gift -so highlight the alternative - driving to the store, selecting an item, getting a card, wrapping it, posting it - it all adds up.


 Try making the "Call-to-Action" button nice and visible.

Large, brightly coloured buttons often convert better—they draw the reader's attention. This is a great test to run on your #b2c pages.

 Remove clutter. What you share either increases the conversion rate or decreases it—or just takes up space. What images are you showing? How are seasonal campaigns performing? Use eye tracking #software to see what happens when people land on your page!

If you'd like more insights, speak to us today!

Top tips: Adjusting your gift card website settings



Lifestyle Gift Cards
January 11 · 🌐

Who's the real hero in your life?

Most of us have these awesome people around us:

- 😊 The person who always replies to you in the group chat (even if your chat is dusty)
- 😂 The one who's always able to help you forget about the rubbish stuff. If Friday was a person - this would be them.
- 😂 The relative who only ever has good things to say about you. EVER. Failed an exam = Learning curve! Bad break up = They were a total frog.

It's nice to say thank you, but we don't do it enough because it all seems very complicated and time consuming.

So, we've made it easy.

Order a life:style Gift Card - from £5 to £500 - it will come pinging to their phone in about 5 minutes. They can choose to shop across 125+ brands, when they fancy.

How nice is that?!

[#LifestyleGiftCard](#) [#EveryonesFavouriteGiftCard](#) [#LifestyleUltimateGiftCard](#)
[#MakingGiftingEasy](#) [#GiftHappy](#) [#OneCardOver125Brands](#) [#GiftIdeas](#) [#RegisterSwapShop](#)

life:style

THE MULTI-STORE GIFT CARD


Choose Value
£20 - £100

life:style

125+ CHOICES

PRIMARK
River Island
H&M
Just Eat
wagamama
ASOS
Nando's
Debenhams
Waterstones
F&L
H&M
Primark
River Island
Just Eat
wagamama
ASOS
Nando's
Debenhams
Waterstones
F&L

125+ brands on one card!



Simply Thank You Corporate
493 followers
1mo · 🌐


Sometimes, things go wrong in [#customerservice](#) - either for individuals or large groups of customers who are upset. If you want to put things right, get that apology spot on with the Simply Thank You onecode platform. It allows you to give a code they can spend at a virtual high street. Perhaps they'll swap for gift cards and eCodes for best shops and brands, or choose products like wine, hampers or luxury goods. Delivered in many ways, instantly - it's always personalized, and you can add your apology message. They can top it up, bank it in a digital wallet, spend it right away, or save it for years.

It's also trackable, so you can use your live CRM [#dataanalytics](#) and ensure your [#loyalty](#) and [#retention](#) efforts are working and can be justified.

You've never seen [#customerexperience](#) like this!!

We already support the biggest brand in finance, energy and retail with their [#customerrecovery](#). Join us!

PREMIUM




Colin Eglington

 Founder, Chairman and CEO STY.Com


Followers

1,846



All activity


Posts
 Comments
 Images
 Articles
 More



What actually happened to consumer loyalty during the...

Loyalty is on every business owner's mind. From the small salon on the...


by Colin Eglington • 4 min read



Were Goldman Sachs' managers right to send...

At Simply Thank You we work with many of the large banks, building...


by Colin Eglington • 4 min read



Are long service awards dead?

I was looking at some interesting data on search terms around long...


by Colin Eglington • 3 min read



Surviving lockdown - lessons from my time as a hostage

As I type, it's a New Year, but not as we know it. Our stay at home order...


by Colin Eqlination • 6 min read




A few influential books I've read in 2020

I must admit that finding time to read (beyond a scroll on LinkedIn or...

by Colin Ealination • 3 min read



Orderly
2,593 followers
56m • 


Food waste is a colossal issue impacting sectors from manufacturing to hospitality, costing the UK alone £3.7 billion annually. Discover key strategies for combating this crisis in our latest blog post.


The blog examines potential game-changers like public campaigns, government policies, and mandatory data collection/reporting. It also highlights the challenges businesses face, especially smaller ones, in adhering to these measures.

Wondering how to navigate these complexities? Find out how Orderly's management software can help your business efficiently tackle food waste, leading to both improved sustainability and profits.

