

Marketing Month 2025

Week 2 - Laying the Groundwork



Paradigm

Laying the Groundwork

Welcome to Week 2 of our Summer School Month!

Last week, we covered the basics of crafting your **marketing strategy**. Now, let's dive into **laying the groundwork** and exploring the essential tools that will help you achieve your marketing goals.

It's clear that the world has changed dramatically, with everything becoming digitised. This means having a strong **online presence** is more crucial than ever for your business!

What Exactly is an Online Presence?

You might be wondering, "What on earth is an online presence?" Simply put, it's any information about your business that appears on the internet. This includes content you've published, activities you've participated in, and even your online accounts and assets. Some aspects you can fully control, like your website, while others, such as social media comments and discussions, are less easy to manage.

Simple Steps to Improve Your Online Presence

You don't need to be a tech wizard to make some significant improvements to your online presence. A great starting point is to understand where your business currently stands. Try this: open an incognito browser or use a device you haven't used before to search for your business. What comes up? Use keywords or phrases related to your business and see how you rank. It's worth noting that 75% of people only look at the first page of Google results, and 25% click on the very first organic search result. This really highlights the importance of being easily found!

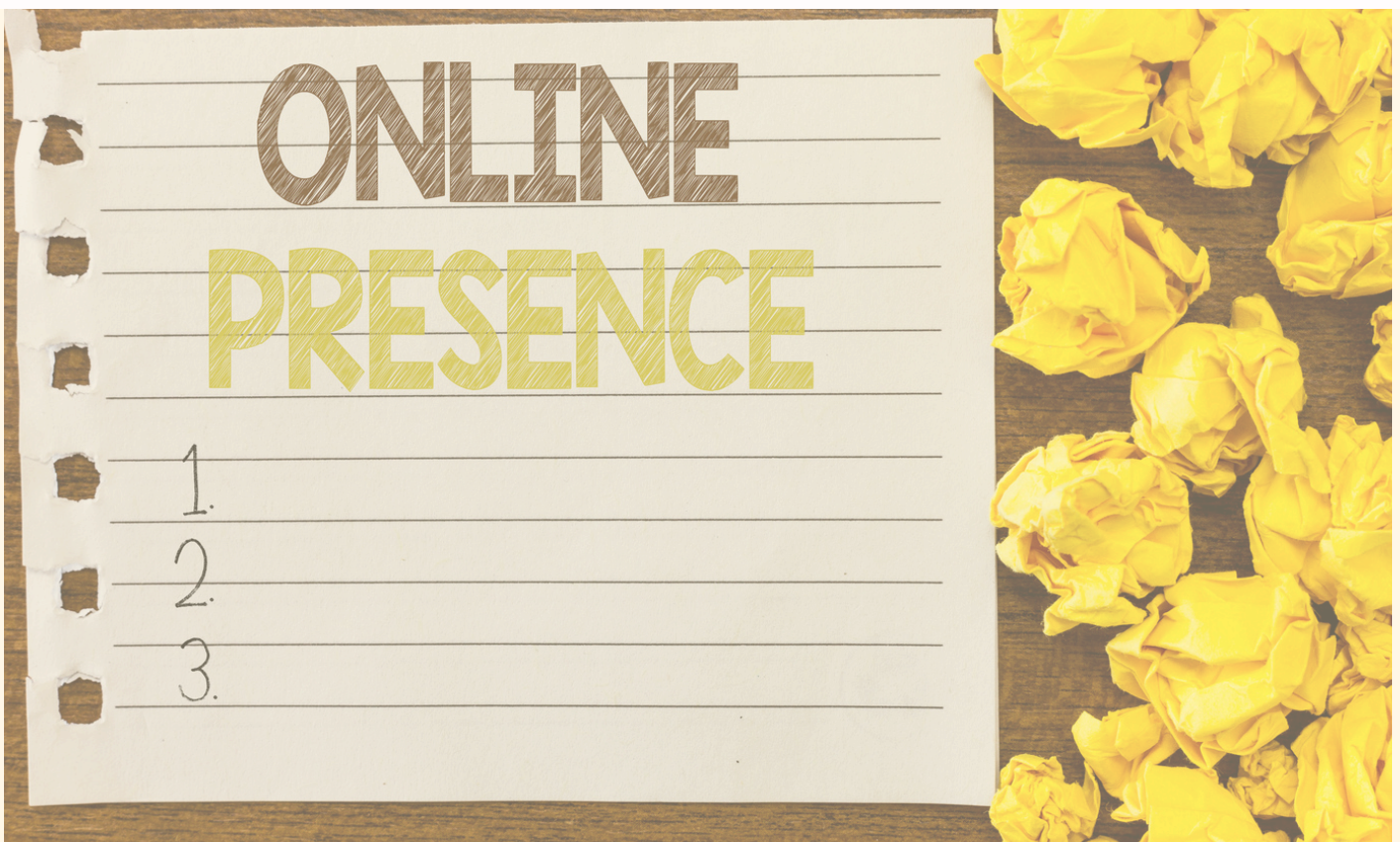
A Quick Note on SEO

Before we go further, let's briefly touch on Search Engine Optimisation (SEO). It's a vast and complex topic that would take a long time to explain fully. However, our Head of Marketing & Operations, Riona, has put together a fantastic short blog post with helpful links to get you started on optimising your SEO and pointing you to resources where you can learn even more.

The Heart of Your Online Presence: Content!

This might be a bit of a bold statement, but we truly believe that content sits at the very heart of your online presence. You might be thinking, "No, surely it's my website!" But what is your website, really? It's essentially a hub for all your information and content, organised in one handy place that you can easily direct people to.

Below, we've broken down online presence into a few different categories (imagine them on post-it notes!). Of course, every business is unique, and your online presence might involve fewer or more channels than we've included here. In today's marketing landscape, social media is arguably one of the biggest components of an online presence, and that's exactly what our guide will be focusing on next week!





The Power of Reviews

