

# Envisage agency

Our talent is finding yours!

OPEN

## 2021 Events & Festivals Already Sold Out!!

The people have spoken following Boris's road map! They want to get together and they want to have fun - just look how quickly this summer's festival's and events have sold out!

From charity runs, cycle rides, festivals, local council events many other things in-between we are starting to see an increase in our service to help make these run smoothly especially as extra precautions still need to be adhered too.



## RECENT JOBS

- Carpark Marshals ✓
- Actors ✓
- Car Promotions at Supermarkets ✓
- Social influencers ✓
- Security staff ✓
- Easter Bunnies ✓

## IN THIS ISSUE:

HOW CAN A PROMOTIONAL SALES TEAM HELP YOUR BUSINESS?

SOCIAL MEDIA TIPS FOR SMALL BUSINESSES

SOCIAL MEDIA INFLUENCERS





## Advantages of a promotional sales team selling and promoting your products or service

A business will activate a brand or product promotion for one simple but vital reason: To generate increased sales quickly. When potential customers associate reduced cost with greater gain, they're likely to part with their money. Hiring promotional staff to sell your products and service has other advantages beyond simply making a sale and increasing profits.

### **Introduce a new business or product**

Without promotional staff engaging with a potential new client and switching them onto your products, people may never come across your business. When you share information about your company and what it has to offer, you have the opportunity to make high volume sales in a short space of time.

### **Remove any Doubt, Mistrust and Pitfalls**

During a product demonstration or real time training event, customers are educated about the product or service you offer and how best they can utilise it. When consumers can see, touch and experience a product with their own eyes, they'll no longer feel hesitant about purchasing because the element of doubt has been removed.

### **Escalate the Shopping Adventure**

Promotional staff can assist customers with their shopping experience. The promotional sales team is there to educate customers and give them a pleasurable shopping experience helping them to make an informed purchase. A good example of this would be if you have a healthy food blender, your promotional staff can distribute healthy smoothie recipe cards as well as sample shots of the drinks. Not only will shoppers love the free samples, but they are more inclined to purchase the product to create the smoothie experience at home.

### **Get more Sales and increase profit margins**

Promotional staff are skilled in the art of up-sell and cross-sell and can recognise opportunities. A good example, let's say a particular shop has a mobile phone as this weeks discounted promotional item. Once the customer has made the decision to purchase the on offer mobile phone, the promotional staff can make suggestions on additional items that can complement their new phone, such as a case to protect it.



### **Get more footfall into your shop**

Retailers can increase traffic to their store by running a targeted promotional campaign. The more instore promotional events that they operate, the more traffic they will see not only in the store but also with on line visits to their website.

As customers come to the store to enjoy the promotional in store event, promotional staff can be on hand to greet them to make them feel welcome.



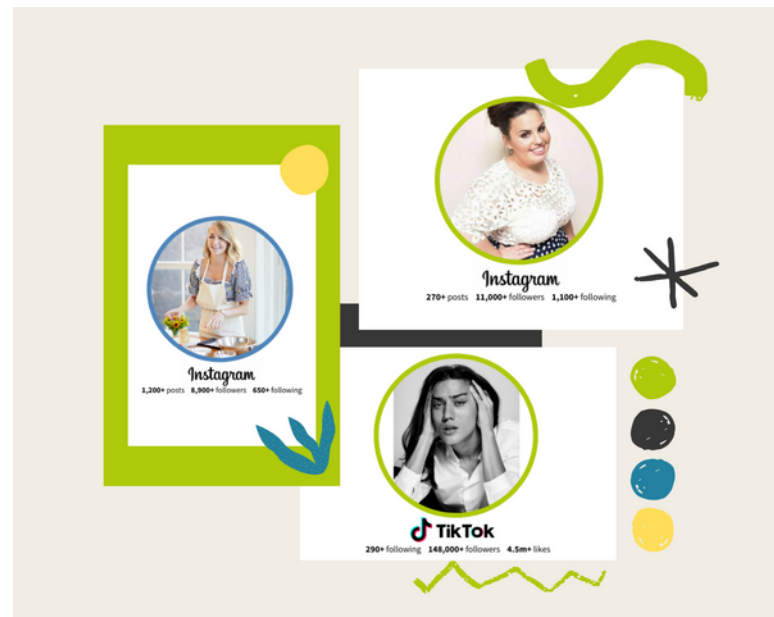


## Social media tips for small businesses

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...?



## Social Media Influencers

### Why Envisage and Why Micro Influencers?

- You can control the message and monitor the results yourself
- Our influencers can do a one off product/service or longer contracts it's upto you
- Over 300 micro-influencers currently on our books, ranging from 1k+ followers to 100k+
- Covering Instagram, YouTube, Twitter, TikTok, Facebook
- Some influencers specialise in different area
- Micro Influencers have better results than Celeb ones because they are perceived as "people like me."