

# MILWOOD'S

## GROWTH NEWSLETTER

"The UK's No 1  
Provider of Outdoor  
Living Solutions"



'Business Growth' News, Advice, Ideas and  
Products for MILWOOD GROUP Trade Partners



## WELCOME...

July 2019

A very, very warm welcome to a scorching hot Milwood newsletter!

The weather is almost as hot as some of the content here, we hope that you are well hydrated and sitting comfortably to enjoy this month's offering.

We have a treat for you this month with feast of delicious installations from our trade partners across the country, in fact we had so many great submissions that we couldn't fit them all in! Don't worry though, we'll treat you to them in the next edition! It's so important to visually show your work and the aesthetic benefit that having a veranda can add to the home, as well as the practical benefits.

If you haven't already checked out the marketing matrix then please do, it will guide you on how to maximise your marketing potential and correct use of imagery and wording will do wonders for your organic growth through SEO. Check out Leonardo's marketing section this month for more productive pointers to get your business performing to its maximum potential.

Leonardo is hosting a live marketing webinar on Wednesday 10th July @ 7pm, details are in the marketing section. Make sure you put this in your diary, it could be the most profitable decision you make this year!

If you could pay attention to our housekeeping articles concerning the online ordering form and the correct contact numbers it would be greatly appreciated and many thanks in advance for your co-operation.

So pour a refreshing beverage, kick back and enjoy this month's newsletter. It doesn't happen without all of your hard work and we are very grateful for all of your efforts and continuing support.

Best wishes

Kevin & the Team  
Milwood Group

## HELP US TO HELP YOU

### Calling us

At Milwood Group we know that your time is precious so we want to make sure that all phone enquiries are dealt with properly and no one is kept on hold for too long. Here is a little guide that explains all the options you have...

For all Milwood enquires please call: 0845 869 6006 and choose:

- 1 for Sales & Marketing
- 2 for Jobs in production
- 3 for Accounts
- 4 All other enquiries

For all Ali-Deck enquires, please call: 01622 235 672

### Online Ordering

We are aiming to have an efficient response to all orders so that is why we encourage our Trade Partners to use online order form. The order form is available on the Trade Partner Area. What are the benefits of using ONLINE Order Form?

- Quicker order checks
- Improved time on CAD's back
- Less time spent asking questions - the form asks all required questions
- Reduced admin time - again meaning CADs back quicker
- Lead times can start sooner as CAD process is quickened
- Helps avoid confusion from illegible writing

# WHO NEEDS 50 SHADES OF GREY?

Check out these four amazing installations in Anthracite Grey! We have seen the Anthracite Grey overtake white as the most popular colour for the Simplicity 6 now and you can see why from these amazing installations. It suits a wide range of house finishes and works well even if the windows and doors are not grey as well. Adding the blue glass gives a very contemporary and sleek look to proceedings too! The Alfresco with blue tint by Osborn Glass was achieved by them providing a tinted film which they applied to the clear 8mm glass as unfortunately tinted 8mm is not available and it helped secure this amazing order for them. Have you thought of that to help on Alfresco jobs requiring a tinted roof? We hope that you can gain some inspiration from these images. From all of us here at Milwood, many thanks to White Windows, NGT, Osborn Glass and R H Magor Joinery Services for these fantastic submissions!

## White Windows, Isle of Wight

This beautiful Simplicity 6 Glass Room was supplied and installed by our Trade Partner White Windows who are based in Isle of Wight.

