



Wise Marketing



# OUTSOURCE

SALES AND MARKETING

# OUTSOURCE

SALES AND MARKET-  
ING

## OUR PASSION FOR SALES AND MARKETING

### FEEL OUR PASSION

Our passion for sales and marketing shows in every project we create.

Offering a personal bespoke specialist service, based on one simple premise: we take our work seriously.

We know you're handing over your brand identity to us and we intend to make you look good.

We create high impact campaigns that get people talking. Our design team will help execute that design that gets seen by your customers.

Our email campaigns revolve around compelling content and beautiful design. We deliver results, analyse and exceed targets.



Creating  
high impact  
campaigns

We deliver  
results, analyse  
and exceed  
targets

# EMAIL SENDING

## FINANCE SECTOR FOR INTRODUCED BUSINESS

### EMAILS

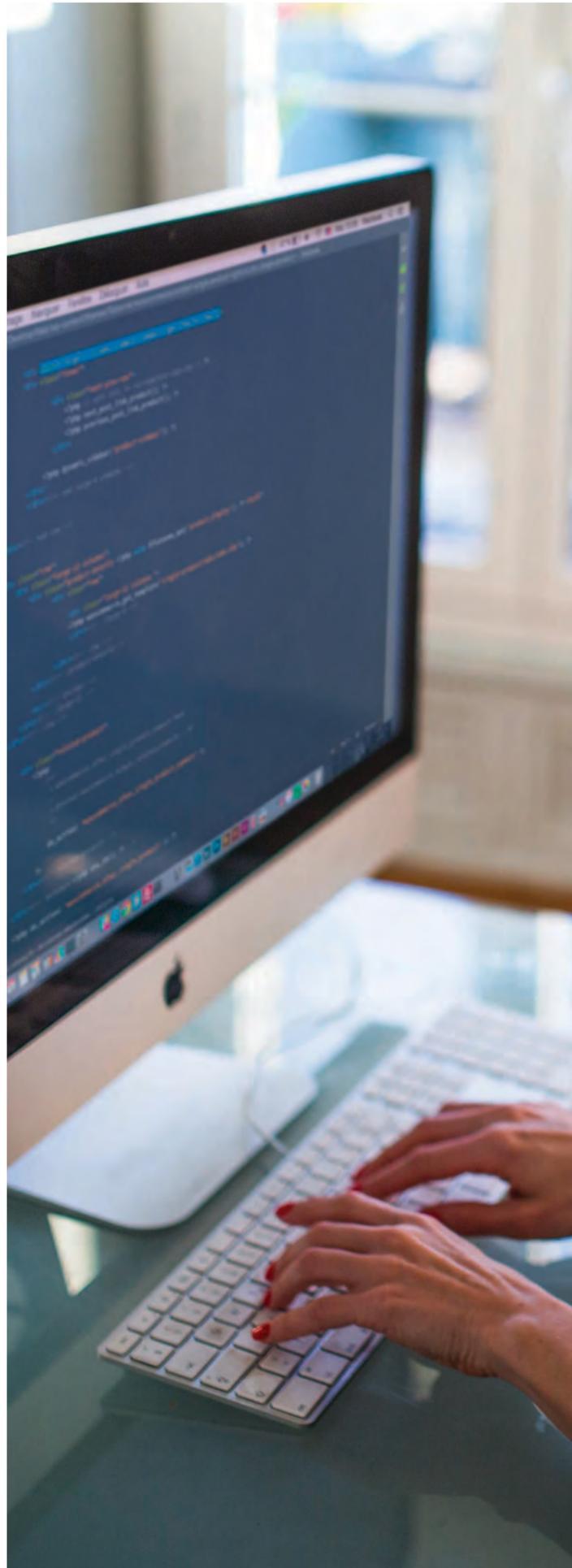
We are an outsource Marketing company with the added advantage of having a high quality business databases with proven success.

We also manage clients databases securely, this will enable you to send a more customised campaign.

We can create the design from concept through to completion.

