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Social Tool



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Minimax Digital Package

- Google Search Network Ads
- Bing Search Network Ads
- Landing pages on the brand site
- Ongoing optimisation of landing pages
- Repeat advertising to brand site visitors
- Analysis and reporting



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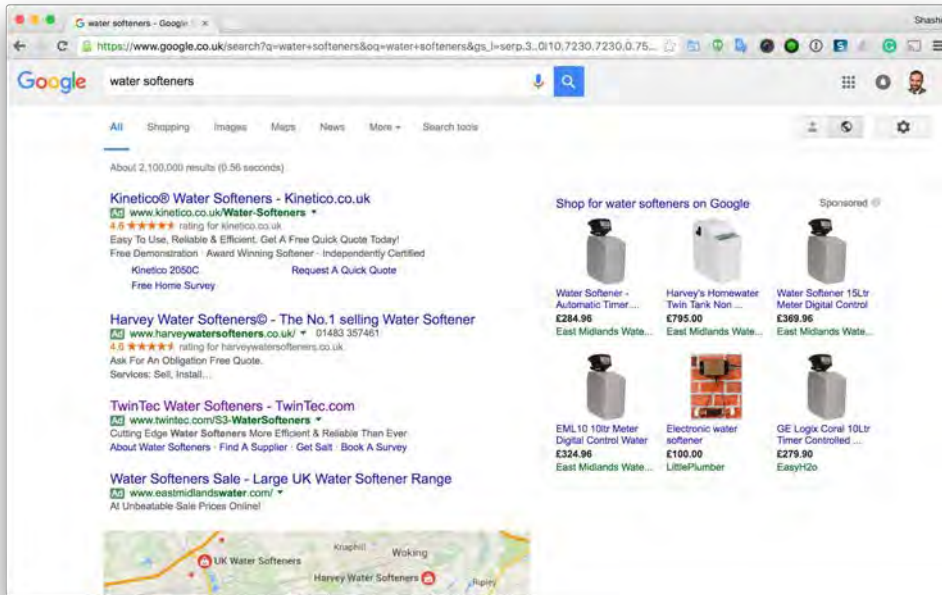
Google Search Network ads



- The largest PPC network - \$51.8 billion revenue in 2015
- Mature in terms of reach and targeting settings
- Reliable, credible and robust
- Proven track record - 10,000 leads in 2015



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Bing Search Network ads

bing Ads

- Second largest PPC market share
- Very cost effective - lower cost per lead (CPA)
- Higher AB1 user base
- More 'money' keyword traffic
- 97% search volume



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The screenshot shows a Bing search results page for the query "water softener". The page displays 7,200,000 results. At the top, there are navigation tabs for "Web", "Images", "Videos", "Maps", "News", and "Explore". Below the search bar, there are several product listings with images and prices:

- Water Quintet (5-Jel Dancn... Water Garden) - £868.80
- 25L Purified Water ReAgent Pro... - £38.40
- Finish Dishwasher... Paperstone - £2.44
- Lakeland Water Soften... Lakeland - £3.99
- Ecozone Laundry Wat... Holland & Ba... - £2.59

Below the product listings, there is an advertisement for "Harvey Water Softeners" with the following text:

Harvey Water Softeners | HarveyWaterSofteners.co.uk
 Ad HarveyWaterSofteners.co.uk
 The Best UK Water Softeners, made in our Working Factory. Book a Demo!
 Harvey Water Softeners build the best non-electric Block Salt...
 harveystatersofteners.co.uk is rated ★★★★★ (1,138 reviews)

Why Pick Harvey?
 Why Harvey makes the very best water softener

Price/Cost Quote
 Book a quotation with Harvey Water Softeners

Soft Water - The Benefits
 Why every household benefits from softened water

Free Home Demonstration
 Find out more about our free in home demonstrations

Water Softeners Sale - Extensive UK Water Softener Range.
 Ad www.EastMidlandsWater.com/Softeners

On the right side of the page, there is a "Water softening" section with a Wikipedia link and a "People also search for" section listing related terms like "Hard water", "ion-exchange resin", "Reverse osmosis", "Limescale", "Carbon filtering", and "See more".