Their customer had an old timber out-building which was falling apart. It was roughly 4000mm wide by 2000mm deep. The glass was falling out and the base was on a slant as the front had sunk. Here's what company's director Matthew has to say about this project:

*"They wanted a new veranda to span the width of the house, but also have an enclosed area where they could sit if the weather was bad. We decided on a 11000mm in length and 2600mm deep*

*glass room. The problem was that because the base was so bad, we had to start from scratch.*

*We demolished the existing structure and excavated the footings to 1000mm deep. Build a retaining wall, then back filled it and concreted the floor to get the correct height.*

*We installed new fascia and gutter above the veranda, then installed gutter guard to stop any tiles falling on the proposed new veranda glass roof. We then installed a Simplicity 6 veranda in 7016 Grey with a self-cleaning solar blue roof.*

*For the enclosed area we used Smart Aluminium frames, again in the 7016 Grey. We measured the roof and enclosed*

*area so that the frame would line up with the roof bars, then we got hollow soffits sprayed to 7016 grey to fill in the rakes.*

*We tiled the floor inside and out using Hamble Nimbus from the spaces range at Topps Tiles.*

*Then we finished off with a couple of steps on the front*

*It was a challenge as we had to incorporate 2 different systems, the simplicity 6 veranda and smart aluminium frames. But the customer is over the moon with the finished product and it has turned out better than we could have hoped."*

Matthew Foreman, White Windows





# WHO NEEDS 50 SHADES OF GREY?

## Osborn Glass & Windows Ltd., London

Last year (Osborn Glass & Windows Ltd) completed a refurb using aluminium windows and Patio doors, this formed a fantastic open planned kitchen dining area. The client had lived with the new windows and doors for about 12 months and asked if we had a solution to continue this space outside.

The client had a few concerns and was quite keen to construct something that tied into the property and offered several other features. Fortunately, Milwood's lifestyle range of products ticked all the boxes.

- ✓ Size 6.4 x 3.7m to cover the patio area.
- ✓ Few posts as possible – only required two.
- ✓ Colour – had to match the existing window profiles.
- ✓ Protection from UV was important.
- ✓ Long lasting with little maintenance.

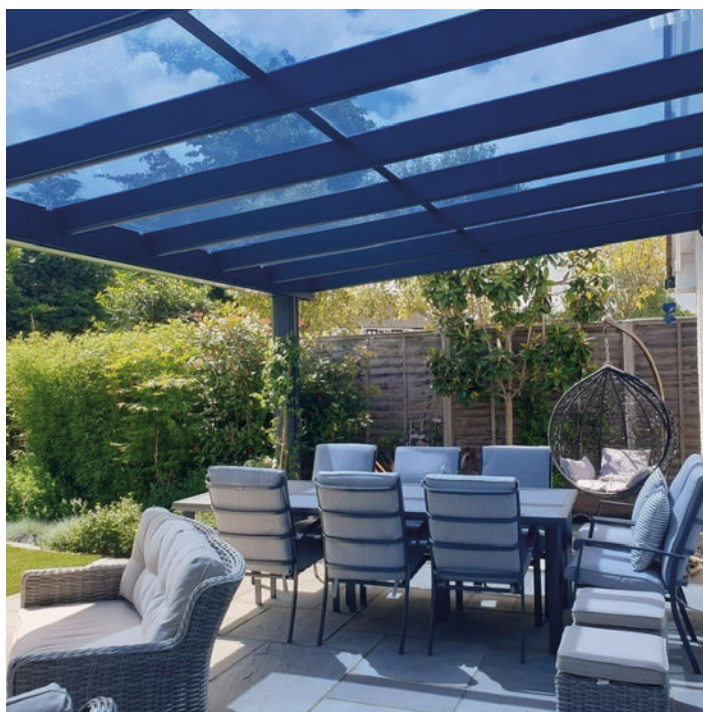
The UV protection was a solar reflective film Osborn's added. This was important as the client had a skin condition and could only spend a limited amount of time in direct sunlight.