Join us in the fight against food waste. Start your revolution today and read our blog to learn more: <https://lnkd.in/e8FpMcp5>


[#FoodWaste](#) [#Sustainability](#) [#Orderly](#) [#Hospitality](#) [#Manufacturing](#)
[#FoodService](#)






Tractivity Limited
230 followers
1d

It's International Leadership Week and when it comes to leading your projects and stakeholder engagement - even public consultation - you need to be able to lead, delegate and distribute tasks to succeed. (Of course, the right software helps!) We thought we would re-share one of our most-read posts: 'How to effectively multitask as a stakeholder engagement manager'. - <https://lnkd.in/gHTYn4K>



A man in a dark suit and red tie sits at a wooden desk with a red laptop. He has multiple arms, each performing a different task: one holds a megaphone, one holds glasses, one holds a calculator, one holds a red folder, one holds a small blue card, one holds a pen, and one is in a yoga-like pose. A small vase with purple flowers sits on the desk. The background is a light gray with a pattern of small white crosses.


How to effectively multitask as a stakeholder engagement manager



Alice lost hers again?
What's she like.

Resend your rewards for free.

It's all part of lifestyle.



Suzanna Mavity • You
Sales Director for Acaboom
1w • 🌐

I saw the other day there is a national sickie day- I went on a hunt to find out more and I came across some of these hilarious excuses. None I've ever heard (or said) obviously...


I can't come in today because my flatmates took my door handle off and I can't get out.
All of my work clothes are wet so I can't make it in today.
I've managed to secure a parking space outside my house and I can't risk losing it.
Goats got into my garden.
I'm stuck in the bathroom. (These pesky doors!)

My mum was hoovering the stairs and I couldn't get past.
My hamster's poorly.
Death of a distant relative (often found out later to be very much alive).
My trousers split on the way in.
I swallowed a hot sausage last night and it burnt my throat so badly I can't breathe today.

100 points to anyone who's heard better!

👍👍 Amy Lomax and 4 others

Reactions



👍 Like 💬 Comment ↻ Repost ➦ Send

📊 2,442 impressions

View analytics


MAKE EMMA SMILE.

EVERY TIME YOU BUY FROM A SMALL ARTISAN SELLER, YOU CHANGE THEIR DAY.

That's why we're adding hundreds of sellers from the **Inslem** marketplace into **Simply Thank You's** range.

WHAT WILL YOU DISCOVER?
COMING SOON


simplythankyou



acaboom


ARE YOU A VALUER ON THE GO?

www.acaboom.co.uk



RLC Rewards Loyalty Connection


Consider rebates for enhanced gift card sales




ONE ONE HIGH STREET

LOSE YOUR EMPLOYEE-OF-THE-MONTH PROGRAMME

IT'S TIME TO GIVE THEM REWARDS THEY REALLY WANT



What employees really think about office gifts




COLLECTIONPOT

GUARDRAILS

Your developers are hoping you read this.


TRY US FOR FREE



simplythankyou

NEED AN ONBOARDING GIFT?


SHOP TREATS FROM £13.00



GUARDRAILS

Kept awake by app security concerns?


TRY US FOR FREE



Want **JOHN LEWIS** and **b&m** on your reward voucher? Your people do.

It's time to switch to Lifestyle.


life:style
Everyone's Favourite Reward



6 resolution ideas for your estate agency

What will you change in 2023?

acaboom




BYE BYE BORING. REWARDS EVERYONE WILL LOVE

DESIGNED FOR EVERY BUSINESS.

ONE ONE HIGH STREET


LAUNCHES 01-09-21 9AM GMT



IDEAS, TEARS, LAUGHTER, DESIGNS, REDESIGNS, THAT FIRST SALE, THE HAPPY CUSTOMER - THE 'I'VE GOT THIS' FEELING.

