

ALLUM



HOW EFFECTIVE IS YOUR WEB PRESENCE?

WHAT ARE YOU DOING ABOUT IT?

DID YOU KNOW?

- Businesses with a strong web presence grow more than twice as quickly as those with minimal web presence
- 70% of business use a website and social media to promote their business, but only 40% understand if these channels are working
- Those who try to understand cite more targeted marketing, increased responsiveness and improved customer service as benefits
- The top 3 barriers to SME's adopting digital technology to improve their business are:
 - a lack of knowledge
 - cost of a consultant
 - lack of time
- Only 34% of SME's are taking action to improve the digital skills of their staff
- While 78% business cite increased exposure as a benefit of having a website only 13% cited increased sales

DO YOU NEED HELP?

Why not try our free strength test online. A handful of simple questions that will help you assess how effectively you are using and understanding your company's digital marketing.

Access it at: www.aillum.com/freetest

Alternatively, call us now on 0141 560 2329 or email contactus@aillum.com

SO, YOU NEED SOME HELP?

Our typical client is someone who...

- Lacks the confidence in all things digital
- Has had a bad experience with a digital agency
- Does not know if their website is working or not
- Cannot afford big consultancy fees
- Is wary of long term contracts

Does this profile sound familiar?

If so, then we can definitely help you out.



WHY NOT TRY OUR QUICK ANALYTICS ASSESSMENT?

A low cost and commitment free way to evaluate the effectiveness of your digital efforts.



* Ability to implement this is based on level of access to your site.

ANY QUESTIONS? CALL
0141 560 2329 OR EMAIL
CONTACTUS@AILLUM.COM

DO YOU WANT TO IMPROVE?

A **typical approach** to the design of digital marketing assets involves:

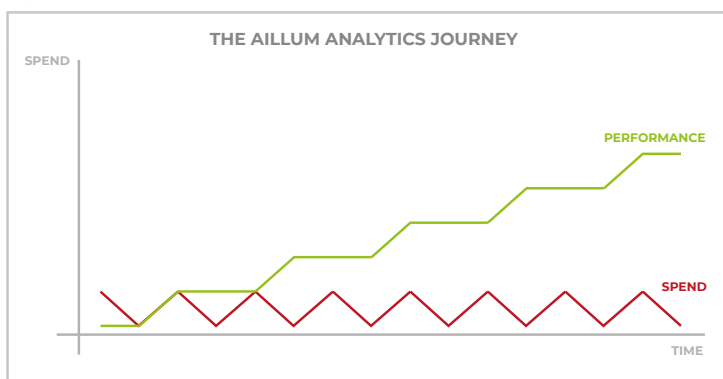
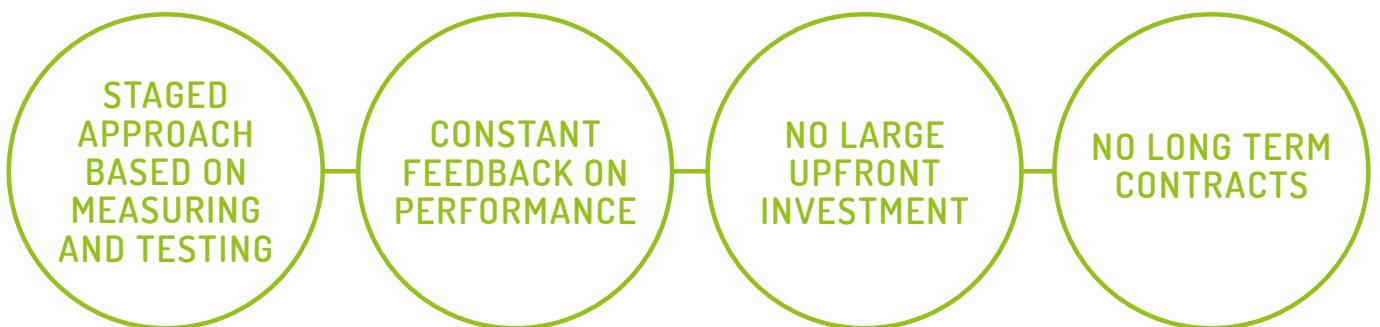


Now, you do get a shiny new web site, the latest platform and new features. However, the need to make periodic big change is often a constant source of worry for a small business running on a tight cashflow.

*So how do you do it better?
By using Aillum Analytics...*



The **Aillum Analytics** approach is focused around the customer needs:



The client is constantly in the loop, learning along the way. Incremental improvements are constantly being recommended / made to improve performance.

