

IS YOUR WEBSITE A BUSINESS ASSET OR JUST A NECESSARY EXPENSE?

The internet is now the primary source for finding information, making it a necessity for most businesses to have a web presence

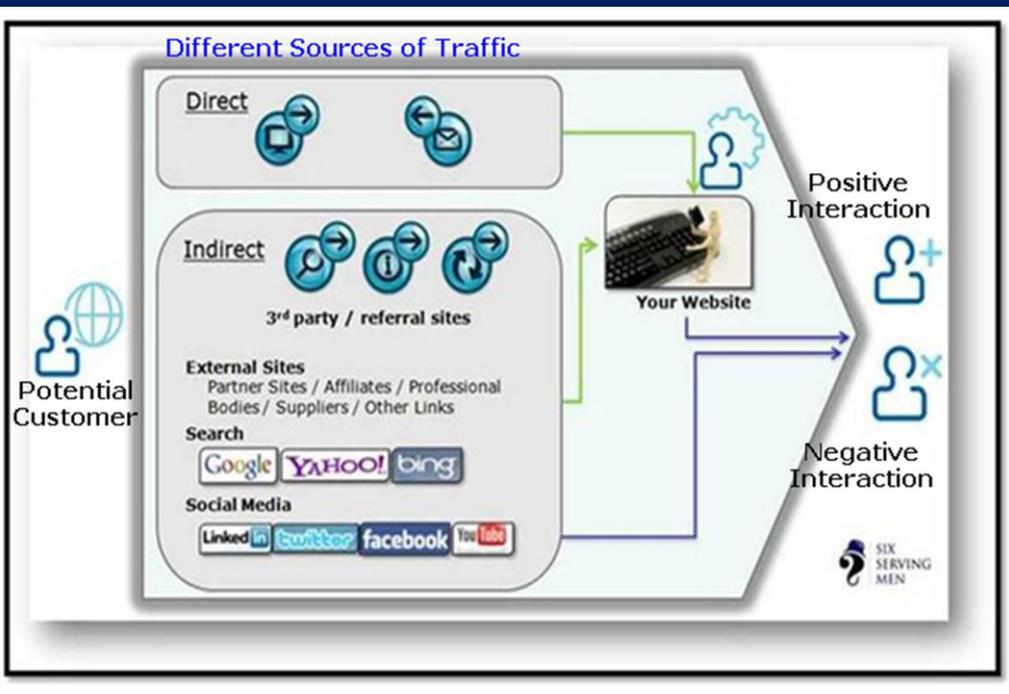
There are some key questions that you should ask about your website:

1. What is the main objective of your website and is it delivering this effectively?
2. What are you doing to help your existing and potential customers find your website? Is this being done through all effective channels?
3. How do you encourage customers to come back to your business and website?

If you sell products or services directly or use your website to develop leads, your online strategy should continuously develop to support your business goals. To make your website work effectively, you need to understand and use the information on how it is performing to develop your digital presence. When was the last time that you stood back from your website and assessed whether it is working as effectively as it can for your business?

What are you getting in return on the time, effort and money you are investing into it?

HOW DOES THIS HELP MY BUSINESS?



- Customers visit your website from many sources.
- They view your website and choose to engage with you or go away.

Are you able to

- Understand where your website is working best ?
- Identify & correct where it needs to be enhanced ?
- Justify the time & money you spend ?

Treating your website as you would a Sales person will ensure you drive value.

HOW CAN SIX SERVING MEN HELP YOUR BUSINESS?

We adopt a tried evaluation method that starts with us understanding your overall business goals and how your website is performing. We review the effectiveness of your current website and methods of communications. We then put into place a Digital Communications and Marketing Strategy that makes the most of the customers you already have, whilst maximising the potential to find new customers.

This will:

- **Enable you to track & maximise your investment** (Increasing lead generation and/or sales, to generate more business by identifying where you achieve best results)
- **Provide regular communications with your customers** (Reminding your customers you are still there and encourage them to revisit your website / business)
- **Generate visitors from alternative sources** (Areas that may be relevant to your industry but you have yet to explore)
- **Help you manage your Digital capability**
- **ICO Regulations and Data Protection Act Guidance**



WHAT IS MEASURABLE MARKETING?

The old saying "50% of my marketing budget is squandered, I don't know which half" is no longer relevant.

- We help you make sense of this digital world to grow your business
- We use technology to measure the return on your investment, to ensure you get the maximum value.
- If you can't measure it, you can't manage it. We help you develop a measurable marketing framework that puts you in control of your success.



**Measurable Marketing,
Managing Success**

WHAT DO WE DO TO HELP YOU?

We will help you by:

- Understanding your business goals
- Setting out clear digital objectives that support your business goals
- Bringing together offline and online content
- Establishing agreed SMART Key Performance Indicators for your digital business
- Co-ordinating the different areas of your business to best support your communication goals
- Building a clear Digital and Communications Strategy that is tailored to your business goals

We ensure that you have an effective digital strategy on which to build your business and compete within an ever increasing competitive environment. This drives your commercial success.

SO WHO ARE SIX SERVING MEN?

*"I keep six honest serving men
They taught me all I knew
Their names are
What & Why & When
& How & Where & Who"*

Rudyard Kipling



- We are an independent consultancy focused upon commercial digital marketing.
- We are based in the East Midlands.
- We provide tried and tested solutions to your digital marketing problems.

We don't operate a here's the solution – what's the problem approach? We prefer to understand the issues you face and deliver pragmatic solutions that have real commercial benefits.

We would love to hear more about you and discuss how we can help you grow your business.

Pick up the phone and give us a call to find out more or to set up a free initial consultation – We'd love to grab a coffee and understand how we can help you – We'll even bring the biscuits!!!

Six Serving Men
32-34 Gordon Road
West Bridgford
Nottingham
NG2 5LN
Te: 0115 837 2663
Web: www.6sm.co.uk
Email: asad.ali@6sm.co.uk