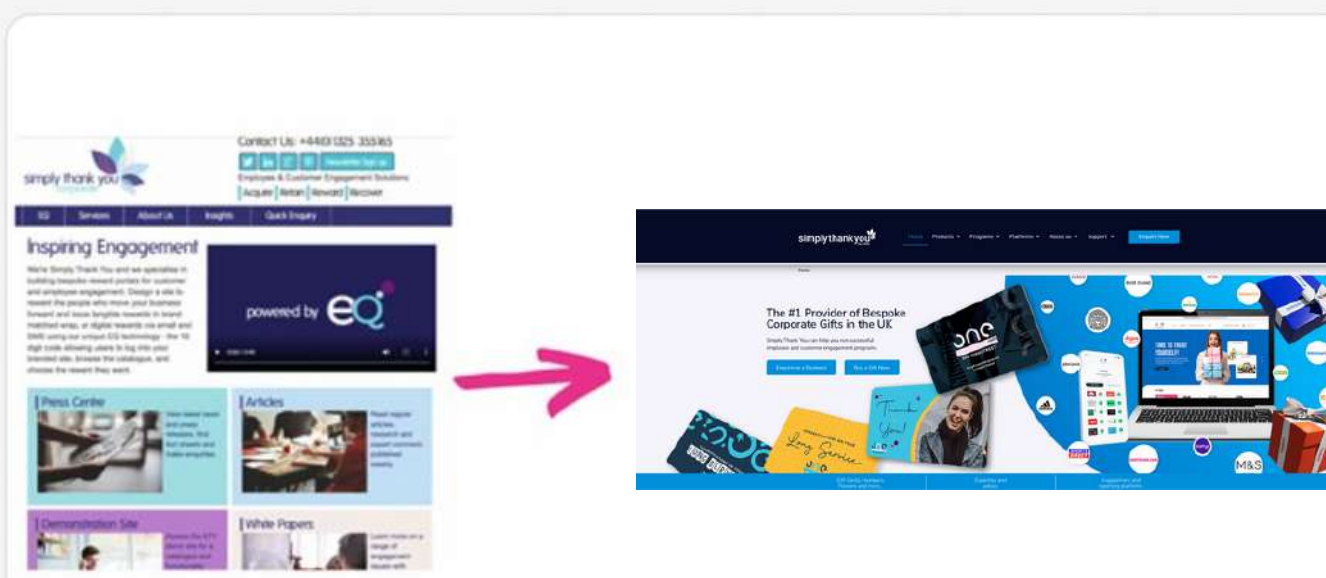
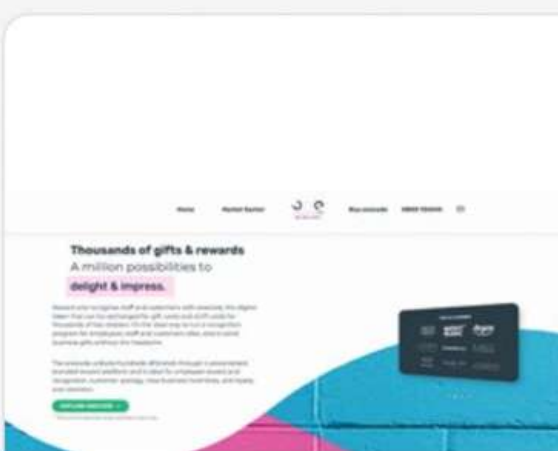
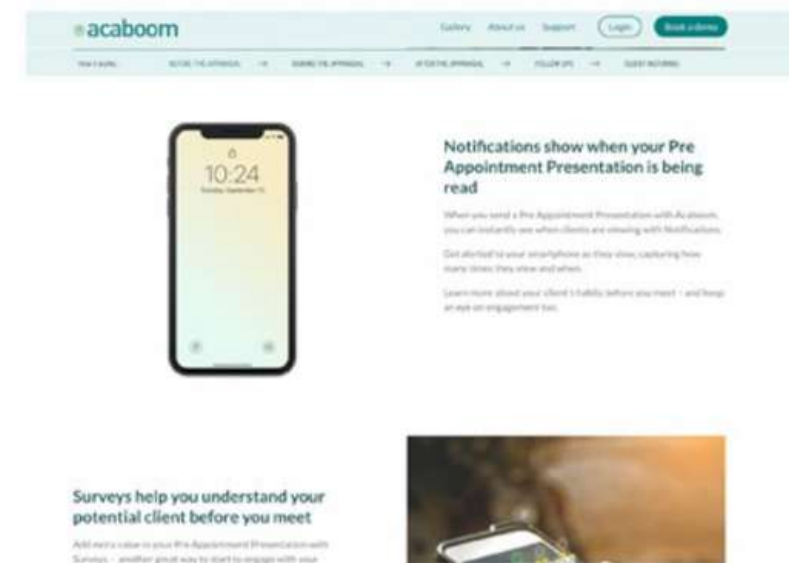
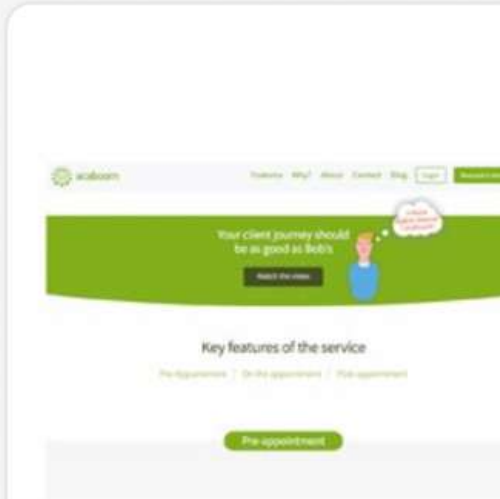