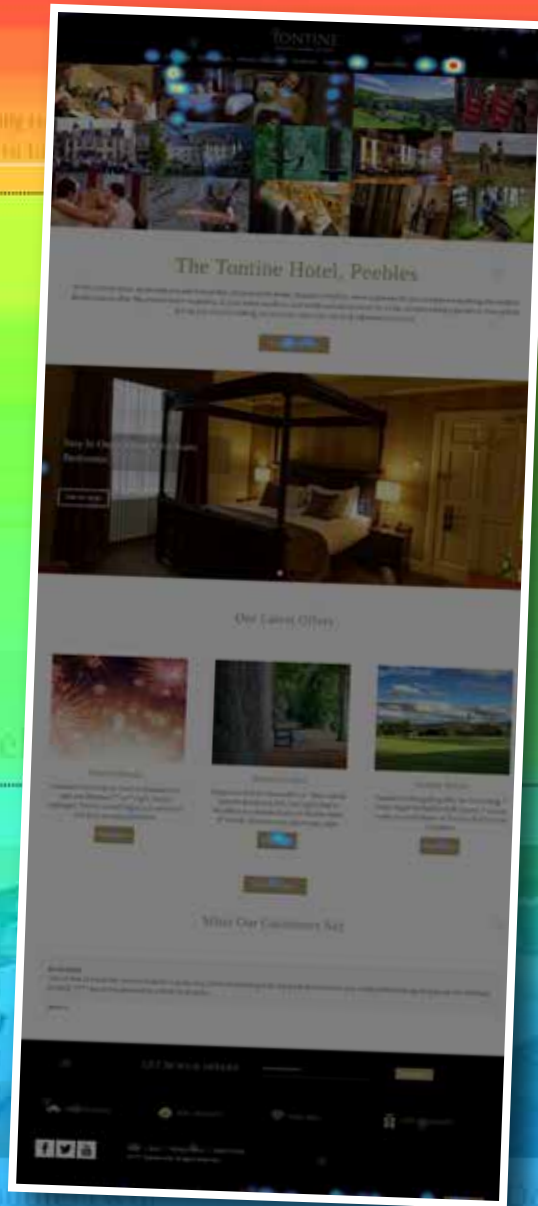
HAVE YOU TRIED HEAT MAPPING?

OFTEN AN EYE OPENER WHEN FIRST USED, HEAT MAPPING IS A LOW COST AND EASY-TO-SETUP TRACKING SOLUTION THAT PROVIDES A VISUAL VIEW OF HOW USERS INTERACT WITH KEY PAGES. A TRIAL IS INCLUDED AS PART OF THE 1 DAY ASSESSMENT!

See which buttons and call to action links get the most clicks and use this to improve the user journey through your site.



Track visitor movements throughout your site to see what information gets the most traction and highlight the areas needing improvement.

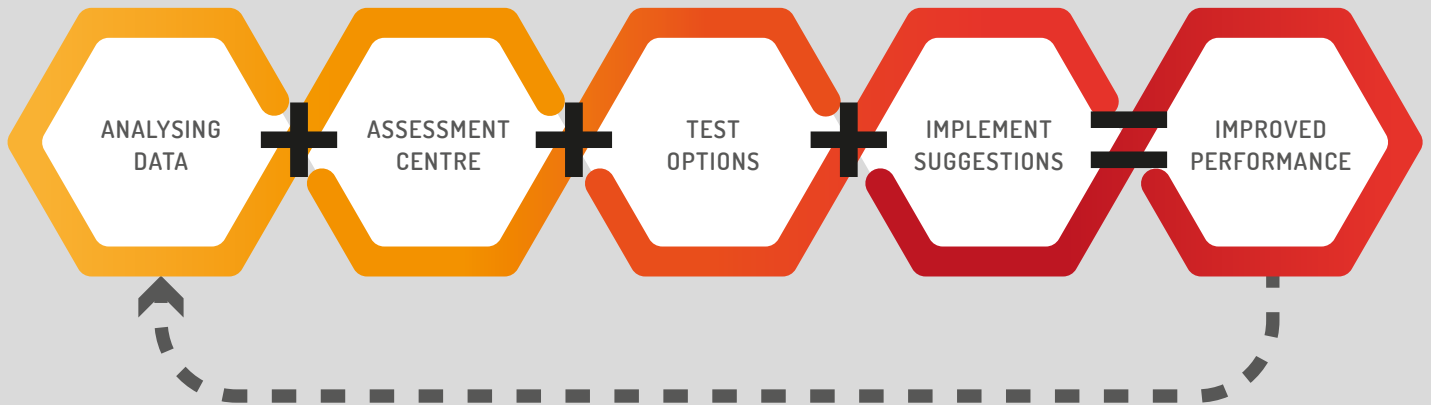


* Ability to implement this is based on level of access to your site.

