

DIGITAL TRANSFORMATION IS AT THE **HEART** OF WHAT WE DO



01704 513348



info@winsocdigital.com

winsocdigital.com



Your **Digital** **Transformation** Experts

At Winsoc Digital, we understand your customers and know how to reach them online.

Technology is rapidly changing the way that businesses interact with customers and employees, and those that don't keep up will be left behind.

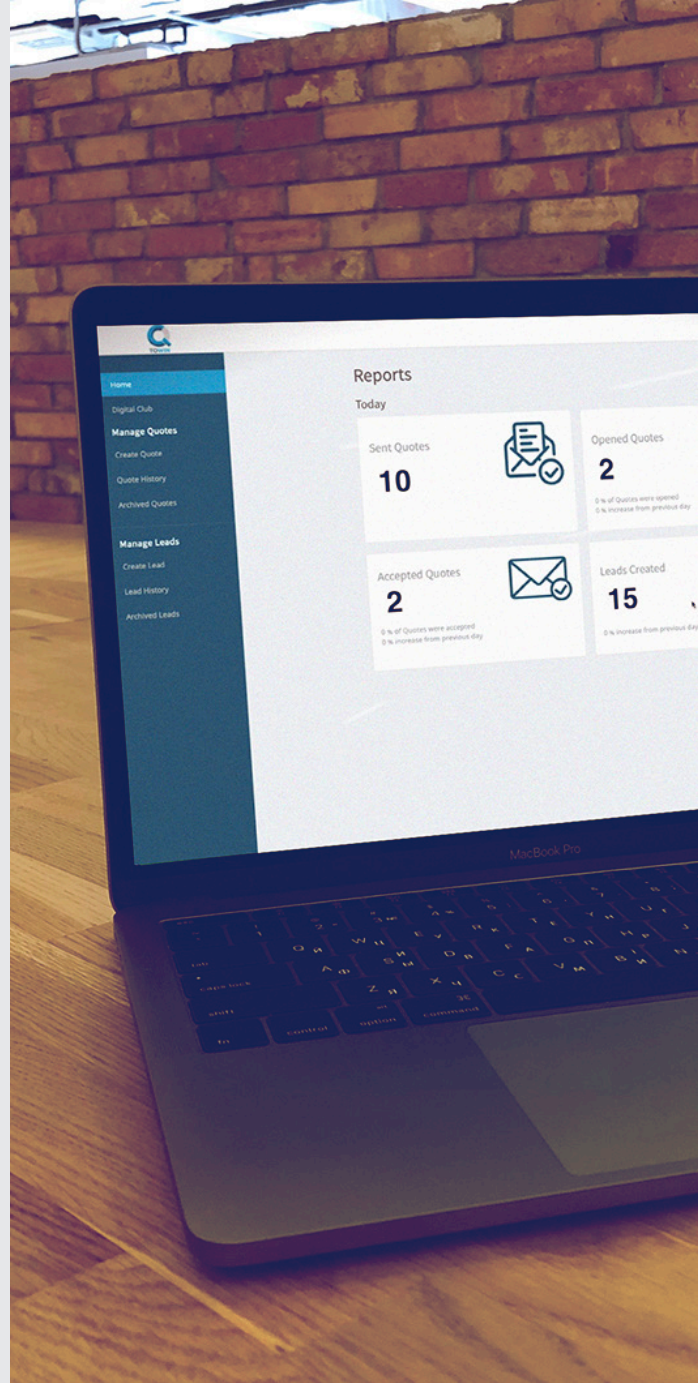
Our job is to future-proof your business, explore new digitally enabled opportunities and help you grow your business in line with your goals.

What **we** offer

Now more than ever there is a need to use the latest software and make sure that your company message and overall image is on brand.

With decades of experience in marketing, our team have been at the forefront of all the major digital innovations over that time.

As technology has evolved, and continues to do so, so have the services that we offer.



Bespoke Packages? **Unsure of where to start?**

Our Customer's needs are at the heart of what we do. We take each business on a case-by-case basis to ensure that you are getting exactly what your business needs. Contact us to arrange a chat and we can make a bespoke plan to achieve your business goals.