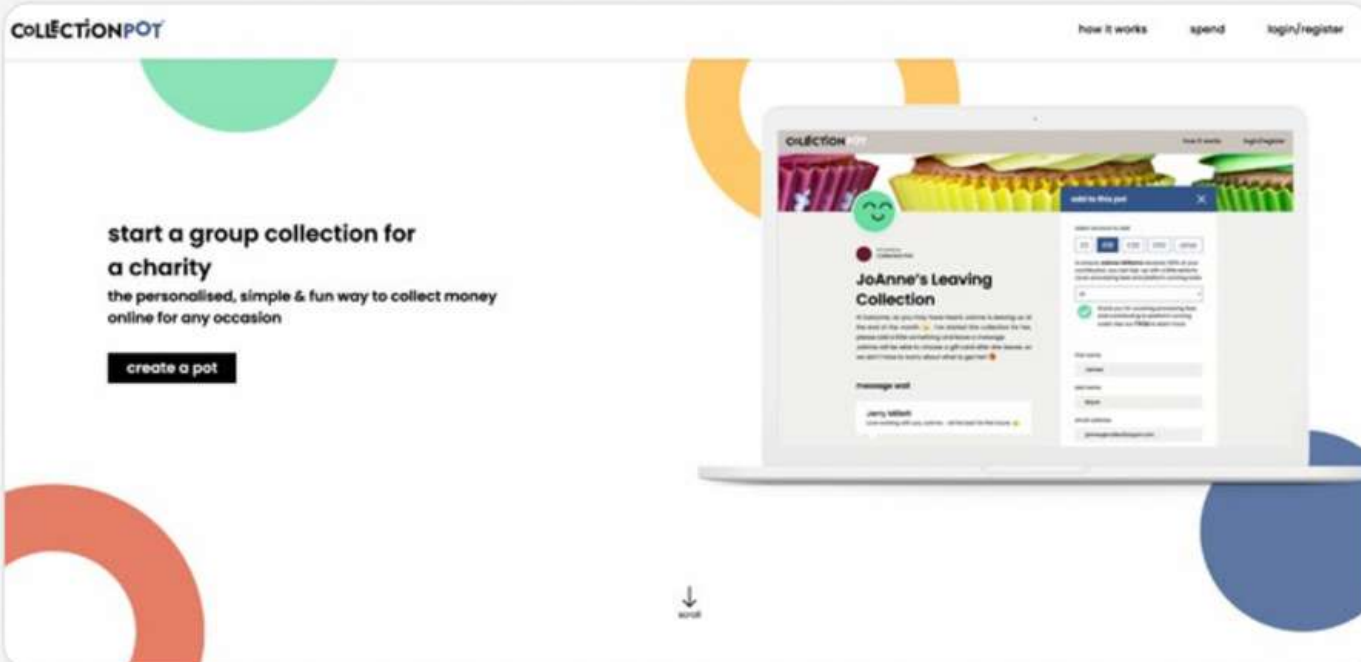
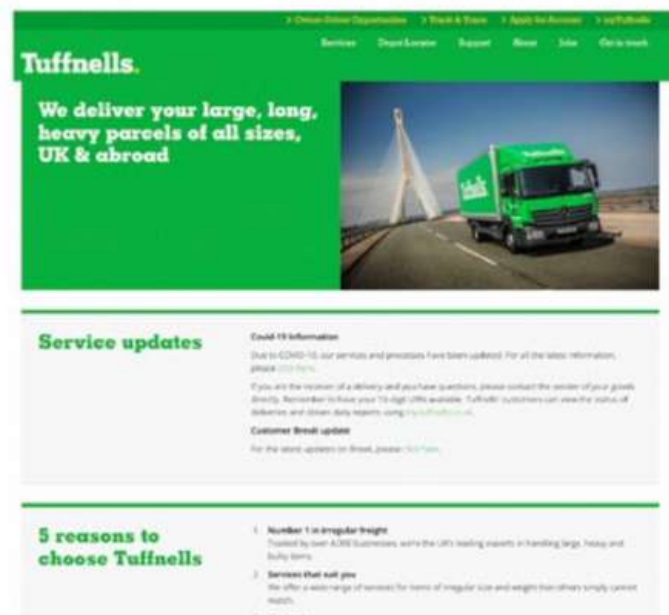
SHOP THE BEST OF ARTISAN SELLERS WITH INSLEM, AVAILABLE WITH THE ONECODE