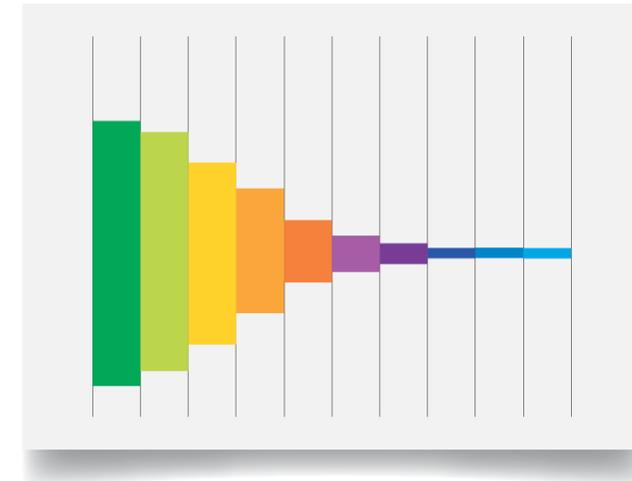
Small and Medium Enterprises (SMEs) from sole traders, to trade and professionals, that can be emailed geographically.

We have a team of in-house designers who can create the email design from your brief. Alternatively if you have an existing design just send us the email and we can send it for you via our own email sending system.



### FINANCE SECTOR

From Accountants to FCA registered Intermediaries **200,000** email addresses.



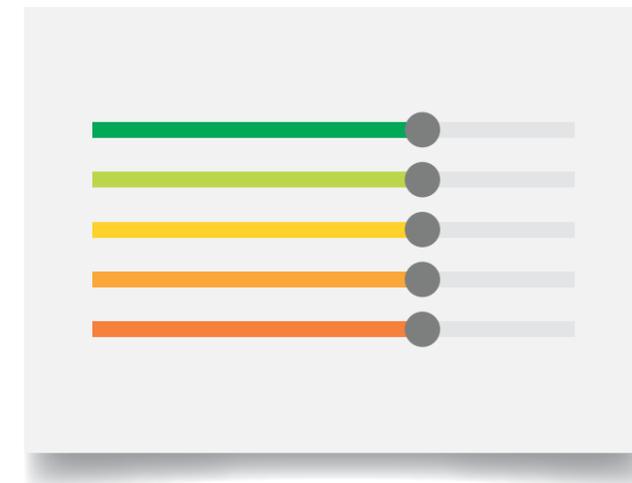
Finance Sector approximately 200,000 email addresses.

- 27% accountants
- 24% Property Investors
- 17% lawyers
- 14% FSA in 6 groups
- 8% Estate Agents
- 4% Architects
- 2% Commercial Brokers
- 1% Pawn Brokers
- 1% General Insurance
- 1% Insolvency Practitioner

### SMALL AND MEDIUM ENTERPRISES (SMEs)

From one man bands, trade and professionals, that can be emailed geographically. - more details on request.

We design email adverts (or use yours, after we work our magic) we send out at an agreed time using our Servers 1.5 million email addresses.



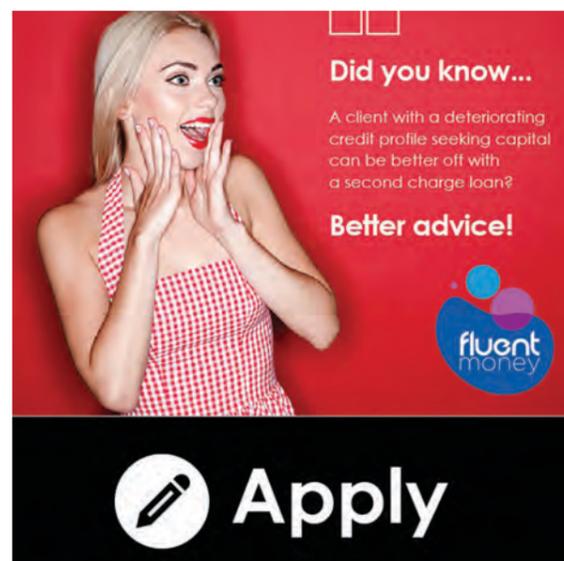
- Can be divided into postcode areas. Each database has approximately 100,000 in each