Areas **we** cover



BUSINESS
AUDITS



DIGITAL
FITNESS



WEBSITE
DEVELOPMENT



SOCIAL MEDIA
MANAGEMENT



LEAD
GENERATION



AUTOMATION



REPORTING



CONSULTANCY



**Social media
& review
management
are vital
to online
businesses.**

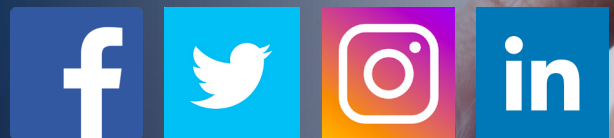
WinSocial for Social Media Management

We'll develop and manage your online presence, including managing online reviews and posting content on your social media channels every week.

Our WinSocial package manages your social media channels so you can focus on your business.

In a perfect world, you would have the time and know-how to communicate with your customers and prospects on a daily basis, but we understand how busy life can get and we are here to help. WinSocial can range from fully managing to part-managing your social media; leaving you to be as hands-on or hands-off as you like.

We create perfectly optimised social media accounts, providing your business with a compelling and joined up social media presence.





WinWeb is a web-build package that covers everything to do with your online presence.

We build a website that goes above and beyond in terms of functionality and catching the eye of your customers.

It doesn't stop there. Your website may look fantastic, be creatively designed and technically functional, **but is it working? Does it produce results and drive leads?**

With our WinWeb package, we not only build a website that is easy to navigate on all devices, we also provide SEO work to get above your competition and be seen on search results.



Website Ready

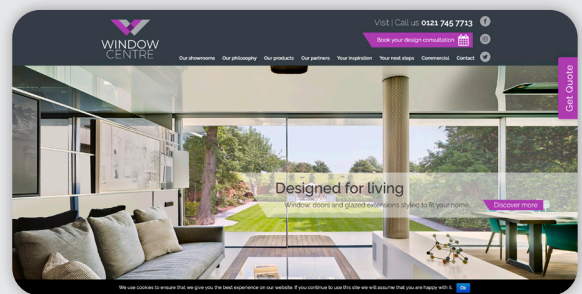
Our WinWeb package delivers the best results in the best time frame to ensure you get up and running online, fast.

The package includes:

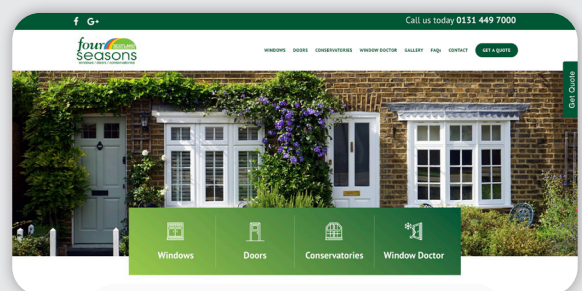
- **Initial website designs** and logo creation
- **Website compatible on all devices**
- **SEO** (Search Engine Optimisation)
- **Mailbox set-up**
- Set up of **tracking software** and installation of **Google Analytics**
- **Ongoing web support** and troubleshooting
- **WinAnalytics**

'If you look like an amateur online customers will lose confidence in your business and go elsewhere'

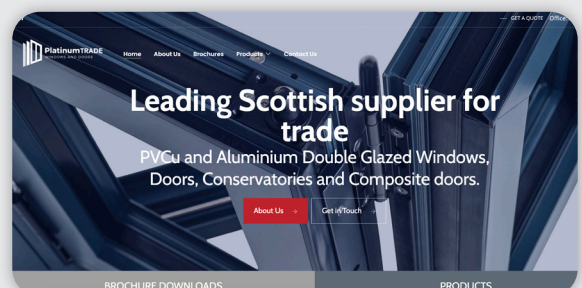
windowcentre.co.uk



fourseasonsscotland.com



platinum-trade.co.uk





WinLeads gives you access to our WinQuote app which takes care of the hard work on your behalf; storing the contact information for the leads we generate, nurturing the leads with automated emails and allowing you to follow-up on the lead at the click of a button.

Once the lead is ready to receive a quote you simply convert it into a quote in the app, allowing you to track its progress.

Ongoing business and new clients are vital to keeping you busy all year round, especially in seasonal dips when overheads still need to be covered.





Lead Management Process

Finding new customers is one of the hardest tasks, which is why lead generation is so important and qualified leads are the key to success.

We are so confident in our lead management process that we offer a unique 'pay for results' service.

1

TARGETED CUSTOMERS

We run a profiling video to generate a target audience to display your own branded adverts to.