ONE ONE HIGH STREET INSLEM



Where I help: Web copy

- Landing pages or full revamps
- SEO focused
- Work with agencies
- Great looks and tone



Where I help:

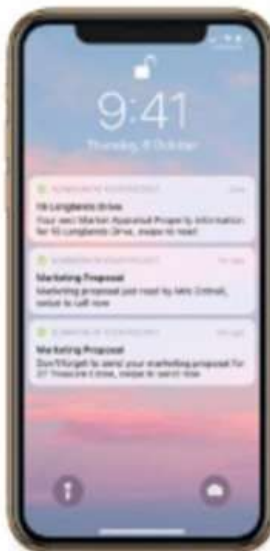
Print and creative

- Print ads to event stands
- Outstanding ideas
- Designed to attract attention



Looking for long lasting relief from these common agency headaches? Want to get more from your valuers, and show your point of difference?


We've got just the medicine.



Beat the clock

Get notified when clients are ready to instruct and **win more business**

Download on the App Store | GET IT ON Google Play



DON'T LET YOUR DELIVERIES GET STUCK THIS CHRISTMAS



With your peak season coming, it's time to prepare. XDP can help you when you need to send more items and act as a 'back up' carrier – with no commitments beyond the help we provide in your busy season.

As specialists in delivery of large, heavy goods we see a peak in Summer, meaning we have the capacity other carriers don't within the Winter period.

Don't delay in getting set up today – you have nothing to lose and plenty of peace of mind to gain!



The market appraisal toolkit


Differentiate yourself from your competitors by delivering an unforgettable market appraisal experience to your clients.

Acaboom's market appraisal toolkit has got everything you need to make every market appraisal memorable.

- ✓ Connect before the appraisal with pre-appointment presentations
- ✓ Use digital presentations at the market appraisal
- ✓ Showcase local & national market activity with personalised property data
- ✓ Send interactive proposals packed with USPs
- ✓ Know when your client is ready to instruct with notifications
- ✓ Speed up decision-making by including your agency agreement
- ✓ Nurture and reconnect with your database with smart updates



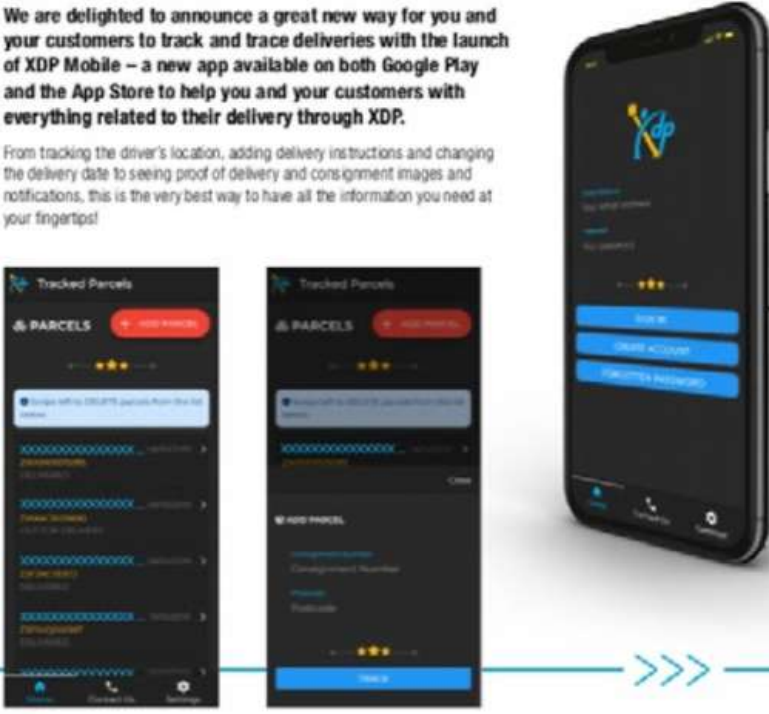
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FOR EVEN BETTER DELIVERIES – TAP THE APP!

