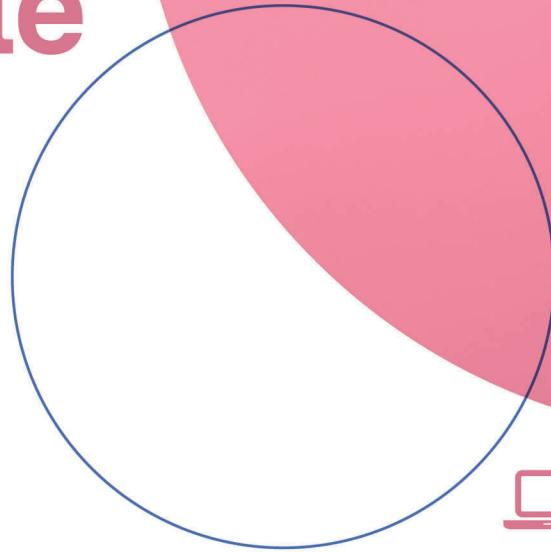


Expert
**Marketing
& Website
Design**
Support



We're here for you

01.

Introduction



The devastating effect of the coronavirus pandemic has impacted all of us. The UK is a nation of entrepreneurs and we think, as we've seen before with previous downturns, that more people will now be taking that big step and deciding to set up on their own.

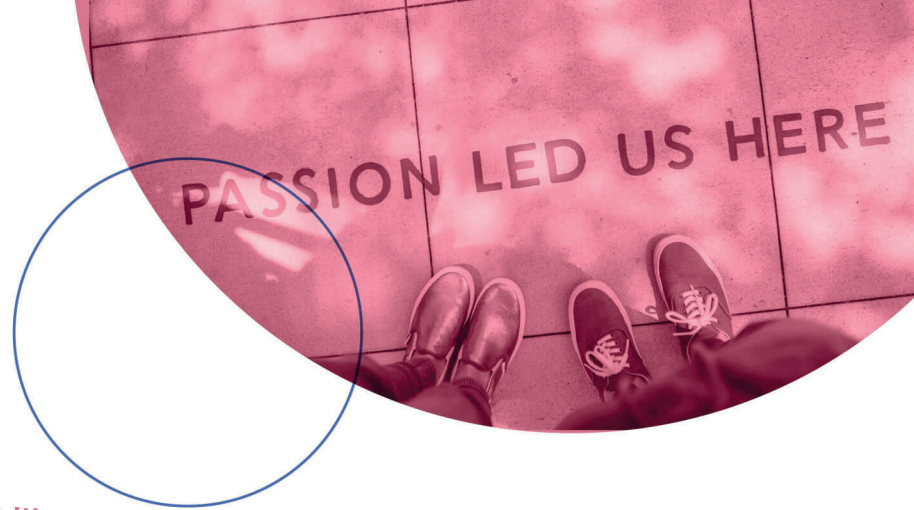
Perhaps that's you?
We say, good for you.

It can be extremely exciting starting a business. There will be lots of highs and certainly lots of lows. A regular salary, paid holidays and sick leave will be just some of the things you'll be leaving behind. But you'll be in charge of your own direction with lots of flexibility and hopefully lots of rewards.

We've put together this little booklet to introduce ourselves and to tell you about how we can help with website design and marketing. If you have a great looking site, know how to get customers to it and have the right people around you, it will make a big difference to your new company's success. We can help you avoid costly mistakes! We're here for you.

02.

About Us



Julia Britten

Has had over 20 years' experience in graphic design and printing and more recently, website design. Specialising in the small and start-up business she gets to know her client's business and makes sure that all the marketing is true to their target audience.



Tim Mitchell

Tim is a highly skilled marketer with nearly 30 years' solid experience working with a wide range of organisations across different industries. Many are leaders in their own fields.

03. Packages

Marketing, which includes good website design, is more of a marathon rather than a sprint. That's why we've created packages to support you every step of the way with your new venture.

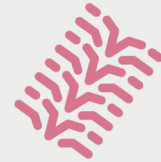
We can adapt each package and times to suit your needs.

Getting Visible **£445 plus VAT**



- ✓ 2 hours of remote marketing 1-2-1 training
- ✓ 30 mins of telephone marketing support
- ✓ Unique logo
- ✓ Email footer design
- ✓ Social media banner

Making Tracks **£1,150 plus VAT***



- ✓ Marketing strategy
- ✓ 4-page website, plus 2 legal pages* including Copywriting and setting up the SEO
- ✓ Unique logo
- ✓ Email footer design
- ✓ Social media banner