Heat Mapping images courtesy of www.tontinehotel.com

THE AILLUM ANALYTICS PERFORMANCE DRIVER STEP BY STEP PROCESS...

If you decide to work with Aillum to improve the digital side of your business, you can expect the following approach:



Aillum will keep you updated on the performance of the digital channels it's involved with. You'll have full access to the same reporting tools we use, allowing you to access and discuss as you please. With committed support, Aillum will analyse performance, recommend changes for improvement, thoroughly test solutions to avoid costly false starts, and work with your web team to implement any changes.

Finally, Aillum are happy to train your staff, so that you can be digitally self-reliant, further reducing your costs!

WE LIKE OUR CLIENTS TO LEARN WITH US!

Our goal is to get you to the point where you have better choices in the digital world. Whether it be you having the ability to go it alone in the long term, or building your knowledge to encourage more informed conversations with other digital companies in future.

We're completely transparent in what we do. If you have questions ... ask and we'll answer. Your improvement is our objective, both in performance and knowledge.

Our training is customised to your needs. If interested, get in touch!



HOW DOES IT WORK?

We offer three basic packages, each of which can be tailored to your specific needs. Ideally you would progress through all three with us, but the choice is completely yours. We do not require long-term agreements, meaning you are free to stop the process if you feel it's not providing the results that you had hoped for.

- CUSTOMISABLE PACKAGES TO SUIT YOUR NEEDS
- TRANSPARENCY IN ALL THAT WE DO, INCLUDING FEES!
- NO LONG TERM CONTRACTS.
- EDUCATING YOU AS WE GO!

1. THE AILLUM ANALYTICS QUICK ASSESSMENT

This is a quick check on the setup and effectiveness of your digital tracking tools. The output will be a clear list of initial actions and recommendations to implement to start improving the performance and understanding of your digital marketing. At this point you are free to progress any of the recommendations yourself, or you can move to our Performance Driver package where we can continue working together.



1 DAY
ASSESSMENT

2. THE AILLUM ANALYTICS PERFORMANCE DRIVER

This is a deeper dive into various aspects of your digital efforts. Building on the initial assessment, we'll provide further analysis and feedback and start to look at other marketing channels you may be using, particularly in helping you understand their performance.

An initial three-month timescale is recommended to establish the trends and solutions that will help deliver long-term performance and understanding improvements for you.



3-6 DAYS
IMPROVEMENT
PROCESS

3. THE AILLUM ANALYTICS PEACE OF MIND SERVICE

The internet is an incredibly volatile environment and constant monitoring of the effectiveness of your website and digital marketing is highly recommended ... but we understand time for this can sometimes be an issue.

Our Peace of Mind service is a quick quarterly check that all is well, that your digital efforts, tracking setup or campaigns have not taken a drastic turn for the worse.

For a small quarterly fee we'll check in and report back any issues to you, and make further suggestions for improvement.



QUARTERLY
PEACE OF MIND
CHECK-IN

WE'RE COMMITTED TO HELPING YOU IMPROVE, BUT DON'T JUST TAKE OUR WORD FOR IT!

"Aillum underpin everything we do - providing guidance, help and direction and ensuring we continue to keep getting the best from our website investment...and they do it with a smile. I cannot recommend them highly enough"

Expert Pensions

"Aillum has proven to be an excellent teacher and supplied valuable support in helping us to improve the return on our website and digital advertising expenditure. I would highly recommend their services to anyone looking to harness the power of Google Analytics and other digital tools"

RSVP

"Their support with Adwords and some technical support has been invaluable. Allium are thorough, super detailed and highly conscientious. When someone else is responsible for spending your money it's reassuring to know that they spend your money as if it was their own and they work hard to reduce our costs."

Amchara

SO... HOW STRONG IS YOUR WEB PRESENCE?

**A LOT STRONGER WITH US ON BOARD.
CALL US TODAY ON 0141 560 2329 OR
EMAIL CONTACTUS@AILLUM.COM**

LET'S BE FRIENDS...

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