2

ADVERT DESIGN

We design a variety of adverts for the products and services you want to generate leads for, and we monitor their progress.

3

PRE-QUALIFICATION

Our telesales team phones the leads we generate for you, making sure that they are valid, in your area and wanting a call back to discuss their project further.

4

LEAD MANAGEMENT

We put these leads into your WinQuote App account for you to phone or email. You can easily set a reminder to follow up, leave additional notes or convert into a quote.



When leads are generated we can phone the leads to arrange survey appointments for your business.

The appointment is uniquely yours, generated through your own company advertising and never sold to anyone else.

The survey appointment details get placed into your WinQuote account. We provide the following information;

- Name
- Number
- Email address
- What products are they looking for?
- Have they had a quote before?
- Have they had a survey before?
- What date would they like a survey?
- Postcode
- Door number
- Time of appointment
- Any other important info

You will also receive the call recording to show the conversation that we had with the lead.

If the appointment does not materialise and it can not be re-booked then we will replace the it so that you are always only paying for a sitting appointment.

**Telesales
Team,
Working
Hard
For You**



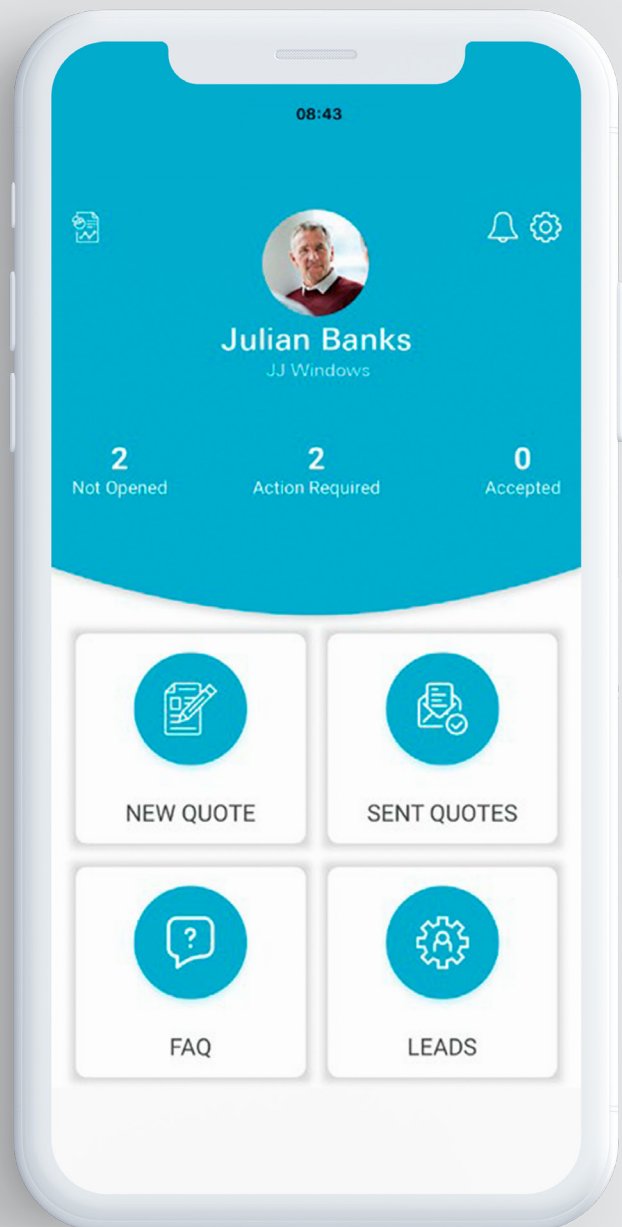
**Your on-hand gateway
to your customers and
increased profitability.**

How you send, manage and follow up quotes is even more important than ensuring that you have an up-to-date web presence: that's why we have developed our industry specific WinQuote app.

Your on-hand gateway to your customers and increased profitability. Simple to use, yet with very strong features built in, this app puts a powerful digital assistant at your fingertips – working for you 24/7.

We have built in features such as setting reminders to follow-up leads, real-time quote tracking and sending automated reminders to your customers to meet the needs of a modern day tradesperson.

More business with less manual steps means you will even get a bit of your time back from work, letting you spend it on the more important things in life.





WINCALL

**You can now
call, text and
email leads
at the click of
a button!**

Call your leads via WinCall and your calls will be recorded, allowing you to monitor your sales team follow-ups to make sure your leads aren't being forgotten about.