It's a fact: people respond to other people! Having reviews for your business significantly boosts your credibility to potential customers who might not know anything about you. Think about it: if you searched for "coffee shops near me" and found one business with 23 mostly positive reviews and another with none at all, which would you choose? Reviews can truly be the difference between a customer picking you or one of your competitors.

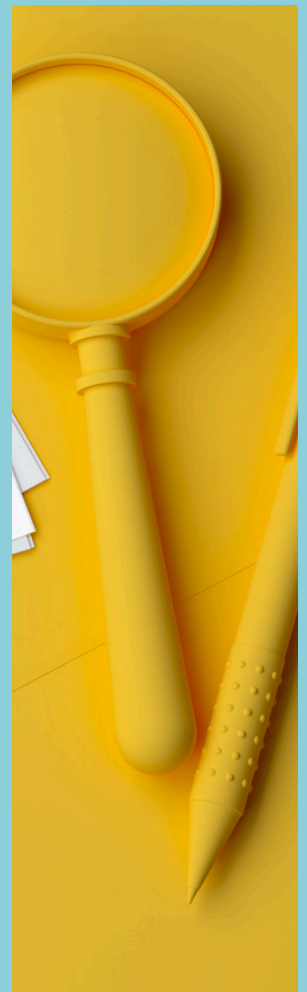
If your business currently has no reviews on Google or other directories, it could be a really smart move to incentivise reviews as part of your overall marketing strategy.

Making Your Online Presence Truly Accessible

We talk a lot about accessibility throughout this guide, and for good reason – it's incredibly important and covers a few different meanings!

One definite way to boost your online presence is by ensuring your site is accessible to smartphone users. In Google Analytics, you can easily find data on how many people visit your site from a mobile phone. You can also adjust your browser settings to see how your website appears on mobile devices (or simply visit it from your phone!). This lets you see things from your customer's perspective, which is invaluable.

Another crucial point to consider is how accessible your online presence is to someone with disabilities or impairments. For example, do the videos on your site have subtitles for those who are hearing impaired? Do images on your site include captions for individuals with sight impairment? This is often overlooked, but making these simple changes can truly make a huge difference to your business and its reach.



Connect with Your Customers Through Email Marketing

Email marketing is a fantastic way to stay connected with your customers and build lasting relationships. While you don't need to email daily or even weekly, we do recommend being consistent with your frequency and, crucially, avoiding spamming!

Monthly or even quarterly newsletters are an excellent approach. They allow you to summarise your activities from the previous month or months without creating a mountain of work. Newsletters are perfect for:

- Introducing **new team** members.
- Highlighting **events** you're running or attending.
- Announcing **new services**.
- Reminding people of how you can **help them**.
- Sharing interesting **economic or market updates**.
- And, of course, reminding them of your **contact details**.

This might sound obvious, but it's essential to ask yourself: "Why am I sending this email?" Every email should have a clear purpose. Are you aiming to showcase a new service, or perhaps looking to secure more protection business? Having a clear goal in mind for your email marketing is vital so you can measure its success.

If you haven't already got email marketing in place, there are several great options. Mailchimp, for instance, offers a user-friendly platform with a free option to get you started.

Did you know?

Paradigm now offers a Newsletter Service for our clients! This means you don't even need to do the work yourself. If you're interested, simply drop an email to our Senior Marketing Coordinator, Aimee, at aimee@paradigm.co.uk.



