

T.E.G. Talks

..... THE ENVISAGE GROUP



IN THIS EDITION...

- Social media tips for small businesses
- Envisage in action
- Fun travel facts

We do things differently (and better)

A WORD FROM OUR ADMIN TEAM...

Hi, I'm Rita, and together with my colleague Corryn make up Envisage's Admin team.

So what does that involve exactly? Do we just sit around making cups of tea and pushing bits of paper around? Well, while hot beverage consumption is something we do enjoy (and take very seriously) at Envisage HQ, admin is much more than just paper pushing.

We're often the first people to speak to you (our Client) on the end of the phone as well as being your first point of call for any query about your booking. Need to change any details of your booking? Have some information you'd like to send on to your booked staff?

Or just want an update on what's happening? Give either of us a call or send an email to your dedicated inbox at clients@envisagepromotions.co.uk and we'll make it happen for you! What else.....? We LOVE detail – especially on your booking form (the more specific, the better!) as it really helps us pinpoint your requirements. We also love it when you send us feedback – good or bad, it helps us have a better understanding of what your needs are as we really want to make your Envisage experience amazing!

Overall we're here for you, and we help to make the whole process run behind the scenes as smoothly as possible.



Social media tips for small businesses

Social media can be a rich place for a small business. You just need to know how to squeeze out all its potential...

1. Have a plan – no plan means random, inconsistent posting of content that will not get attention (not for the right reasons anyway).

2. Decide on the right social media platforms – Instagram is growing but Facebook are having a popularity wobble, neither of which affects your choice of social media platform because you need to be on the social media platforms where your customers are. Research user demographics on each platform (and take a look at what your competitors are doing too!).

3. Follow the 80/20 rule – the clue is in the name – social media – and so content should be about building relationships between consumer and brand. The 80/20 rule means the majority of posts (80%) should be content related to your brand or industry etc. and the minority (20%) should be 'selling' content, like offers or deals.

4. Reach out to a new audience – with a plan and great content, you'll meet your current customer base. Why not expand your reach and push beyond this boundary by linking with related material and businesses online?

5. Think visual for every platform – yup, Instagram and Pinterest are the visually-rich platforms but that doesn't mean that Facebook, Twitter, LinkedIn and all the other shouldn't be. Great visuals are essential. Fact.

6. Quality over quantity – if you're batting out 10 tweets a day and getting nowhere, something is wrong. Maybe it is the quality of what you are posting that's the issue...?

7. Respond and engage – don't leave your followers and customers hanging. If someone comments, respond. If someone asks a question, engage. You wouldn't ignore someone in real life so don't do it online!

8. Refine what you're doing – it's a fast-paced digital world out there so the tweets that were winning likes and shares last year won't be cutting the mustard this year. It's called 'moving on'. Review and refine what you are posting online, along with the 'how, when and the why' to maintain attention and growth.



Envisage in action

It has been a super busy month at Envisage. We have some incredibly amazing staff who represent our wonderful clients. This is what they have been up to lately.



Staycations

We seem to have fallen into the tradition of giving everything a unique label thus, the holiday-at-home became a staycation. Rather than joining the queues at airport security, you enjoy a pleasant week or two exploring far-flung corners of the British Isles.

Hire a motorhome – avoid traffic jams on major routes and stick to the A-roads in a hired motorhome that has everything you need for an enjoyable break.

Explore a city or two – sometimes, we miss what is right on our doorstep, lured away by the guaranteed sun and long, sandy beaches of foreign climes. Be a tourist, ride the open top bus, visit all the tourist hot spots.

Meander down the canals – Hire a barge and meander slowly along just enjoying what is around you. With plenty of pubs to stop off at for lunch and dinner.

Glamping – a few nights under canvas will either make or break you but camping's got glamorous. Glamping is perfect for a short break. Enjoy the serenity of the great British countryside in a large canvas tent, complete with bed, log burner and twinkling fairy lights for a long weekend.



Upcoming events

2019 Summer Foodie Festivals

- **Chilli Fiesta:** Chichester – Friday 11th August to Sunday 13th August
- **Bakewell Baking Festival:** Bakewell – Saturday 12th August to Sunday 13th August
- **The Great British Beer Festival:** London – Tuesday 8th August to Saturday 12th August
- **Big Feastival:** Cotswolds – Friday 25th August to Sunday 27th August
- **Taste of London:** June 19–23, Regent's Park, NW1
- **London Brunch Festival:** August 31 – September 1, Old Truman Brewery, E1 6QR
- **Meatopia:** August 30 – September 1, Tobacco Dock, E1W
- **Cheltenham Cheese & Chilli Festival:** 3rd Aug 2019
- **Mil-Food Haven Street Food Festival:** 17th Aug 2019



Fun travel facts

Did you know that travel is scientifically proven to make you happier?