It also means that, if you can show in your call recordings that you have attempted to follow up the lead 5 times, you can return the lead and ask for a replacement!

Key Features

- Easily call and text leads
- **Call leads directly** from your WinQuote app
- Call recordings
- **Text leads directly** from your WinQuote app
- Easy lead return policy
- **All calls recorded and stored** within your app account for easy access
- Weekly call reports to show who has been contacted and who has not
- **Reports back** on which leads have been spoken to and which leads still need a follow-up
- Save money on calls

What is a **Digital Consultant?**

The digital space encompasses anything that is connected online such as websites, mobile phones and social media platforms.

We consult on existing digital opportunities and remain up to date on new digital innovations as they appear!

WHAT DOES A DIGITAL CONSULTANT DO?

- **AUDIT** your business online and make you aware of areas to improve – We digitally review your company and its immediate eco-structure to highlight risk and opportunity.
- **STRATEGY** is understanding the best mix of technologies and platforms for your business and what your next move should be.
- **COMPETITION** It's a digital consultant's job to notify you when you're lagging behind and give you recommendations on what you should be doing to be a few steps ahead of your competitors.

**The world
is going
digital at an
increasingly
fast pace
with 94% of
households
now having
internet
access**

**You'll want someone you can
call if something goes wrong
and your digital assets need
immediate fixing, no matter
what the problem.**



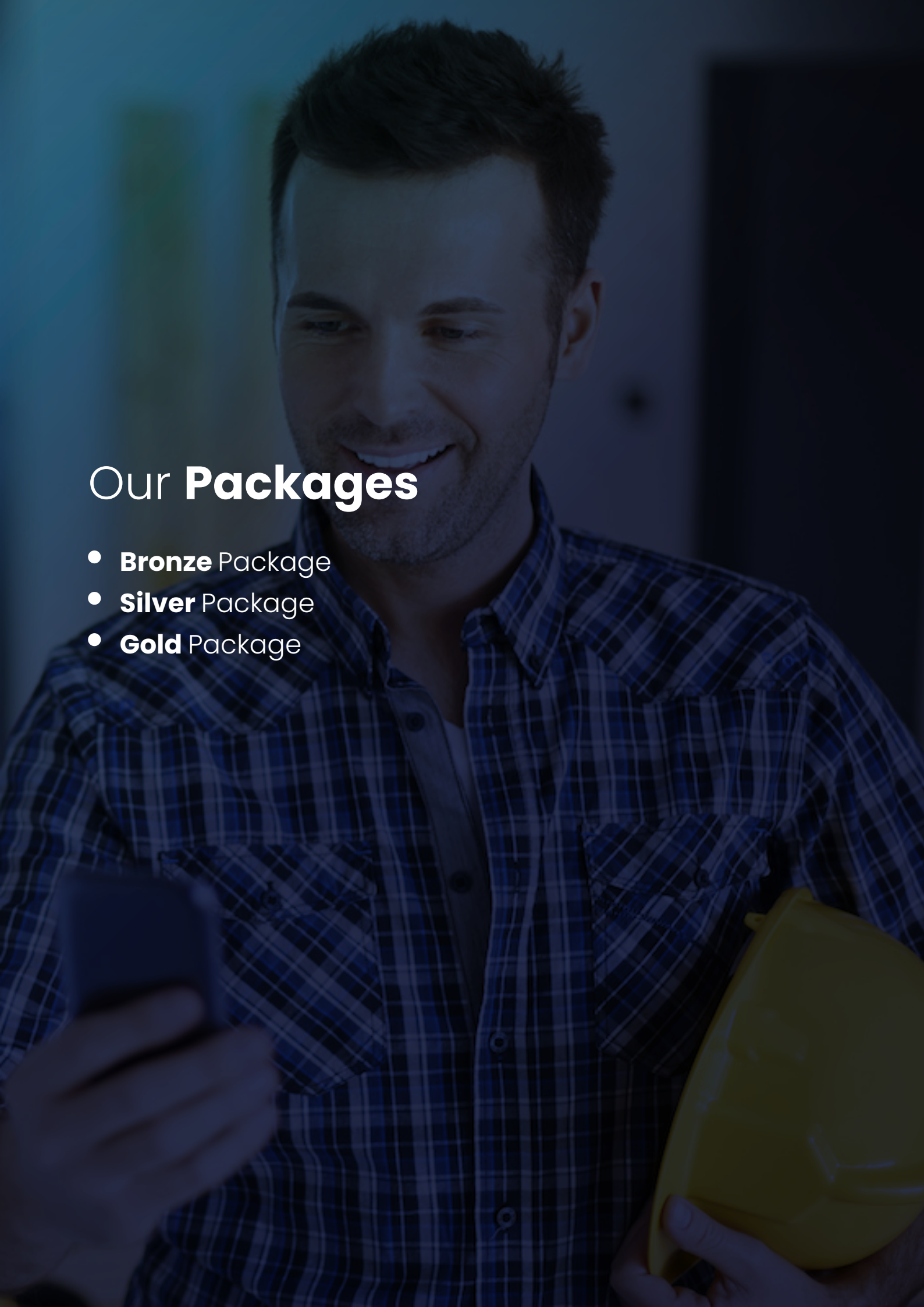
Artificial Intelligence (AI) for **marketing**