We are delighted to announce a great new way for you and your customers to track and trace deliveries with the launch of XDP Mobile – a new app available on both Google Play and the App Store to help you and your customers with everything related to their delivery through XDP.

From tracking the driver's location, adding delivery instructions and changing the delivery date to seeing proof of delivery and consignment images and notifications, this is the very best way to have all the information you need at your fingertips!



We would love for you to download the app for your own use, and to encourage your customers to download the app, free of charge, for a great experience whenever they order!

Simply search XDP on the App Store or Google Play and get started today!

Available on the App Store | GET IT ON Google Play

MISSING VENDORS AND INSTRUCTIONS



LAST SEEN months ago | PRESUMED STOLEN by your competitors

GET THEM BACK SAFELY where they belong with 

BIG £££ REWARDS

LAUNCHING A CHANNEL SALES INCENTIVE PROGRAMME

Smart heads of business know that however large and recognisable your brand is, to stay ahead of the game you have to have a point of difference.

Consumers are savvier than ever and make fewer 'impulse purchases' than ever before. With review sites, recommendations and Facebook and Twitter at our fingertips to get advice and share, your marketing team have the odds stacked against them.

The one area that can be heavily influenced is that of the media, where companies go to market via indirect channels, following the sales rep that do not directly work for them, makes a channel incentive. This right programme can be used in any service business, through to supermarkets, high street banks, wholesalers, independent, car dealerships and can bring about very big good results. In fact, customer sales incentive programs working with media have been shown to be the most successful in increasing revenue by up to 32%.

What are the benefits?

The benefits of a programme specifically for channel incentives and support is that the effects are long lasting, instead of short-term. Sales to channels your programme can also help increase engagement, education and understanding of your products or service, making any incentive a long-term investment.

As with any marketing incentive scheme, it's essential that you identify the right media and approach to motivate your sales partners – this will ensure that your channel incentives bring genuine return and drive business the results you need to know.

"Channel sales incentives have been shown to increase revenue by 32%"

3 Key tips for launch

We spoke to Kevin Chamberlain, Business Development Director from Corporate Rewards for their top 5 tips for launching your incentive.

Set up front business goals

It's worth setting some specific KPIs up front. This might come around your specific business position or percentage rate of product on the shelf. It might relate to the price point, a new offer for a new product or you could set training targets to guarantee that the sales team know your brand inside out. What is important to your business can be communicated and set as a KPI.

Involve the whole business

It makes sense to report back to a lot of sales staff to show the real ROI. We built a platform for reward and found that by using an automated points system, where salespeople's reward could accrue online to each sales rep, we could start to build out a rewards system that everyone in the company understood and valued. This programme helped to generate a 270% increase in sales (logged year on year).

Don't move the goal posts

We always say that a great incentive should reward values, offer a number of levels, be time-based and be documented and transparent. By sticking to the targets, avoiding moving the goal posts and reporting regularly on the performance, the incentive programme has a higher chance of succeeding.





Binary Forge

530 followers

1mo •

Binary Forge have recently delivered a combined SaaS portal and mobile application suite for **Detectronic Ltd**. The solution addresses a range of issues, from poor data accuracy to manual data processing and has enabled Detectronic to realise significant real-world performance improvements.

More information on how we achieved this and the improvements Detectronic have seen: <https://lnkd.in/eZx8vuUK>

Come and speak to us and see how Binary Forge can achieve the same for your business <https://lnkd.in/dVpmGHQa>

Let's forge your digital future!

