

T.E.G. Talks

..... THE ENVISAGE GROUP



**SEE
INSIDE...**

For your
chance to win
pet treats!

IN THIS EDITION...

- Homesense – case study!
- Supercharge your social media!
- Show us your pet selfies!

We do things differently (and better)

UNDERSTANDING YOUR CLIENTS WANTS AND NEEDS.

Should be a walk in park shouldn't it? You want something and I have it available. So why do so many businesses get this wrong?

We preach this very simple message throughout the Envisage team – for customers to love us and for them to want to work with us again and again we have to deliver what we promise.

Don't pretend you know something if you don't, talk to the clients and learn from them. After all, they know their business far more than we ever could so listen and learn what they want to achieve and then explain how we can make that happen.

Getting to know your customers so well that you can anticipate their needs and exceed their expectations is what we aim for. This only happens when something very simple but extremely powerful happens.

You listen. Everyone WANTS to be heard and NEEDS to be understood.



9 of the Best Social Media Tips

Social media doesn't need to be complicated but 'getting it right' can feel like a minefield. We've scoured the internet and come up with the very latest tips for making social media a success for your brand...

It needs to be planned

No matter what platform you use, you need to have a plan of what you are going to post and share, when and why.

EVERY platform is different

LinkedIn is considered the social media platform for the professional whilst Instagram is a photo-rich platform with an entirely different aim, so why would you post the same thing to both platforms?

Be consistent

Consistent posting (and sharing stuff your followers want to see) is key to building your social media presence.

Be picky

Be picky about what you post and share. Relevant, helpful and entertaining are three measuring sticks that are helpful in deciding whether to share a piece of content (or not).

Use a social media management scheduling tool

There are loads of tools to help you build, manage and share content on whichever social media platforms you use for your business.

Images are winners!

Words are great but when you have an image or graphic to strengthen your post or caption, more's the better.

Measure and analyse

Social media goals & objectives mean that you have benchmarks against which you can measure success.

Consider ads too

Organic growth means growing your presence on social media over time. To give your social media a boost, you could advertise on the platform.

Emphasise the 'social'

The clues in the name – social media – and that means ditching the 'sell, sell, sell' and opt for the social side of being on the platform instead.

For more tips and tricks go to our website at

www.envisagepromotions.co.uk

Charity news

YMCA Coventry and Warwickshire

During the early part of 2019 we are supporting the YMCA Coventry and Warwickshire by collecting unused and unwanted toiletries.

We met up with the Director of Youth Work and Fundraising in early April to hand over the collection of items we had collected.

We also discussed further ways we can assist the charity, this may be by way of a working team updating the accommodation in our area.

If you need to donate any items, please let Paula know on 0844 800 0071.

YMCA

YMCA COVENTRY AND WARWICKSHIRE
is delighted to be supported by ENVISAGE

S O C I A L
M E D I A

facebook

Client success story

Homesense Promotional Staff – Case Study

The Brief

To promote awareness and increase footfall into a new Homesense store opening in the Birmingham area. Promotional teams to engage with the general public, distribute flyers about the grand opening, and attract people in with discount vouchers for money off purchases that opening weekend.

Potential customers the client wanted to target:

- Males and females aged 21 to 60
- Young families
- People who enjoy decorating their home.

How the campaign worked and was managed

A team of 8 promotional event staff were hired to work across 4 close locations including Solihull, Shirley, Sears Shopping Park and Birmingham city centre over a 5 day promotion. The staff were split into 4 teams of 2 with one of the staff being an event manager travelling between all the locations to ensure the teams were engaging with the target audience, talking about the opening and not just handing out flyers as the client wanted more dialogue with their potential customers.

Event success and results

The store recorded record visits on its opening weekend with thousands of people presenting their discount vouchers that had been handed to them during the promotion by the Brand Ambassadors.

The campaign was such a huge success that the client wanted to continue the positive momentum and hired the same promotions team from us the following month.

To find out more and read the full case study go to our website at www.envisagepromotions.co.uk

Competition time!

You will probably know if you have been connected with us for a while that we love our pets at Envisage HQ.

We regularly have our dogs in the office, we also have cats and rabbits at home with the staff.

For issue 4, we are turning to you our readers for a bit of fun!

To win some treats for your pets we want to see your pet selfies!

We will be choosing the top 20 pet selfies to win some pet treats.

You can send your pet selfies to marketing@envisagepromotions.co.uk stating 'Pet Selfie' in the subject box.

By sending in your pet selfie you will be giving us permission to post the pic on our social media.

Don't forget to tell us a little bit about your pet!

#happysnapping #petselfie



Did you know..??

- The Eiffel Tower has **1,792 steps**
- Niagara Falls could fill **4,000 bathtubs** every second
- Mount Everest is **8.9km (5.5 miles)** high
- The winter of 1932 was so cold that Niagara Falls **froze over completely**
- The Grand Canyon can hold around **900 trillion footballs**
- Buckingham Palace has over **600 rooms**
- The statue of Liberty's mouth is **3 feet wide**



June's upcoming events

O2 – London

13–15 June Westlife
17–18 June Backstreet Boys

British Superbikes

14–16 June Brands Hatch GP
28–30 June Knockhill

Olympia – London

4–6 June Infosecurity Europe
11–12 June The Media Production Show
19–28 June The Art & Antiques Fair
Olympia

NEC – Birmingham

13–16 June BBC Gardeners' world live
13–16 June BBC Good food show
28–30 June The creative craft show
summer
29–30 June The dating show live

Liverpool Exhibition Centre

14th UCAS Higher Education
Exhibition

Festivals

26–30 June Glastonbury

Hi! I'm Eugene!

Every issue i'll be sharing
something that makes me smile!

"Life is like a sewer...
what you get out of it depends
on what you put into it."

– Tom Lehrer



Client testimonial

Could you pass on my thanks
to the entire team for being so
brilliant over the weekend.

Especially Barry and Stewart
(the mascots) were excellent
on the Friday and Saturday
and as for Sunday, what a
great buzz everyone created
at the finish and worked so
hard to deliver just over 9,000
drinks! Ouch.

Erdinger



Envisage delivering smiles!



0844 800 0071



07810 550202



@envisagepromote



www.envisageagency.co.uk



hello@envisagepromotions.co.uk



envisage_promotions