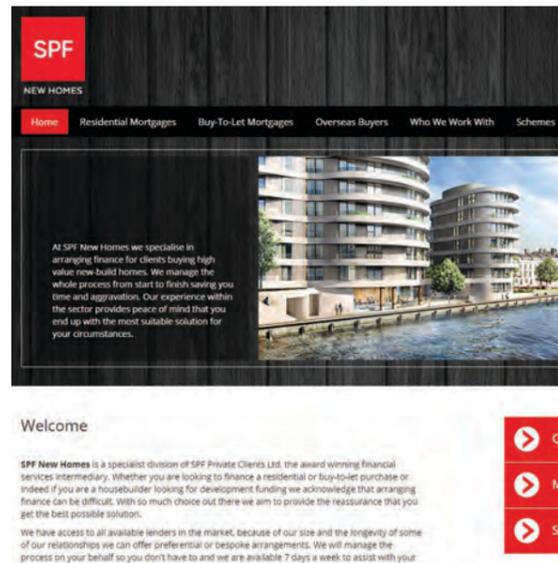
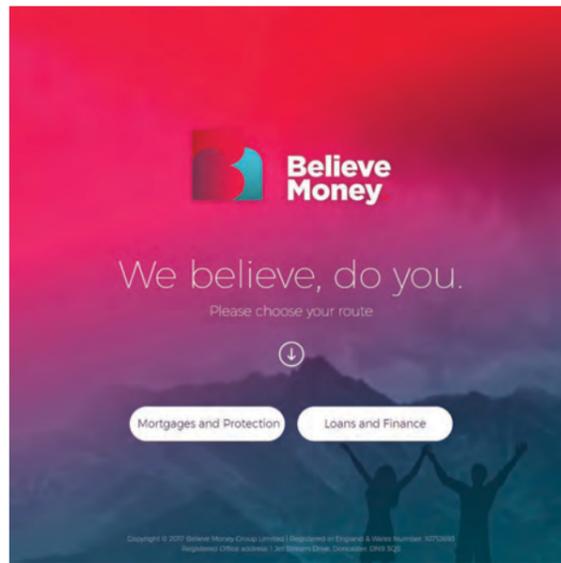
# CREATING RESPONSIVE DESIGN

## EMAILS DESIGNED TO BE SEEN

Sending an email that gets a click to 'open' rather than a click to 'trash' takes a little more thought today than it did when the @ symbol first denoted sending messages between computers in 1972.

However, innovation, eye-catching design and a targeted approach, has seen email campaigns overtake direct mailings in terms of volume and cost effectiveness.





## OUR SUCCESS IS DOWN TO OUR SKILLS IN WEBSITE DESIGN

### CREATIVE ENGAGEMENT

We design and build websites that you'll be proud to show your customers. We know from our extensive website design experience that sometimes the 'look' is everything for the client and sometimes robust, trustworthy web processes are the key, sometimes it's both.

Whatever your business requires - from the very latest web-based presentation techniques to smooth encrypted data transfer - we'll build what you need so that you can relax and let your website work for you.

Be as proud of your website as we are

023 9307 6157

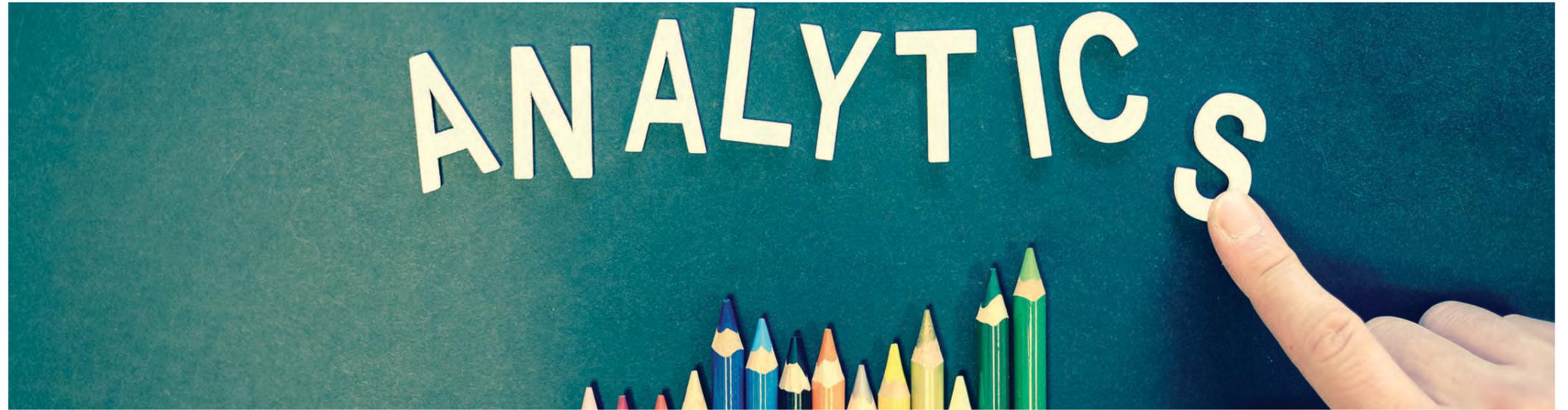
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WiseHoot

# SEO

SEARCH ENGINE  
OPTIMISATION



## STRENGTHENING YOUR DOMAIN

### SEO

SEO (search engine optimization) is an effective use of techniques to help your website rank organically on Google and Bing.