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Reviews



The Global Feedback Engine



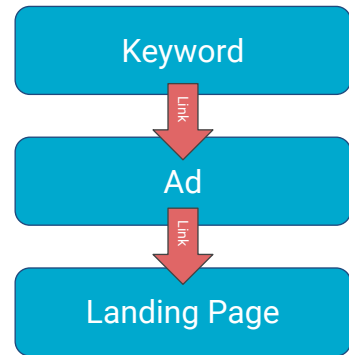
Google Article 'Understanding Your Seller Rating'



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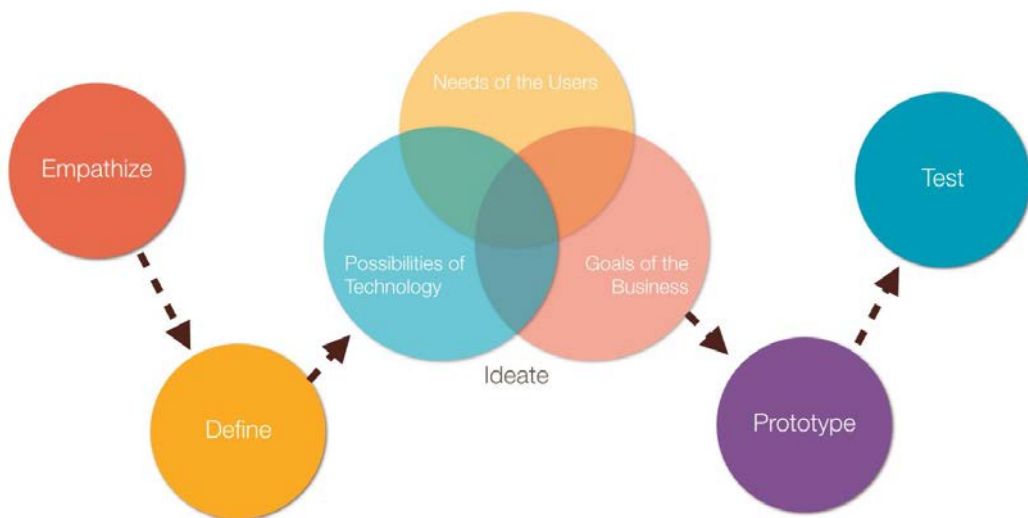
Landing pages on the brand site

- A landing page is where a visitor arrives on a website
- The goal of a page should be clear - what does it achieve for the customer?
- Centralising the landing pages allows for a more thorough process



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Aligning Customer Goals & Business Goals



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WHO are they?	Existing Customers	
WHAT are they trying to do?	I have agreed to an installation / trial of your water softeners and want to know more	I want to buy more salt / washing powder
WHY What are the motivations for this?	I'm not sure what to expect on the installation day and have some questions about the trial/payment terms.	I have run out of supply or am about to run out
NEEDS What do they need to accomplish this?	Clear understanding and expectation of the installation process, trial, payment terms, timelines and impact to my home and kitchen. How do I know when I need to replace the salt/filters?	I need to be able to restock my supply for good period of time, be offered pickup or delivery options and different pack sizes to suit my needs
PAINS Fears, frustrations & Obstacles?	I'm not sure what I've signed up for and if it's worth the money. I don't know what impact this will have on my kitchen. I don't know when they are going to install it and how long it might take.	Chore of having to continually buy more supply and remember to do so
GAINS What is the benefit to the customer ?	Improving the water in our home and as a result the health and life quality of my family	Sufficient supply for the needs of my family and home