Stay On Brand

Even if you're just sending emails via your usual provider like Gmail or Outlook, it's really important to stay on brand. Use the same colours, logo, and font for every email. This consistency helps people on your mailing list recognise your communications instantly and build a sense of familiarity with your business.

Testing, Testing...

It's always a good idea to experiment with your marketing activities (within reason, of course!). Split testing allows you to send the same email to two different groups. The message is the same, but you introduce slight differences to see which version gets more engagement. For example, you could test the same email with two different subject lines – maybe one with emojis and one without. This helps you figure out which subject line leads to more email opens, and you can then use that valuable insight for all your future communications.

Accessible Emails

By the time you've finished this guide, you might be tired of hearing about accessibility, but it's incredibly important for email marketing too! Always make sure you test how all your emails look on both desktops and smartphones. This ensures everyone can easily read and engage with your content, no matter how they access it.

Have you considered how these simple steps could enhance your current email communication?



Remember!

Under **GDPR rules**, there are restrictions around marketing to your customers. Please be mindful of this when carrying out your activities.

Also, don't forget that building your email list can take time! Don't worry if you only have a small number of subscribers to begin with; if your content is relevant and informative, your list will definitely grow.

Your Website: More Than Just a Shop Window

Knowing your ideal client is just as important as knowing your interest rates. You're not just selling mortgages; you're helping people achieve their dreams – from that first home to a whole property portfolio. So, how do you find these dreamers?

It's all about finding your niche. A first-time buyer needs totally different advice than a buy-to-let landlord. Do you love helping young professionals navigate their first mortgage? Are you a buy-to-let guru, guiding landlords through the process? Maybe you've probably heard your website described as a "virtual shop window" – a place to display everything you do and how brilliantly you do it. While that's certainly true and your website is a fantastic way to showcase yourself and your services, it's actually a bit more involved than just saying "I do this really well."

Potential customers visiting your site are looking to find out more about you and, crucially, to have a positive experience with your business. It's therefore really important to understand what they're looking for and make sure you provide it. It might sound complicated, but it's really about putting yourself in their shoes.

For example, if they want to get in touch, is your contact information easy to find on your site? If they're visiting on their mobile, can they see all the pictures and text clearly and in the right places? Ultimately, will their experience on your website be good or bad? If it's a negative one, it won't leave a good impression, which can be hard to recover from and might lead them to look elsewhere. It can be a good idea to get an external perspective on this; ask someone in your close circle to review your website, as it's sometimes tricky to spot areas for improvement when you're looking at something too often.



Keeping Your Content Fresh and Relevant

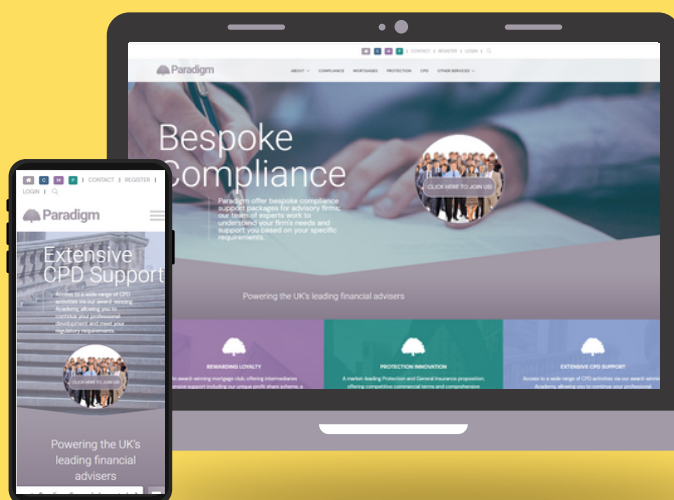
Another vital aspect of your website is ensuring all the content is up-to-date and relevant. While it's important to keep an eye on "hot topics" or trends, some of these can be short-lived. Referencing them on your site for too long can actually make your content appear outdated or irrelevant. For instance, the pandemic was a monumental event, but direct references to "lockdowns" are no longer relevant to people living in the UK, and it might be better to remove these. We regularly set aside time to review the content on our own website to ensure it's always current.

Have you recently viewed your website from a customer's perspective, perhaps on a mobile device?

Getting Found Online: Beyond Your Website

While having a brilliant website is undeniably important, it's only truly valuable if people can actually **find and view your site!** That's why we definitely recommend setting your business up on **high-ranking online directories.**

Think about platforms like **Google Business Profile, Yell, Yahoo, Bing,** and many more. Make sure you cover all the key ones, and, crucially, ensure the information you provide on these directories is accurate and unlikely to change frequently. This helps potential customers find you easily and ensures they have the correct details.



