

# NEWSLETTERS

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WHICH PLATFORM IS RIGHT FOR YOU

## Marketing is all about keeping in constant contact with your customers, and retaining their interest (and loyalty)

– in order to do this you need to provide a quality service or product, and studies prove your customer service skills also need to be polished. However, is this enough, and what else can be done? Most businesses like to have a pipeline. These days, websites, social media and other communication platforms can be utilised to gather marketing information and a list of followers or 'subscribers' for different reasons. An effective way to collect e-mail addresses for marketing purposes is by using a form or subscribe box on your website that collects names and email addresses for future offers, updates, promotions etc. It's easy to implement, and a great way to build up a customer base. Of course, you need to fulfil your side of the bargain and have something of value to offer them!

A good e-Newsletter will not be sent too often and will offer something of value – a discount code, a temporary offer, notification of new stock or a new service that is of value to the subscriber, or it could simply be to provide new information such as Christmas opening hours, or an event that you are attending. E-Newsletters keep subscribers up to date with industry and company news, in a way that helps both parties stay connected with each other.

E-Newsletters create a community feel to your business, which builds interest and trust with your customers. They give your business an opportunity to sum up their weekly news/achievements, while advertising your services and offers. Like Trustpilot reviews, the e-Newsletter is also another opportunity to promote and grow on social media, which we at Dexterous Designs, are particularly focused on at the moment. At Dexterous Designs we send out a weekly e-Newsletter to subscribers, covering our industry/company news, achievements, offers, promotions, services and support. Again, just like Trustpilot reviews, our e-Newsletter is another way to help us maintain a connection with our clients, and to simply keep our readers up to date with our progress.



Welcome to the Wilson Wilson & Hancock newsletter

Every quarter we will update you on all the latest developments, new products and special offers available at our branches. To find out more or to discuss anything mentioned in this newsletter please

Branch news - a round-up of what's happening at Wilson's.

Hours from the editor, AJ Butler and Ely's new opening hours.

BACK PHOTO

### optomap

ultra-widefield retinal imaging

... where the pressure inside the eye rises - are extremely important as early treatment can be very effective. Fortunately, we now have advanced technology with image scanners such as the state of the art Optomap and Ocular Tomographers to detect these conditions at an early stage.

There are things that we can do for ourselves.

It is well known that ultraviolet light can attack the very specialized macular area in the retina, so wearing tinted lenses on sunny days and when on holiday in hot countries is advisable. Also, the minerals that are important to support the macula are to be found in most green leafed vegetables and fruit, so a balanced diet is important. If your diet is lacking in these foods, or if there is a strong family history of macular degeneration, then there are effective supplements to help like MacularShield.

Diabetics should be aware that they are more at risk of developing problems. Smoking is a definite no-no as studies have shown this to have a definite link to macular degeneration.

OCT Scan  
Allows us to see the layers of the retina behind the surface.

retinomap  
retinal image  
Allows us to see 20% of the retina in one image.

www.wilsonwilsonandhancock.co.uk

## RONIT FÜRST

Ronit Furst and Prue Leith have announced the launch of their exclusive eyewear collection.

Initially, the collection will consist of 12 designs in six colourways and patterns per style. Bright tones like blue, green, red and purple have been colour blocked alongside hand printed patterns such as tortoiseshell on sleek and cohesive acetate frames designed to suit all face shapes.

AVAILABLE TO VIEW NOW

What inspired me to develop this range with the brilliant Ronit Furst was winning Spectacle Wearer of the Year and the many people, women and men, who have complimented me on my love of colour.' Prue Leith.

### Colour is the passion with RONIT FÜRST

Each one of Ronit Furst's frames is hand painted. This is what gives them the freedom to produce almost every pattern and colour combination that they (or rather Ronit) can imagine. Looking closely one can actually see the paintbrush strokes and the texture of the paint, just like a painting on canvas. After the painting is complete the frames undergo a special coating procedure, which will give it its finished look - crystal shiny or easily matt - and which also protects the painting from dirt and other unwanted effects.

The frames are designed to look different from every angle, with fine detail and tiny embellishments, graduated colour schemes and asymmetric designs. The ethos of the range is to create quirky, individual styles that capture the wearer's personality.

\*Ronit Furst frames are available in-store at Hatings but can be ordered by all branches to be viewed.

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At Dexterous Designs, we use Campaign Monitor for our own weekly newsletter and some of our clients' too. Campaign monitor allows its users to connect with their audience in the easiest way possible as it provides an email builder service for its users. This enables us and our customers to create effective and stunning campaigns that allow personalization features to make emails consistent with your brand, whilst promoting automation of marketing campaigns, and monitoring resources for measuring emails' effectiveness. To design your email template, Campaign Monitor uses drag and drop functionality so that users can include their own brand identity with ease and are left with flawless, professional looking templates. Its DIY builder is made to optimize all personalized emails for everyone, regardless if they're viewing them on mobile devices or desktop.

Campaign Monitor enables its users to produce personalised email content with its easy-to-use tools that are robust enough for customization and segmentation of lists. This is so that relevant messages are sent to the right people. The feature of list segmentation is a beneficial tool so that you know you are sending relevant messages to prospects who are most promising and have the highest chance of a conversion. So, once your email content has been created, campaign automation can go ahead. You will need to have a list of customer and subscriber information, and then you are ready to go!



Mail Chimp offers a similar service in that it offers a marketing automation platform designed to help businesses reach out to their target audience. This platform, much like Campaign Monitor, is simple to use and is hugely customizable. Its analytics are provided in great detail so that its users have a thorough insight into the activities of its subscribers. After all, supervising our marketing metrics plays a significant role in the success of our digital marketing efforts.



Constant Contact provides an all-in-one marketing platform that exists to try and boost your brand. Its platform offers an extensive variety of methods to boost your business, from website builders to social media ads and email marketing automation. It also uses a drag-and-drop editor (like Campaign Monitor) which ensures easy customization and offers fuss-free integration of platforms such as WordPress, Shopify, QuickBooks, and Salesforce which provide tracking for your email campaigns. Also, Constant Contact comes with built-in tools for broadening your email marketing efforts to your social platforms. The Constant Contact dashboard provides a central platform for scheduling and sharing content on social media as well as engaging in conversations with customers and leads.

For more information on Newsletter platforms and which one would work best for you, please get in touch with the Dexterous Designs team today!





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