Ongoing optimisation of landing pages

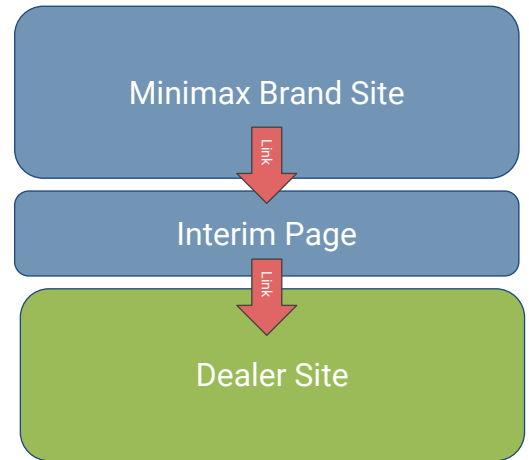
- Centralising means more data
- Conversion rate optimisation (CRO)



The centralised solution

- Harvey's acts as an intermediary for a dealer's own managed site
- Interim page has clear calls to action (CTA) to secure the lead
- Link to dealer sites

Key
■ Harvey Managed
■ Dealer Managed



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Brand site

The screenshot shows the Minimax brand website. At the top, there is a navigation bar with the Minimax logo on the left, a phone number '01483 736 885', and a 'GET A QUOTE' button. Below the navigation bar are several menu items: 'Our Water Softeners', 'Benefits of Soft Water', 'Why Minimax?', 'Salt & Washing Powder', and 'Contact us'. The main content area features a large image of a Minimax M2 water softener with the text 'Soft water all day everyday' and 'The Minimax M2 is designed to solve all your hard water problems'. A red button labeled 'FIND YOUR LOCAL DEALER' is positioned below the text. To the right, there is a '10 YEAR GUARANTEE' badge. At the bottom of the main content area, there is a map of England and Wales with a red location pin, and a search box titled 'Try our water hardness search' with the text 'Enter your postcode below to find out whether the area you live in is prone to hard water' and a 'SEARCH' button.

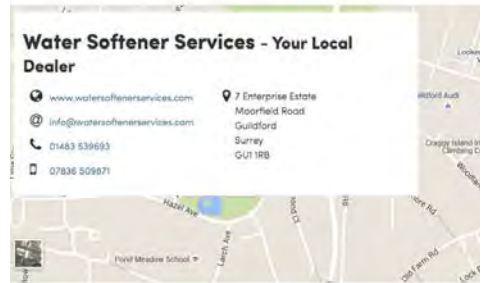
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Interim page

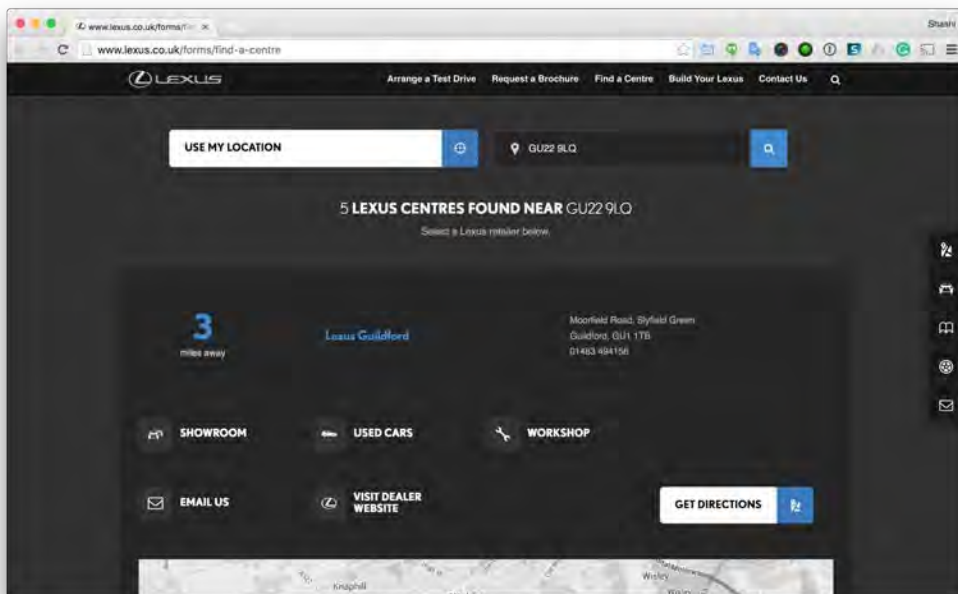
- Similar to the car dealerships
- Dealer imagery to be added
- Local testimonials

