PR & Marketing Review

PCS website performance

	Total Traffic	Conversions	Conversion Rate
May 15 – Apr 16	23,664	1,087	4.59%
May 16 – Apr 17	29,174	1,671	5.73%
May 17 – Apr 18	36,606	2,190	5.98%
May 18 – Apr 19	42,804	682 (PCS) 3,135 (Hub)	7.47%
May 19 – Mar 20	39,543	476 (PCS) 3,337 (Hub)	8.29%
Increase over 5 years	**Up 67%**	**Up 251%**	

Ongoing work has been done on our SEO and PPC campaigns for both PCS and the Hub
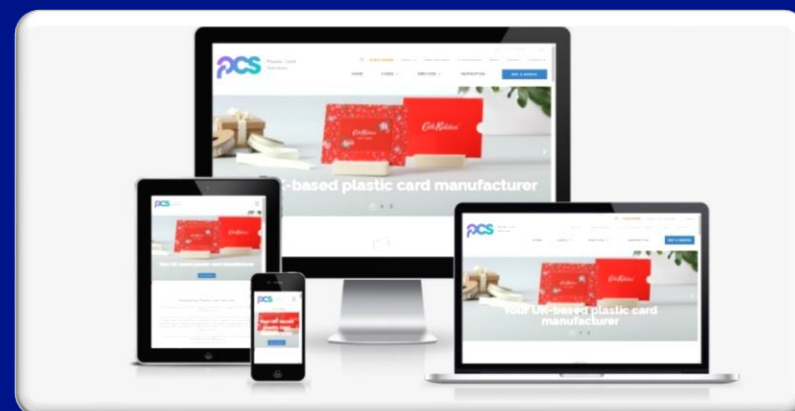
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Social media performance

Twitter	Apr 19	Mar 20	Difference	Average per month
Tweets	1177	1279	102	9
Followers	1654	1,644	-10	0

Linkedin	Apr 19	Mar 20	Difference	Average per month
Followers	760	918	158	14

The PCS YouTube channel has also been updated to include an additional 5 videos; 3 showing equipment in action and 2 interviews with Adam Unsworth regarding the shortlisting's for both the Cheshire Business Awards and the High Sheriff Awards.

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EShots

	Date sent	Day of week	Recipients	Opens	Clicks	Unsubscribes
Race to the tour	24 Jun	Mon	6,430	1,553	28	32
Adding value to your card scheme and Kathryn Barwick Q&A	26 Jun	Wed	6,307	1,551	14	31
Digital Printer Award win and Jonathan Elsegood Q&A	11 Nov	Mon	6,304	1,303	17	27
Christmas hours	25 Nov	Mon	6,190	1,343	10	17
Staff changes & water bottles	30 Jan	Thurs	6,162	1,791	125	25

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Media coverage

30 x inclusions on media websites

16 x inclusions in publication Eshots

22 x inclusions in a variety of printed press

9 x media requests content submitted

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Awards

Made in the North West Awards 2020 – Shortlisted *(Digital Engineering)*

Digital Printer Awards 2019 – Winner *(Web-to-Print)*

Digital Printer Awards 2019 – Shortlisted (Transactional Print & Variable Data)

Digital Printer Awards 2019 – Shortlisted *(SME Business Initiative)*

PrintWeek Awards 2019 – Shortlisted *(Direct Mail Printer of the Year)*

PrintWeek Awards 2019 – Shortlisted *(High Volume Printer of the Year)*

Cheshire Business Awards 2019 – Shortlisted (Innovation & Enterprise)

PrintWeek Top 500 Companies – Overall ranking 363

High Sheriff's Award for Enterprise 2019 – Shortlisted (Innovation)

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Creative approach to sales

A number of presentations have been prepared for customers and prospects including:

o   NUS

o   TeamCard

o   Synergy/Joules

o   Waterstones

o   Updated PCS presentation

Further creative approaches to customers have included putting together proposed designs helping them to visualise what they will get when working with PCS:

o   NUS

o   Lakeland

o   iZettle storefront

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Community work

- Half Marathon
- Cake sale
- Tytherington WI calendar
- Seashell Trust
- Macclesfield Juniors U7s football team
- EEF photography competition