[#mobileapps](#) [#saas](#) [#digitaltransformation](#) [#processimprovement](#)
[#wastewatermanagement](#)

DETECTRONIC CASE STUDY

Revolutionize Your Workflow:
Boost Efficiency & Unleash the
Power of Your Data.



binaryforge.io

Tractivity Case Study: Midland Metro Alliance



Where I help: Case studies

- Interview clients
- Make you look great!
- Push calls to action
- An eye on design and space

EVENT OBJECTIVE

Meridian Business Services required a full day and evening event to celebrate their successful year, inviting 100 team members to learn about the company direction and achievements, whilst also rewarding and recognising star employees in beautiful surroundings. With a mission to ensure that all employees enjoyed a special moment of coming together once again following the disruptions of 2020, the space, service, and event needed to reconnect team members and needed to be an unforgettable experience that showcased the best of working at Meridian Business Services.

EVENT OVERVIEW

We visited multiple venues before identifying the stunning Carden park in Cheshire as the perfect place to meet the event brief. We then created a schedule designed to celebrate the company's success and the importance of each employee from the moment they arrived.

The day started with a warm welcome to all delegates and a premium lunch, before a company briefing packed with laughter and engagement. The layout of the room was selected to encourage collaboration and connection, while the impressive views offered a real talking point!

Guests were then invited to get ready for the evening event in the stunning on site accommodation, before a drinks reception at 6.30pm. A delicious 3 course menu was served at 7.30pm, with an open bar serving guests alongside a selection of table wines. For the culmination of the celebrations, we set the stage for an incredible awards ceremony and the opening of the dance floor!

With Motivates taking care of all the AV requirements, full delegate management and sourcing of the finishing touches, ensuring we were on hand in the venue until the last guest left the dancefloor – all Meridian Business Support had to do was enjoy the event!

RESULTS

The event was a brilliant success. By recognising staff and celebrating the company achievements, staff members in a post event survey reported feeling more engaged with one another and having thoroughly enjoyed the occasion.

Comments from the team show many already eagerly anticipating next year's event on social media!



Where I help:

Whitepapers and Guides

- Packed with research
- Surveys and data
- Using your material
- Speaking to your team
- Creating an impartial feel
- Tracking downloads

Digital can change your fortunes

In what is set to become an even more **ultra-competitive market**, estate agents need to think a lot more about marketing and selling through a funnel. If they can consider how they can add value and **continually connect with potential vendors and buyers** using the digital tools at hands. If this is executed properly, your estate agency will be the first and natural choice when that person comes to buying or selling a home.

Whilst vendors have an appetite to make a move (many having had a 'psychological push' from the pandemic) many are still wary as news headlines are creating distrust in the sector.

There is the stat that three in five

unexpectedly large estate agency fees(1) , that fees are rising by 42% since 2010 to the present day(2) and that Millennials pay far higher estate agency fees than other age groups.

This creates friction before the viewing is even booked in.

With so many factors involved, and so much information to convey, it's little surprise that the most successful estate agents are employing the power of digital to lift sales and customer interactions because it is far superior to the alternative.

This has been seen across the Prop

The psychology behind incentives

In order to understand how incentives work, we need to understand a bit about the human brain. The brain is made up of two hemispheres – the left hemisphere and the right hemisphere. The left hemisphere is responsible for logical thinking and processing information sequentially. The right hemisphere is responsible for creative thinking and processing information.

So what is the process of us receiving an incentive and acting on it? It all starts in the brain's limbic system, which is responsible for our emotions and behaviours. The limbic system includes the hypothalamus, which regulates hunger, thirst and body temperature. It also includes the amygdala, which is responsible for fear and anxiety.

When we see something that we want, or that we are interested in, the prefrontal cortex – the part of the brain responsible for decision making – sends a signal to the hypothalamus. The hypothalamus then releases a hormone called dopamine. Dopamine is often referred to as the 'reward hormone' because it gives us a feeling of pleasure when we experience something that we enjoy. For example, when we eat our favourite food or drink alcohol.

This dopamine makes us feel happy and motivated
It is like a shot of adrenaline that gives us the energy and drive to achieve our goal.





5 zero-cost strategies to improve conversions



HOW TO INFLUENCE HUMAN BEHAVIOUR FOR GREATER BUSINESS GROWTH

The Psychology Behind Incentives

The best types of incentives

- 1. Financial incentives
- 2. Non-financial incentives
- 3. Social incentives
- 4. Recognition incentives
- 5. Career development incentives

The incentive space has changed

Contact us today

5 STEPS TO SUCCESSFUL OFF-SITE PROJECTS AND MEETINGS: A TRAVEL MANAGER'S GUIDE



STEP 1: HELP SENIOR TEAMS OVERCOME 'COST-PER-NIGHT' THINKING

As a travel manager, it's easy to feel that you sit in an awkward space between the board or the FD and the teams you serve, in order to reach the perfect middle ground on offsite project and meeting venue bookings.