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Our Water Softeners - Benefits of Soft Water - Why Minimax? Salt & Wash



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eCommerce ready - Salt & Powder

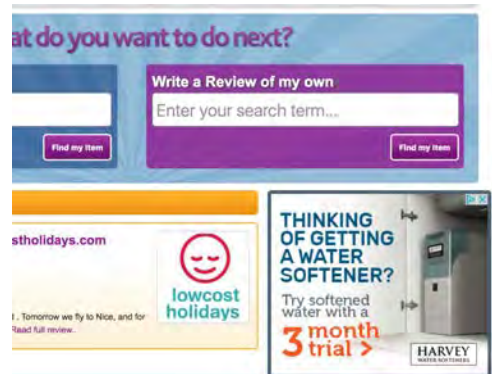
- eCommerce gateways supported - SagePay, Stripe & PayPal
- Centralising payments is a possibility



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Remarketing

- Put site visitors into 'audiences'
- Target them when they look at certain websites
- Highly effective



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Measurement Framework

	REACH	EDUCATION	OPTIMISATION	CONVERSION	ENGAGEMENT	INNOVATION
OBJECTIVE	Grow your audience and market share	Better communicate the benefits of our product	Improve the Customer Experience across channels	Increase leads, sales and overall revenue	Build customer loyalty and advocacy	Differentiate through thought leadership & product innovation
KEY MEASURES	UNIQUE VISITORS SOCIAL FOLLOWERS CUSTOMER BASE OVERALL LEADS	TIME ON SITE ONLINE LEADS SALES FREQUENCY OF VISITS PERIOD FROM LEAD TO SALE	CUSTOMER SATISFACTION SCORE NET PROMOTER SCORE COST PER SALE LEADS ON MOBILE DEVICES BOUNCE RATE CANCELLATIONS OVERALL LEADS APPOINTMENTS SALES	SALES LEADS BY CHANNEL (WEB) OVERALL LEADS APPOINTMENTS COST PER SALE CUSTOMER SATISFACTION SCORE REMOVAL RATE NET PROMOTER SCORE PERIOD FROM LEAD TO SALE	REPEAT PURCHASE SALES OF CONSUMABLES CUSTOMER LIFETIME VALUE REFERRALS COST PER SALE NET PROMOTER SCORE SOCIAL SENTIMENT	REPUTATION & PERCEPTION FIRST TO MARKET PR VALUE OF INTELLECTUAL PROPERTY

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Measurement - KPIs

- Conversion
- Sales
- Social metrics
- On site engagement metrics

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Benefits of the new model

- Mitigates cannibalisation in the search results (Google AdWords suspension or deletion)
- Clear offering and defined level of service
- Short waiting times for work to be carried out
- Clearer brand positioning leading to a better customer experience



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Digital Summary

- We will support all Harvey managed websites
- Dealers running their own PPC activity are welcome to discuss this afterwards
- Where we require copy and images etc we ask that these are provided in a timely manner by the dealer
- We will support marketing activities for Minimax and Minimax ancillary products only



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Offline marketing



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M2 product brochure

Hard water damages your home

What causes hard water?
Minerals in naturally completely soft. It only absorbs minerals such as calcium and magnesium when it hits the ground, which then causes limescale when the water is heated up.