Extra touches for customers

Internal communications

o Employee of the month and Employee of the Year

o Celebratory breakfasts

o End of year night out

o Christmas party

o Curry night

o Staff benefits scheme

o Charity work – TMNF various sporting events and cake sale, Tytherington WI calendar, Seashell Trust, Macclesfield Juniors U7s football team

o Staff briefings

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Exports

Working with the Department of International Trade and the British Embassy in Ireland

Received 50% of funding for the Irish exhibition

Also working with the British Embassies in Sweden, Norway, Denmark and Finland

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Funding

Previous funding received from government programmes such as Made Smarter to open new markets and digitalise the business.

- o £2,430 for SQL development work
- o £16,847 (approx.) for Rinas

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The Hub*

o Digital orders up 75%

o Digital turnover up 23%

o Increased employment

o Turnaround time reduced
from 15 – 3 days

o Award winning site

Plastic Card **Hub**

Hub* traffic

19,740 – New users (up 45% from previous year)

27,232 – Sessions (up 38% from previous year)

91,543 – Page views (up 38% from previous year)

Following the success of the Plastic Card Hub, we have set up and recently launched a white labelled version for iZettle (payment provider with 50k active merchants in the UK)

Upcoming Work

Ongoing PCS work

PCS

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o SEO and PPC campaigns

o Media coverage/outreach work

o Eshots

o Social media activity

o Customer cakes

o Direct mail – Shield, football clubs, Eco and Christmas card

o Thank you cards

o Google reviews from customers

o Feefo reviews for Hub

o Internal communication

o Award entries

New initiatives/projects

o   PCS website – packaging section

o   Sample packs – pre-made selection with PCS branding on showing finishes and features

o   Landing pages for website

o   Google street view – internally

o   Christmas card

o   Videos/animations

o   Environmental –promote Eco material, recyclability of cards, production process, quote eco as standard and update website info, recycling bins