It used to be that only big businesses with big budgets were able to harness the power of Artificial Intelligence (AI) for marketing. The technology has developed so much in the last decade that it has become much more affordable and accessible for small to medium-sized businesses.

Any company that operates online should be thinking about how they can harness automation and algorithms to make their online business work hard for them.

Process **Automation**

We can set up bespoke automations so that your business is working hard for you 24/7. We also create streamlined processes which can automate Customer Relationship Management, Quoting, Invoicing and even internal communication by setting up and utilising well-known programmes such as Zoho, Pipedrive, Pandadoc and Wave.

A man with short brown hair and a light beard is smiling and looking down at a smartphone in his right hand. He is wearing a blue and white plaid button-down shirt. In his left hand, he is holding a bright yellow hard hat. The background is a blurred indoor setting with a doorway visible on the right. The entire image has a dark blue overlay.

Our **Packages**

- **Bronze** Package
- **Silver** Package
- **Gold** Package

Summary of Packages

FEATURE	BRONZE	SILVER	GOLD
WINQUOTE APP ACCESS	✓	✓	✓
GOOGLE ANALYTICS	✓	✓	✓
DATA STUDIO REPORT	✓	✓	✓
DIGITAL BROCHURE	✓	✓	✓
ADVERT DESIGN	✓	✓	✓
LEAD GENERATION CAMPAIGN SET-UP	✓	✓	✓
CAMPAIGN MONITORING	✓	✓	✓
£5 OFF THE PRICE OF EVERY LEAD	✓	✓	✓
WEBSITE HOSTING	✓	✓	✓
EMAIL HOSTING	✓	✓	✓
TECH, I.T AND MARKETING SUPPORT	✓	✓	✓
GMB SET-UP AND MANAGEMENT		✓	✓
FACEBOOK SET UP AND MANAGEMENT		✓	✓
WEBSITE BUILD OR EDITING			✓
PRICING	£45/MONTH	£149/MONTH	£300/MONTH

Pricing

LEAD GENERATION

£200

Initial set-up fee of £200 to cover advert design, account set-up and profiling. Then £45 per qualified lead or £99 per survey thereafter.

BESPOKE PACKAGES

AVAILABLE

For more information please contact us

WEB BUILD

£2,000

Website design and build on a Wordpress platform

Website and email hosting

Ongoing web development and support of up to 10 hours per month

[Link to WinQuote app](#)

BRONZE PACKAGE

£45/month

SILVER PACKAGE

£149/month

GOLD PACKAGE

£300/month



Case Study: Customade Group

How we helped improve customer loyalty, sales, and new business acquisition for a large UK manufacturer.

Customade Group operates nationwide across multiple manufacturing sites throughout the UK. The group includes REAL Aluminium (aluminium products), Atlas Glazed Roof Solutions (glazed roofs), Virtuoso Doors (composite and PVCu door panels), Polyframe (PVC-u), Stevenswood Trade Centre (trade counters) and Fineline Aluminium Design (specialist glazing).

Winsoc Digital approached Customade Group in 2018 with a proposal to audit their entire customer-base of several thousand installers. This was proposed to provide an insight into how effective their customers were at marketing their businesses online in order to establish whether or not there were systematic steps they could take to improve their online presence and generate more sales.

On completion of the audit, we found several gaps across online marketing, lead generation and quote management. All of these areas are critical to growing brand reputation,

increasing profits and generating qualified leads to ensure business is booming all year round.