What damage does limescale cause?
Limescale deposits inside pipes, reducing the flow of water. It also causes a build-up of limescale on the walls of the pipes, which can lead to leaks. It also causes a build-up of limescale on the walls of the pipes, which can lead to leaks. It also causes a build-up of limescale on the walls of the pipes, which can lead to leaks.

The Minimax M2 is designed to solve all your hard water problems.

Soft water all day everyday

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Our water softeners are soft through a network of professional, independent and certified certified water treatment businesses. This means your Minimax water is expertly treated to give you the best advice for your home and your needs.

Approved by:

www.minimax.co.uk

The Minimax M2 Water Softener

Compact, powerful and efficient water softening for your home.

10 Year Guarantee

What are the benefits of softened water?

Softened water from Minimax offers exceptional benefits to you and your home. From sparkling baths and taps to spotlessly clean bathrooms and kitchens.

Once you have a Minimax installed you will wonder how you lived without it!

Hard water can also be a contributing factor to white crystalline spots on accounts, pavements and very dry skin.

Soft water: Softened water is naturally soft and free from minerals. It is also free from limescale, which can cause white crystalline spots on accounts, pavements and very dry skin.

The benefits of a water softener

How does a water softener work?
Water softening is the process of removing hardness-causing minerals from water. The process involves passing water through a resin bed that captures the minerals, leaving soft water behind.

What makes the M2 special?
The Minimax M2 is revolutionary in design, compact enough to fit under your kitchen sink, it works by removing minerals which react to hard water. Leaving you with pure, soft water which is better for you, your health and your home.

High flow rates: The Minimax M2 is designed to provide high flow rates, ensuring you have plenty of water when you need it.

The Minimax M2 water softener

The ultimate Block Salt softener

Strong robust cabinet design: The Minimax M2 is designed to be robust and long-lasting, ensuring you have a softener that will last for years.

Clear fit for easy installation: The Minimax M2 is designed to fit under your kitchen sink, making installation easy and straightforward.

Easy to handle block salt: The Minimax M2 uses block salt, which is easy to handle and refill.


Approved working for maximum flow rates: The Minimax M2 is designed to provide high flow rates, ensuring you have plenty of water when you need it.

MADE IN BRITAIN

10 Year Guarantee

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New build leaflet



Protect Your Brand New Home

DID YOU KNOW YOUR NEW HOME IS IN A HARD WATER AREA?

Your water supply contains hardness dissolved from rock in your area. Rainwater is naturally soft, however, it absorbs substances underground which turn it hard.

How hard is the water in your area?



Soft Hard Very hard

Your area is over 200ppm. Building regulations state that where water hardness exceeds 200ppm, water should be treated to prevent limescale from reducing heating efficiency.

Problems caused by hard water


Limescale
Limescale damages and reduces the lifespan of appliances. The scale blocks pipes, and clogs up your boiler increasing your gas bills. Limescale is also left on shower screens, taps and kitchen surfaces.

Scum
You can see scum floating in tea and dirty rings to soap off your bath. It clogs to hair and can worsen dry skin conditions.


What is a water softener?
A water softener eliminates limescale from the home. It is fitted directly to the mains water supply and usually sits under the kitchen sink. It contains resin beads which trap the hardness minerals, which are then flushed down the drain.

About your dealership
This dealer supply and install the Minimax M2, which is revolutionary in design, manufactured by Harvey Water Softeners, Europe's No. 1 in Water Softening technology.



10 YEAR WARRANTY

Our **FREE** survey will test your water pressure, identify the location, size and type of your incoming water main, and will determine the most suitable place for your softener to be fitted.

BOOK A SURVEY OR GET A QUOTE **01234 567 890**
yourwebaddress.com

United States European Taiwan Australia

MADE IN BRITAIN UK TA gph

YOUR LOGO

To get a quote, please complete this form and pop it in the post.