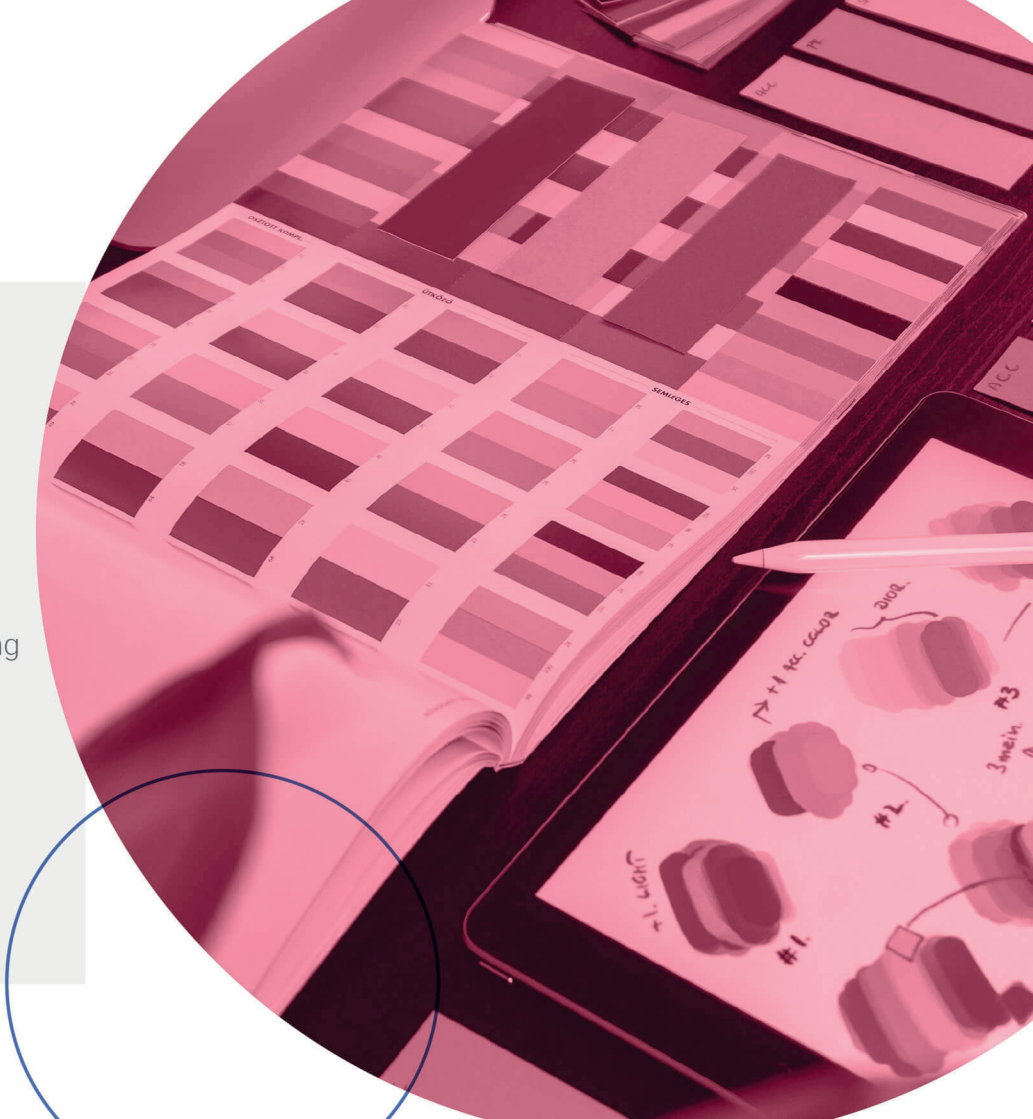
Power Boost **£1,895 plus VAT***



- ✓ 2½ days of marketing support
- ✓ 4-page website, plus 2 legal pages* including Copywriting and setting up the SEO
- ✓ Unique logo & a set of Business Cards
- ✓ Email footer design
- ✓ Social media banner

***Plus hosting £20/month+VAT**

*You will supply copy for the legal pages



04.

Building a Website & Marketing Yourself vs Working with Tim and Julia

DIY Approach



1. Have a great idea for a business



2. Spend hours trying to work out how to create the initial website (*it seemed so easy when you bought the domain name*)



3. More hours (*and lots of stress*) spent working on the website and writing the website copy yourself (*puts your amazing business idea back by several months – is it still worth it?*)



4. Pressure builds to find other work (*is the dream no longer viable?*)



5. Hurray, you launch your site (*many months later than planned*)



6. Realise that nobody is visiting the website



7. Waste money on Facebook and Google Ads (*and time*)



8. Keep posting on social media (*start getting really bored of the whole business idea*)



9. Give up! A waste of time and money?



Letting Tim and Julia Help



1. Have a great idea for a business



2. Contact Tim and Julia to discuss your idea



3. Tim develops the marketing strategy



4. Branding and website design to support the marketing are developed by Julia (***you feel like the process is going so smoothly***)



5. The site is live (***the business feels real***)



6. Marketing begins in the most cost-effective, yet powerful way, with help from Tim



7. You can see results coming in!



8. Feel excited and motivated to continue with the idea – a real business

The moral of the tale is that working with us could help you **save time, money and a lot of stress!**



We would love to help you with your marketing and website design.

You can get in touch with Tim (Marketing) at:

- ✉ tim.mitchell@upperhanddigital.co.uk
- 🌐 www.upperhanddigital.co.uk
- ☎ 07799 701526

You can get in touch with Julia (Design & Websites) at:

- ✉ julia@jbsprint.co.uk
- 🌐 www.jbsprint.co.uk
- ☎ 01372 224013 / 07802 716999