We found that 65% of the companies we audited didn't have a Google My Business profile, 84% didn't have Google or Facebook reviews, 52% didn't have a social media presence and shockingly 52% of installers didn't even have a website!

It became clear that Customade Group were keen to help their customer-base get fit online, and needed our help to do so. This led to us developing an industry-first "Digital Fitness Club" for Customade Group that they could roll out across their customer base.

The objective of the Digital Fitness Club was to make sure that all the online touchpoints prospects and customers had with the business in question were fully optimised. We asked the question, "What do potential customers see when they search for your business online?".

We ensured their online presence was fully optimised, from search engines, to Google My Business and that their social media presence was properly set up. Everything they needed to be seen

effectively online and generate new customers.

In addition, we developed a unique “pay-per-lead” approach to lead generation and began generating homeowner leads utilising Facebook, Instagram and Google Display Advertising. The leads we generated were uniquely theirs, generated through their own branded advertising and never sold to anyone else.

We travelled up and down the country, meeting with installers ranging from one-man-bands to businesses with multiple locations and sales teams. We thought we had developed an end-to-end package which would breathe new life into the installer base, generate more sales and pull some of the more traditional businesses into the digital age.

We quickly realised that no matter how many leads we generated, there was a fundamental issue with the way that installers were following up leads, resulting in lower than expected conversion rates. We listened to the issues faced by modern day tradespeople and realised that there was no effective tool available to installers to help them manage their quotes and leads. Installers were writing lead details down on pieces of paper, using manual filing systems for leads and quotes and in some cases even sending out quotes via text or Whatsapp! Many installers believed they were too busy to follow up on leads effectively and admitted to often forgetting to call back a lead, resulting in a large amount of potential work being lost.

This led to the development of WinQuote, a quote and lead management tool which was created specifically for the window and door industry, but has since been developed to work for all home

renovation companies.

We built in features such as setting reminders to follow up leads, real-time quote tracking and sending automated reminders to customers to meet the needs of a modern day tradesperson.

In 2021, this led to further developments resulting in a Dialler app called “WinCall”. WinCall allows installers to phone and text leads at the click of a button, and records calls to assist sales managers and directors in managing their sales teams.

This complete package was not only developed to help installers, it also had a number of benefits to Customade group:

- It made customers “sticky” – The digital support and access to pre-qualified leads and an effective system to convert them enabled Customade to retain more customers.
- It increased “share of wallet” – We integrated an ordering system into the Customade branded WinQuote app, meaning that some customers on the programme switched some of their other suppliers over to Customade, as it became easier for them to order everything through the app.
- Increase in end-sales to consumers – all of the installers we ran lead generation campaigns for generated more sales, resulting in a greater turnover for Customade Group.
- Increase in new business – the Customade sales team utilised access to the WinQuote app and Digital Club as a USP in their sales pitches to sign up new customers.

Here is an example of how one Customade customer benefited from the Digital Club.

'Sussex-based Keymer Double Glazing has taken advantage of Customade's extensive digital offering, which includes 'WinQuote'" – the industry's first lead and quote conversion app. Keen to boost productivity and generate more new business, Keymer began using the app to manage leads and quotes and was impressed with how quickly it achieved results.

Steve Smith, Sales Manager at Keymer Double Glazing, explains: "We've worked with Customade for around 20 years and have a strong working relationship with them, so we didn't hesitate when the chance came up to trial some of their new digital developments.

We teamed up with Customade's digital partners Winsoc Digital, who developed a tailor-made programme for us. The WinQuote app is a fundamental part of the package and we immediately used it to generate quality leads, prepare quotes and monitor potential customers. Within a few weeks, we were hitting conversion rates of 25% or more, which was a terrific result. It is a brilliant tool to track sales and create dialogue with customers."

Keymer also wanted to use digital and social media platforms to achieve greater online presence among potential customers. After developing a new, fully optimised website for Keymer and driving more traffic to it via SEO, the team at Winsoc Digital created a targeted advertising campaign to draw more new customers via social media.

"Leads are the lifeblood of any window company and, whilst we still generate a large amount of business through referrals and repeat custom, this new digital strategy has achieved impressive, measurable results for us," adds Steve. "Our website and Facebook page get more hits than ever and we yielded over £24,000 of new business from a nominal investment in lead generation. We're delighted with the success we've achieved already – bringing digital into the business has been a very positive move for us."