o   Elephant hunting/sales strategy

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PCS Video Card
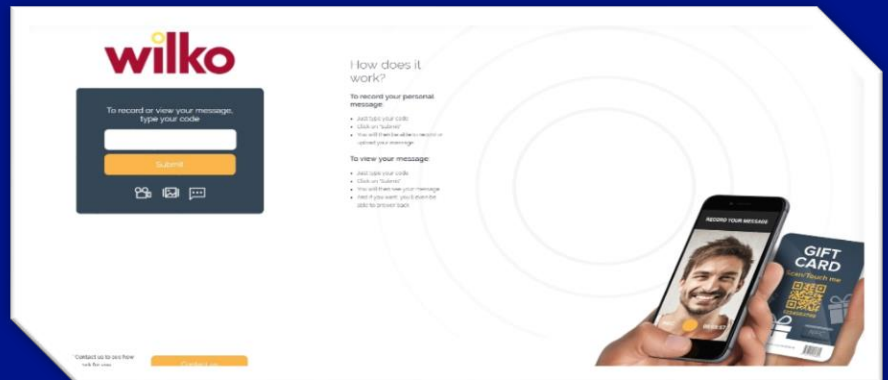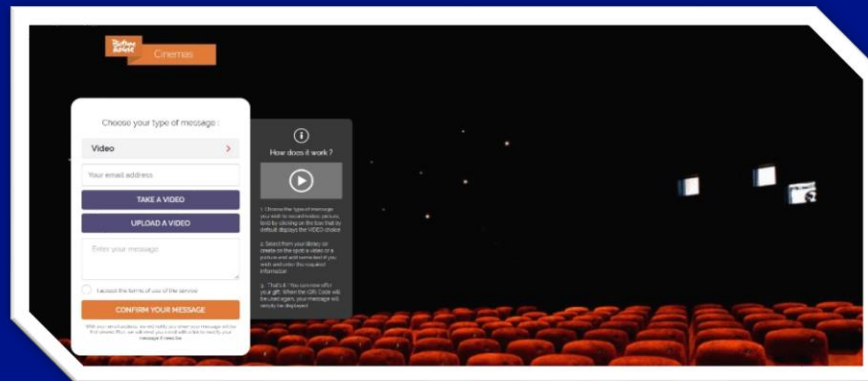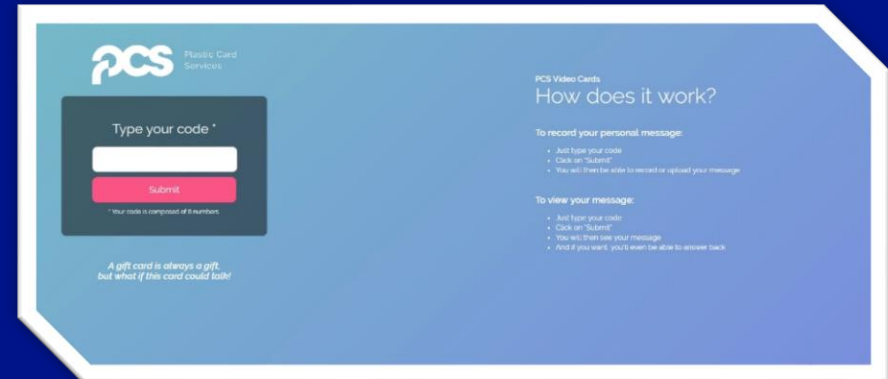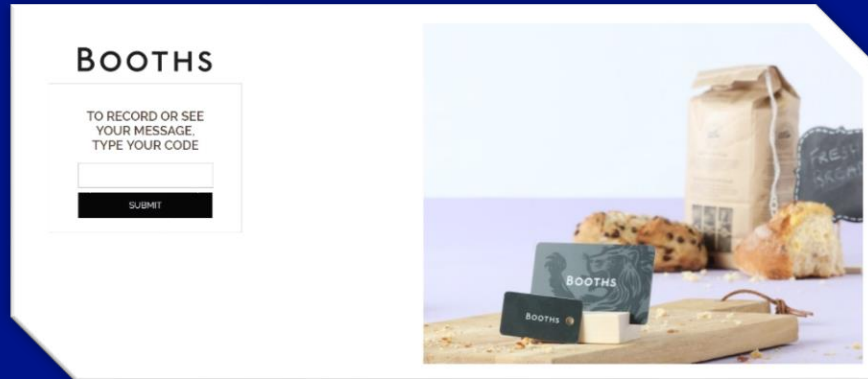
Working closer with Sales

o Continue providing updates on customer activity as seen in media

o Presentations for customers

o More targeted approach – for example Lakeland, NUS etc.

o Design led approach, utilise in-house departments

o Content to send to customers for follow up/share on Linkedin

o Site visits – client hospitality, TV screen etc.

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Sales strategy

Elephant hunting

o Create a Top 50 target list, research based on competitors of our existing customers and qualify them, do they have an existing scheme or not etc.

o Take 5 each every 2 weeks and follow a structured approach of contacting/sending something weekly

o ITG – include within the elephant hunting or take a separate approach

Other day to day target sectors

o Unions

o Restaurants

o Football clubs

o Garden centres

o Irish retailers and restaurants

o Grow existing accounts i.e. upsell gift cards where they already have loyalty and vice versa, follow up previous orders but not recently

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Eco Campaign

o Update website information

o Produce information on different materials

o Direct mail – letter with 2 identical cards attached one standard PVC and one Eco

o Usual PR activity and a separate PPC campaign

Hub* & Digital

o Trade customers
o Replicate PCS strategy with SEO and link building
o Improve the FAQ page and create a knowledge base
o Expand white labelled storefronts
o Photo id
o Award entries
o Social media activity

Plastic Card **Hub***

Hub* Developments

- Additional products
- Save project option
- Colour picker for backgrounds
- Ability to set a margin on barcode fields
- Support for portrait canvases
- Server side preview
- Slots/holes to be available for cards
- Possible wizard style approach to uploading and mapping data
- Photo id
- Business cards
- Improved FAQ section, video tutorials, screen sharing
- Screen sharing Join.me

Is it worth investigating the option to upload print ready artwork as a file and pay by PO for existing customers

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