With our team of developers, every website is built with SEO in mind and we provide ongoing support to help you reach the top positions for keywords that customers are looking for.

### WHY SEO WORKS?

Google is the first port of call for anyone looking for information and the most successful form of lead generation. There are already thousands or millions of people already looking for the services you offer - and ranking on Google will put you in front of them.

- **Average cost-per-click of paid advert - £8**
- **Average cost-per-click for SEO - £1**

No need to spend huge amounts on paid adverts, SEO allows you to appear in the organic search results within the white background. Since the majority of users do not like to click on paid adverts, featuring in the natural search listings will always help you convert the best customers.

### OUR SUCCESS



**Regentsmead** - top 3 position for development finance, development lender and building finance.



**SPF Short Term Finance** - over 30 search terms on the first 2 pages of Google.



**Bridging Loan Hub** - over 50 search terms on the first 2 pages of Google.

### THE PROCESS

**Keyword:** We start by confirming all the different keywords that you want to rank for that relate to your business and industry. Looking at your existing results, competitor analysis and our research, we agree on a list of keywords to target and rank as high as possible.

**Health Check:** We carry out an effective health check of the website to ensure it can be fully indexed and read by Google. This includes checking and optimizing crawl errors, headings, meta-data, images and more.

**Content:** Our team of content writers are able to learn about your business and provide SEO-friendly content for your website. This includes landing pages to target specific keywords and also blog posts and guides to show that you are knowledgeable and an authority in your industry.

**Links:** We need to strengthen your domain by getting high-quality links to point to your website. We approach news publications that are related to your sector and acquire links through PR, interviews, case studies and more. We also review your current backlink profile and remove anything that could be potentially harmful to your rankings.

**User Experience:** We review and optimize the website's user experience to increase time on site, lower bounce rates and maximize conversions. We specialize in site speed to ensure fast loading times for the website - something that Google regards very highly and can increase conversion rates.



# FORWARD THINKING IN PRINT

## QUALITY COMES FIRST

Marketing and communications via print is still strong.

Actually, targeted and strategic print projects are still very much high on the design agenda for many clients.

Our print design services are designed to complement our digital offering to give our clients a single, cohesive, creative supplier for their campaigns.

With expertise in bespoke business stationery, corporate brochures and sales and marketing literature, technical documentation and white papers, exhibitions and large format graphics, trade and press advertising, we have pride in our depth of experience and the high quality we consistently produce.



## LARGE FORMAT PRINTING

Exhibition and large format print can be an immersive experience. With large numbers of people seeing your message, our eye catching large format print design, will ensure you do not get lost in the crowd.

Point of Sale are an essential part of any promotion or event. Here at Wise Marketing we are able to offer tailored printing solutions to meet any requirement from exhibition stands, Roll up banner to posters.

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# WHAT WE DO

ABOUT US



## WHAT WE DO

- B2B email marketing
- Email design
- Website design
- Smart phone app creation
- Newsletters, in PDF, HTML, or Flip
- Marketing campaigns
- Paper based marketing
- Logo Design
- Stationary design
- Leaflet/Flyer design
- Brochure design
- Poster design
- Exhibition display design and printing

## ABOUT US

Wise Marketing (formerly Happy-Tree) was founded 8 years ago by Kelvin Cooper and Tim Durman. Kelvin has over 25 years experience in the Intermediary market and Tim has over 20 years in the Finance Publishing field.

Jason Long our Creative Director has over 20 years experience and leads our team of Graphic Designers.

We as a company believe that marketing must add value to your offering. We have a proven record of great value, enhancing major companies own marketing capabilities.