So if you are looking for a way to help your customers sell more, we can help. We will audit your customer base and provide practical, technology-driven solutions to help their businesses grow. After-all, when your customers sell more, you sell more!



Case Study: **Evaframe**

Background

Evaframe is an aluminium and uPVC specialist based in Newport who combine high quality and efficient trade services alongside a suite of industry-leading windows, doors, and conservatory roofs.

“Our windows, doors and roofing solutions help to give partnered installers an edge over the competition, especially when taken alongside our competitive prices, reliable delivery times, and showroom support.”

Evaframe’s core company values centre around quality products, competitive lead times, and a professional approach to business.

Problems faced

In a meeting between Winsoc Digital and Evaframe regarding lead generation, Evaframe voiced their need for help with their lead management.

When discussed, we found that Evaframe were heavily reliant on, and spending a lot of time using paperwork and excel spreadsheets, to organise their leads and confirm sales. This

meant more time and money than was necessary was spent in advertising and organising leads. Specifically, we found the key issues included:

- Losing money, as money was being spent on advertisements that did not provide a direct Return On Investment, making it difficult to establish where was best to advertise.
- Miscommunication and no real organisational system to input and record leads. Only a literal paper trail, and an excel sheet that was edited and updated by one person. If someone did not inform this person whether they had contacted a lead or made a sale, the spreadsheet wasn’t updated, which could mean a sale was lost.
- Lack of lead management, engagement, and nurturing of leads, and a lack of visibility in the lead journey.

How Winsoc solved the problem

In response to these issues, we created a partly bespoke, fully automated and cloud-based CRM system. The main objective of this being to help Evaframe

easily and effectively manage leads and sales enquiries, and to help save admin time from the moment the lead is generated, to the moment the job is complete.

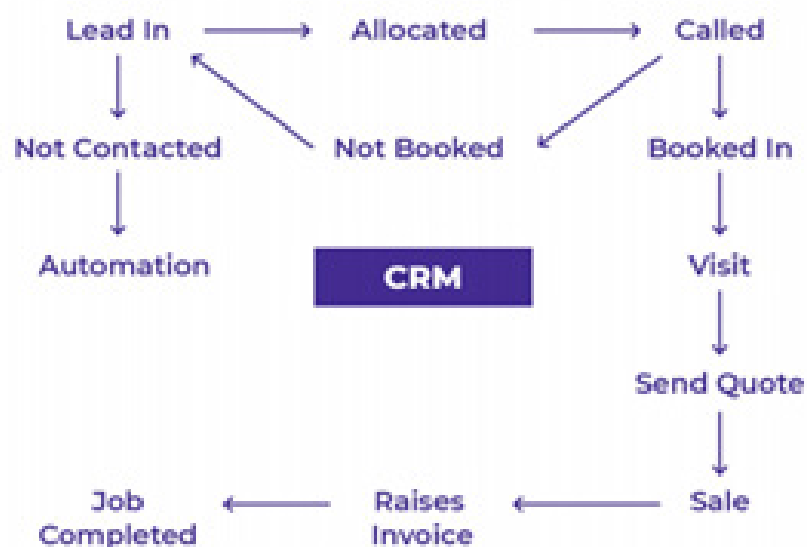
CRM features;