Name _____

Phone _____

Email _____

House No. _____

Postcode _____

YOUR LOGO



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Protect Your Brand New Home

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yourwebaddress.com

United States European Taiwan Australia

MADE IN BRITAIN UK TA gph

YOUR LOGO

To get a quote, please complete this form and pop it in the post.

Name _____

Phone _____

Email _____

House No. _____

Postcode _____

YOUR LOGO



Your dealership name may be added here in the title and body copy.

The CTA (Call to Action) may be personalised for your business needs.
Your dealer address, contact information and website can be added here.

Your dealership logo's can be added here.



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Folder

Front & Back



m2 minimax
01483 736 885
www.m2max.co.uk
 Minimax Water Softeners,
 Hopley Street,
 Old Woking,
 Surrey,
 GU22 8LQ

**The Minimax M2
 Water Softener**
 Compact, powerful and efficient water softening for your home

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 Our water softeners are sold through a network of professional, independent and carefully selected local water treatment businesses. This means your Minimax dealer is nearby to assist you. See the link below for your nearest and your needs.



Inside



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Our water softeners are sold through a network of professional, independent and carefully selected local water treatment businesses. This means your Minimax dealer is nearby to assist you. See the link below for your nearest and your needs.

01483 736 885
www.m2max.co.uk

The benefits of softened water:

- Completely eliminates limescale from your home
- Keeps your showers and bathtubs looking brand new
- Prevents the blurring of your kitchen appliances
- Improves the efficiency of your boiler
- Gives you softer skin and shinier hair



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Your logo, contact information and address can be added to the back cover of the folder.

An image of your dealership team, showroom or van can be added here to the inside cover.

Your dealership logo can be added here with up to four bullet points describing your business. Your contact information can be added beneath, followed by any relevant trust logos.

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Quote pad

YOUR LOGO		YOUR ADDRESS, CONTACT DETAILS & VAT NUMBERS		
QUOTATION REFERENCE:		Address:		
Name:				
Date:				
Tel (Day):	(Even):			
Email:		Post Code:		
Model:		£		
Model:		£		
Other:		£		
Other:		£		
Salt:	Block / Tablets Qty:	£	Earth: £	
		NET: £		
		VAT: £		
		TOTAL: £		
		DEPOSIT PAID: £		
ACCEPTANCE OF QUOTATION/ORDER				
Customer's Signature:				
Date:				
INSTALLATION SUMMARY		LAYOUT/ SITE CONDITIONS:		
Basic Cost:	£			
Power Point:	£			
Pressure Limiting Valve:	£			
Outside Box:	£			
Mixer Tap:	£			
Extra Taps:	£			
New Pipework:	£	Water	Water	Drain/Tricks
TOTAL EXC. VAT	£	Hardness Test	Number of People	Water Main
		Location/Alt	Number of Rooms	Water Mains
				Table



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Softener label



BRIGHTON
Water Softening Company

Install • Service • Salt • Filters

Tel: 01273 917813
Mob: 07854 756696

Email: info@brightonwatersofteners.co.uk
Web: www.brightonwatersofteners.co.uk



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Working together

1

ONLINE BRIEF

2

SCHEDULE &
ARTWORK

3

PDF APPROVAL

4

DELIVERY



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WLFOP

Dealer Toolkit Order Form

Welcome to your dealer toolkit ordering facility. It is quick and easy to complete.

Step 1: Please select from the items you require.
Step 2: Upload any necessary dealer specific content for that item.
Step 3: Send.

Your order will then go direct to Jo Shapley who will then schedule in production of your item. Any problems using this form, please contact Jo on 01483 670 495 or email joanna.shapley@harvey.co.uk

Item Required

Folder

Print Run (fill in amount)

PDF

Tick if required

Upload Logo

not file selected

Upload Photograph

not file selected

Fill in Address Details

Street Address

Address Line 2

City

State / Province / Region

United Kingdom

Postal / Zip Code

Country

Preferred Website Address

http://www.

Tick if Delivery Address Differs From Above

Delivery Address



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