## OUR CLIENTS

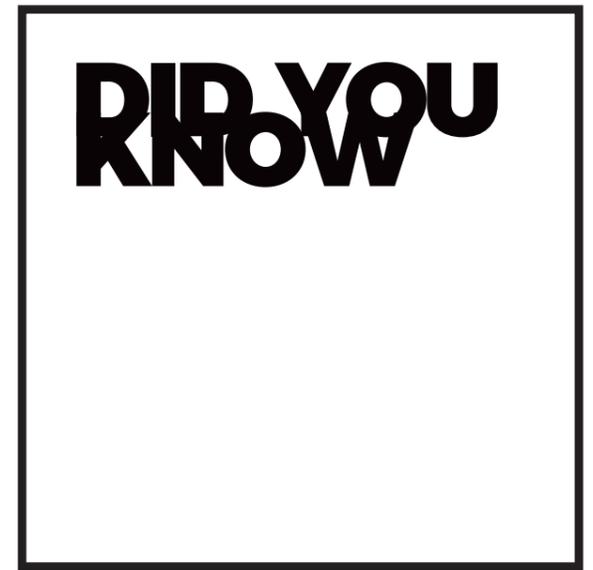
- |                               |                               |
|-------------------------------|-------------------------------|
| Absolute Properties Worldwide | Global Bridging               |
| Active Investments            | Main Finance                  |
| AToM                          | Perfect Funeral Plans         |
| Barnden Financial             | PFC Mortgages                 |
| Believe Money                 | Platinum Options              |
| Bridging Solutions            | Promise Solutions             |
| Close Brothers                | Regal Hospitality             |
| Complete FS                   | Regentsmead                   |
| Considered Care               | RHL                           |
| Crystal Advice                | SPF Short Term Finance        |
| Ekeeper Group                 | Specialist Financial Services |
| Embassy FS                    | Sterling Mortgage Services    |
| Fast Property Finance         | Sussex University             |
| First 4 Bridging              | TFC Homeloans                 |
| Foundation Home Loans         | Twenty 7 Tec                  |
| Gary Sadler Physiotherapy     | Whispers Care                 |

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 [WiseHoooot](#)



**WE HAVE CREATED WEBSITES FOR**

Active Investments  
 Barnden Financial  
 Believe Money  
 Bridge Finance Direct  
 Complete FS  
 Foundation Home Loans  
 First 4 Bridging  
 Gary Sadler Physiotherapist  
 Global Bridging  
 Perfect Funeral Plans  
 Regentsmead  
 Residential Home Loans  
 SPF Short Term Finance  
 Twenty 7 Tec  
 Whispers Care

**WE HAVE CREATED EMAIL CAMPAIGNS FOR**

Active Investments  
 Bridge Finance Direct  
 Brightstar Financial  
 Complete FS  
 Connect Mortgages  
 Foundation Home Loans  
 First 4 Bridging  
 Fluent Money  
 Global Bridging  
 Key Retirement  
 Regentsmead  
 Residential Home Loans  
 Roma Finance  
 SPF Short Term Finance  
 Twenty 7 Tec

**WHO WE HAVE CREATED BANNERS FOR**

360.dotnet  
 AToM  
 Brunell Mortgages  
 Close Brothers  
 Connect Mortgages  
 Complete FS  
 Crystal Specialist Finance  
 Foundation Home Loans  
 Goldsmith Williams  
 Ingard Financial  
 Queen Alexander Hospital  
 Regentsmead  
 SPF Short Term Finance  
 Solent Mortgage Services  
 Sussex University  
 Twenty7Tec  
 Whispers Care



# TESTIMONIALS

WHAT THEY SAY

*“Working with Tim and Kelvin has been a real pleasure. They are incredibly capable in design and are very responsive for any changes or tweaks we have. They show a real interest in your business and we would recommend them to anyone looking for digital marketing services.*

**Charles Duke, Founder**  
Perfect Funeral Plans

*“We have been working with Wise Marketing for over a year and find their attention to detail is fantastic. They are incredibly capable in design, development and improving site speed - with a hard-working and professional approach in everything they do.*

**Daniel Tannenbaum, CEO**  
Bridging Loan Hub

*“Wise Marketing have played a pivotal role in creating the branding for our annual expo this year, which has been themed around the movies. From initial brainstorming meetings, to creating Boris characters, movie themed posters, branding the website and registering page. They continue to have an important role to play for us., We at Complete are very impressed with their work knowledge, creativity and professionally friendly attitude.*

**Tony Salentino - Director**  
Complete FS

*“We have using Wise Marketing for many years, and are pleasantly surprised how fast, friendly and professional they are, to the extent that we have just gone over to one of their Monthly options which offer even greater value!*

**Alex King, Executive Director**  
SPF Private Clients

*“Thank you and all the team for a super fast service at such short notice. This has helped me greatly, thank you again!*

**Ian Balfour, Sales & Marketing Director**  
TFC Homeloans

*“Thank you Wise Team, what you did for us was the best customer experience we have had.*

**Charlotte Rutter - Marketing Manager**  
All Money Matters

*“I'm glad they now stream out our email advert we can now handle the response.*

**Robert Hershaw, Managing Director**  
Active Investments



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