Venues for conventions, events, long-stay crew projects and meetings all have a role to play in moving the business forward, but there can be a disconnect between teams on what the booking requirements should be - and it can be hard when it feels it always comes back to cost, leaving you looking like you aren't listening to your teams - or that you aren't respecting the budget.

Overcoming the 'finance vs the rest of us' disconnect

BEWARE THE HIDDEN COSTS

WHAT YOUR FD SEES

WHAT YOUR FD MAY NOT SEE

Cost per night

1. Accommodation - Room & board costs

2. Travel - Airfare, train, car rental, etc.

3. Food & Beverage - Catering, bar, etc.

4. Entertainment - Entertainment, etc.

5. Other - Insurance, etc.

It can be helpful to share the whole range of facts with your business teams. While the cost per night or room seems the most pressing factor at the offset, there are other factors team members may not have considered.

Some concepts we share with potential customers to highlight to the board are often around the hidden time sink - admin costs such as:

- The effect of cancellations - both hotel fees and admin costs.
- The admin costs of managing multiple payments for all your workforce hotel individually, rather than through a single monthly invoice.

Where I help:

Email copy

- Created to create action!
- Eye catching
- Subject line research
- Key messages
- Tracked with Bitly or demo links
- Reports



A webinar to help put all the pieces together on how to best use Acaboom.

How to send (pre-appointment) valuer introductions, create presentations, access client / property data, send proposals and set up a clients' nurturing market reports.

Join us for this webinar, hosted by **Ann Ford - Master Trainer**, for all members of your team who may benefit.

Register now

Wednesday February 3rd 2021 - 10am

Wednesday February 10th 2021 - 10am

Wednesday February 17th 2021 - 10am

Wednesday February 24th 2021 - 10am

acaboom.co.uk



Too busy to think about **finding a new supplier**? We understand.

At Ceasefire, we work as a 100% trade-focused manufacturer, so we know now is a busy time for you.

That's why **registering with us is as easy as 1, 2, 3.**

01 Register your interest with us online.

A member of the team will be in touch to help get your trade account set up.

02

03 You're a trade customer! Start ordering online, on the phone or through email.



HOW MUCH ADDITIONAL REVENUE SHOULD YOU BE EARNING PER TRANSACTION?

What does good look like? What might you be missing out on? What services do consumers expect?

With some agents famously earning £0.50p in additional revenue for every £1 earned in sales commission, are you maximising every opportunity to boost income?



A cheetah goes from 0 - 60 mph in 3 seconds

In the same time **you could be alerted** when your prospect is viewing your marketing proposal and **click to call them.**

Acaboom in Your Pocket helps you **catch prospects** when they are in a **decision-making mindset** so you win the instruction.

Get all the power of Acaboom **on the move.** Prepare before a valuation, share and send instruction winning marketing proposals and connect with homeowners at the touch of a



IN BLOOM

Need help **finding the right product** for your customer?

Fire safety moves fast, and with new hybrid work environments, challenges in many al sectors and a wealth of new legislation changes now is the time to think fast and look ahead to how to pivot for 2022.



Free guide

Tips and Tricks for Creating Instruction Winning Post Appraisal Marketing Proposals

free e-book!

- See what makes clients instruct
- What are you missing when you follow up?
- See what type of content converts best.






SWIPE RIGHT ON THE PERFECT MATCH FOR YOUR ESTATE AGENCY

Acaboom, 5*
2 miles away

SHARE ACABOOM'S PROFILE

Looking for market leading agents who want an edge on the competition with a better more engaging market appraisal process.




Take a chance on Acaboom - the 5 step proptech solution for more successful market appraisals. Maybe you've heard about us - but let's get properly acquainted!

Age: 7 years trading

Location: We serve agents across the UK, from the top of Scotland, all the way down to Devon and we dabble in Wales too!

BEFORE THE MARKET APPRAISAL



You might already send interesting information out before an appointment - but how about personalised videos, interactive valuer bios and custom made presentations for each client that show your USPs before you even reach their door?

Contact.

Phone:

07813535671

Email:

hello@elainekeep.com

Website:

www.elainekeep.com

Location

England, UK

Find me on:



Keep In Touch