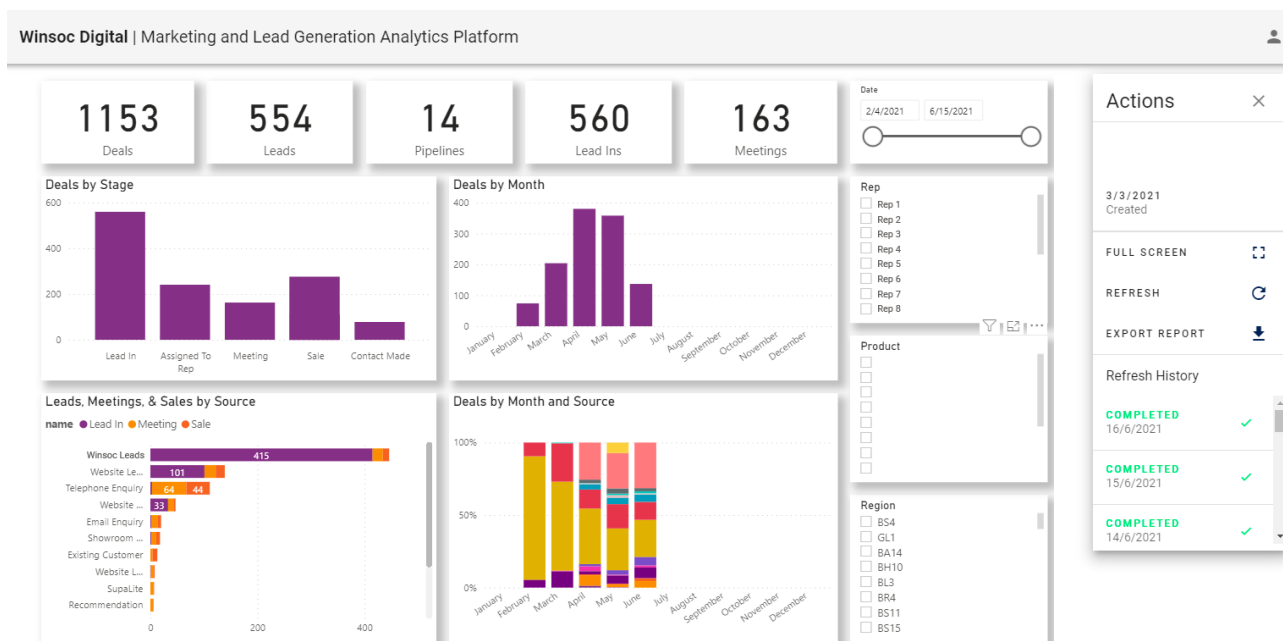
- Fully automated
- Bespoke to the business
- Built in features to increase sales conversions
- Analytical report to highlight the lead journey
- Unlimited amount of users
- Hosted on Amazon AWS servers
- 6 months support
- Full training for users within the company

Evaframe's new CRM system means that leads are automated from their website, into their CRM system, saving them time as they don't have to manually take a lead from their email inbox and input the information into a spreadsheet.

This lead is automated through to the WinQuote app where it is allocated to a sales rep, who can then call the lead and create a survey appointment. The app records and tracks calls so if the conversation needs to be revisited, or the rep or manager wants to track who has been called and who hasn't, they can. The app also automates reminders to both the customer and the sales rep for upcoming appointments.

There is also a separate analytical report that gives Evaframe an overview of where their leads are coming from, and which are generating sales. It provides them with data, that can be used to drive their marketing and sales decisions.





Results

Time saving – where they used to spend a lot of time and energy manually organising their lead journey, they can now use this time to convert leads to sales. They now also have full visibility of the lead journey using their analytical report that gives them an overview of where their leads are coming from, where they are in the lead process, and which leads are generating sales. The report also provides Evaframe with data that can be used to drive marketing and sales decisions, as a result, Evaframe have reduced their marketing spend as we identified an overspend on leads from certain channels.

Testimonial

“Winsoc Digital have provided a fantastic service, and positive experience for us at Evaframe. We initially had a conversation regarding lead generation, and quickly came to realise that we were not organising ourselves as efficiently as we could be, and that there was a much easier way to do this, that would provide us with full visibility of our lead journey.

With Winsoc’s knowledge and expertise, we now run much more efficiently and effectively as a business, we have more clarity in our lead journey and a better understanding of our lead management. Most importantly we have found that we can reduce our marketing spend in certain areas and are therefore saving money.”



What Do Our Customers Say About Us?



We have found the Winsoc team helpful and knowledgeable, David Appleyard and Louis Castel have been extremely patient with this novice; guiding me through the minefield of social media and by working together we have a better understanding to make sure we get the enquiries/leads we need to drive our business forward and we have developed with their graphic teams a great new on-line brochure. Thank you.

Sandford Sunrooms
On Google



Brilliant company to work with! I would 100% recommend their Digital Fitness Scheme to any business looking to grow. Helpful, supportive and no starting point is too small. As well as fantastic lead generation, their monthly reporting provides transparency and is invaluable for looking at the return on digital marketing campaigns.

Gemma Scaife
On Google



As a small business owner I have found their help and knowledge absolutely invaluable in increasing enquiries and converting leads. They have totally streamlined my online marketing

Sadiq Ahmed
On Google



GET IN TOUCH!

0161 854 1187

info@winsocdigital.com

[Click here to get a proposal](#)