Below are eight interesting facts about some holiday destinations you may not have heard about. Number eight is definitely worth a visit!

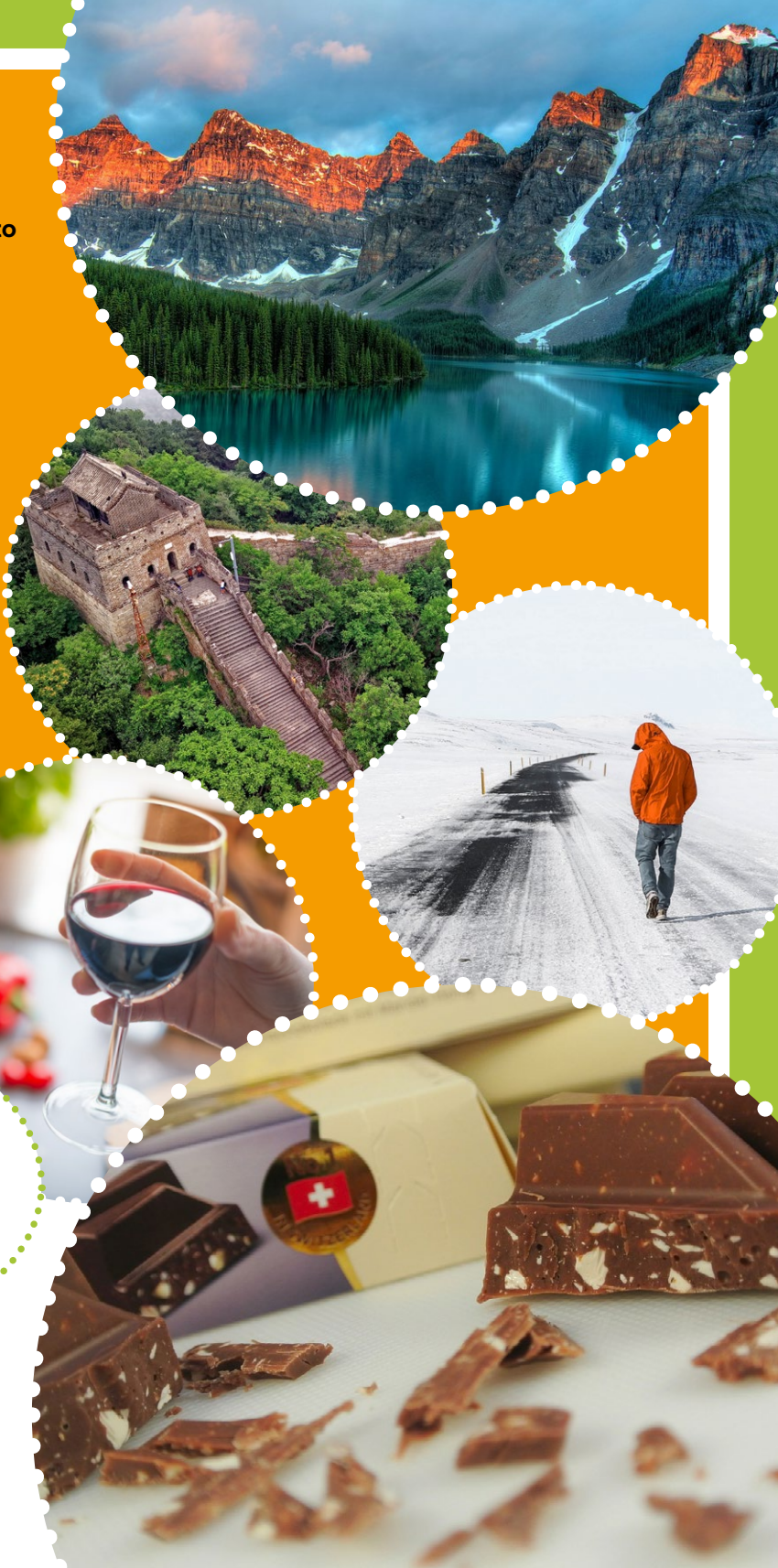
1. **60% of the world's lakes** are located in Canada
2. **South Africa is home** to the longest continuous wine route in the world
3. **Over 30 million people** in China live in caves
4. **In Iceland**, you can see two tectonic plates meeting above the Earth's surface
5. **The average person in Switzerland** consumes 22 pounds of chocolate per year
6. **Salting your food** in Egypt is offensive
7. **Parts of the Great Wall** of China are made with sticky rice
8. **There is a free wine fountain** in a small town in Italy (Caldari di Ortona)

Hi! I'm Eugene!

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

"Work until your bank account looks like a phone number."

— Unknown



envisage *delivering smiles!*



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