Measuring Your Marketing Success

Clearly, if you're investing your time and potentially money into marketing your business, you'll want to know if it's working and what your **return on investment** is. While value isn't always directly about income or revenue, it can also be measured in things like **brand awareness, customer service, or satisfaction**. Because of this, the ways you measure the success of your marketing activities might vary.

Unlocking Insights with Google Analytics

Linking your website to **Google Analytics** will open up an incredible source of data about your website visitors. You'll gain insights into the pages they visit, the 'journey' they take on your site, and much more!

This powerful tool is completely **free to use**. Once you set up an account and add a simple piece of code to your website, data will start collecting immediately. It would be almost impossible to fully describe the level of detail and the various reports you can create within Google Analytics. So, we highly recommend setting aside some time to explore the tool once you're set up and the code has been in place long enough for meaningful results to gather (we'd suggest a minimum of a week).

What aspects of your website traffic are you most curious to learn about first?



Uncovering Valuable Website Insights



Google Analytics offers a treasure trove of information that can help you understand how your website is performing. Here are some key areas you can explore:

- **Popular Pages:** You can discover which pages on your site are the most popular. This can be based on the total number of views, **unique views** (which means views from separate individuals rather than all views), and even how long people spend on each page. Once you know this, you can ensure all the information on these popular pages is **up-to-date and accurate**.
- **Understanding Bounce Rate:** The **bounce rate** measures the percentage of people who land on a page of your website but don't do anything else, like clicking to a different page. They simply leave the website after that initial visit. Generally, a high bounce rate suggests there wasn't anything to further engage them or encourage them to make contact or explore your services. So, a **lower bounce rate is always better!**
- **Visitor Sources:** Ever wondered where your visitors come from? Google Analytics can tell you! You can see if they found you through a **Google search**, via a blog, or through your social media accounts, for example.
- **Visitor Demographics and Behaviour:** Get to know your visitors better! You can understand what times they tend to visit, what devices they're viewing from (is your website **mobile or iPad friendly** if those are popular choices?), and even where in the country (or world!) they're visiting from, and whether they're using Android or iOS.
- **Comparing Performance:** You can easily compare the performance of each page on your site. Plus, you can adjust the **date ranges** of the data you're looking at (going as far back as Google Analytics has been tracking your website data). This means you can compare how your website performed in July versus June, or even look at the entirety of 2024 versus 2025. This helps you spot trends and understand the impact of your efforts.

Which of these website insights do you think would be most valuable for your business right now?

The Power of Tracking Links

It's a really smart move to consider using tracking links with any content you send out. Why? Because it means you can monitor exactly how many people have clicked on and viewed your content, giving you a clear picture of how effective it actually was!

You might be wondering what a tracked link looks like. Here's an example:

- <https://www.paradigm.co.uk/CPD/events> (This is a standard link)
- [https://www.paradigm.co.uk/CPD/events?utm_campaign=SummerPush&utm_source=Socials&utm_custom\[email\]=](https://www.paradigm.co.uk/CPD/events?utm_campaign=SummerPush&utm_source=Socials&utm_custom[email]=) (This is a tracked link)

Both of these links lead to the very same place, but the second one is quietly collecting valuable data that you can then use.

There are several free websites that will allow you to create tracking links (though they might try to upsell their 'premium' versions!). A quick Google search for "Tracking Links Free" or similar will bring up various options for you to choose from.

If you already use marketing email software, like Mailchimp, basic reports and tracking links are often included even in their free versions. So, it's definitely worth checking if anything you currently use has this built-in – it'll save you time and effort!

We believe it's really important to set aside dedicated time to go through your analytics. This allows you to see how well your content is performing and ensure you're hitting your goals. We even set calendar reminders at the start of each month to create a report on this, which means we have a comprehensive report at the end of the year when it comes to planning.

Do you currently track any of your outbound content, and if so, what kind of insights have you found most useful?



... week 2 over and out

We've reached the end of our second Marketing Month session!

As FCA-regulated firms, you know how crucial it is to keep customer communications and financial promotions clear and compliant. That's where we come in. Paradigm helps you highlight your services and attract clients, all while staying within regulatory guidelines.

Our experienced Technical Helpdesk, established in 2007, can streamline your financial promotion processes and help you create impactful, compliant materials for your target audience. We routinely review:

- Your website
- Marketing brochures and flyers
- Business stationery
- Blog content
- Social media posts

Ready to learn more? Call us at **03300 536061** or request a **callback**.

We're eager to hear your feedback and answer any questions about our Summer School sessions. Let us know what you think!

Best regards,

The Paradigm Marketing Team





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