*"The comments we have received by the client have been great – he can now enjoy the garden for as many hours as he wants, whilst entertaining family and friends. There are many reasons to use one of Milwoods products this is just one. This has made a real difference to the client's way of living that's got to be the reason we supply and install some of the best products UK manufactures offer, I can honestly say that The Milwood Group is one of those companies."*

- Danny Blundell, Sales Manager



Above: Before





# WHO NEEDS 50 SHADES OF GREY?

Another two installations in grey are by NGT Products Ltd. Here's what the company director has to say about these projects:

*"We recently carried out the following installation for a client that had an existing wooden canopy that had never been watertight since it was installed by another company several years ago.*

*What they liked most about the new structure was the quality of the product with the Victorian upgrade and our complete service offering of dismantling and disposing of the original canopy and then installing the Simplicity 6 shown below.*

*At NGT we like to offer what the customer requires rather than other canopy companies that very often just want to sell what's best for them. Once we have established the clients budget meets with their 'want' we take time to go through every aspect with them and we are willing to take on a project management approach to the project when other trades are required for groundworks, lighting etc. We can be as involved as they want us to be.*



*Another recent installation was at a Gastro pub in North Yorkshire where we created a valuable Alfresco dining Area for them including Glass panels between the flower beds. We would have loved to have been involved from the start on this one as we would have been able to improve the look further if we had designed and arranged for the flower beds to be built in accordance with the canopy. However, our client is absolutely delighted with the product and service from us and reports lots of compliments and use of the area creating them additional revenue as well as offering other dining experiences for their customers."*

*- Neil Tappin, Managing Director, NGT Products Ltd*



## WHAT AN ENTRANCE

This great job was completed by R H Magor Joinery services in North Wales.

They have a contract with a housing developer and they were looking for a neat solution to give some weather protection to a main communal entrance. Russell has installed a number of Simplicity 6 systems in the past and put it forward on this project. The contemporary lines of the Simplicity 6 complement the building well and the standard RAL 7016 colourway made it an economical option.

The client is very impressed with the job and has now put in an order for another one on the same site, which could lead to a standard additional to future builds.





# WHEN SIZE MATTERS

Check out this fantastic installation from Lifestyle Canopies of Blackburn, Lancs! It's a 12m x 3m Simplicity 6 in RAL 8004 Copper Brown and it's one of the biggest domestic installations we've seen so far this year. Here's Steve Huckle (MD) to tell us about the job.

"The client was looking for a covering along the whole back of their home as they entertain a lot throughout the year and both the living room and dining room allow access to the patio area. Rather than have 2 smaller canopies above each patio door, they preferred to have a continuous canopy so that guests could move around the whole area in comfort. They liked the appeal of the profiles being 6m in length so as to avoid multiple joins in the gutter and having

the ability to match to a specific RAL colour meant that the Simplicity 6 was the best option against other systems that they had investigated. The house wall was all you could ask for in terms of a straightforward installation and Steve did a great job of templating the paving slab around the posts which were cast into the ground. The finishing touch were the modular heaters and we installed 4 of them along the back wall. If this weather keeps going it will be a while before they use them but it was an important add on so that the canopy could be used into the evening and all through the year. We have supplied and installed dozens of Milwood products and this met the usual high standard of product and delivery so happy customers all round!"







# Milwood's Marketing Matrix

"Your Sales Growth Visual Guide & Checklist"

Check a few items off the Matrix Checklist to make a few more sales... or check them all off to double your sales.

MMM articles written by Leonardo from GlazingGPS.com

## PAGE 1 OF GOOGLE IN 25 HOURS FOR SB CANOPIES

Last month, we talked about "Adding Products to your Website" (MMM Checklist Item #11) and I explained how one of our Trade Partners added 5 Milwood Products to their website, which in turn generated 109 Veranda/Canopy enquiries via the free listings on Google, without doing any other updates or advertising.

This month, we're going to discuss a related subject, which happens to be #16 on the Matrix Checklist, as shown here:



*BTW: To make it easier, we've now numbered the MMM 'Double Your Sales' Checklist Items (1-28) download your new copy at the link below.*

When it comes to Optimising your Websites' product pages and completed installations pages, one of the first things you will want to do, is ensure you have added the 'Type' of product, such as Verandas etc., and the Geographical Locations you're working in, to your pages.

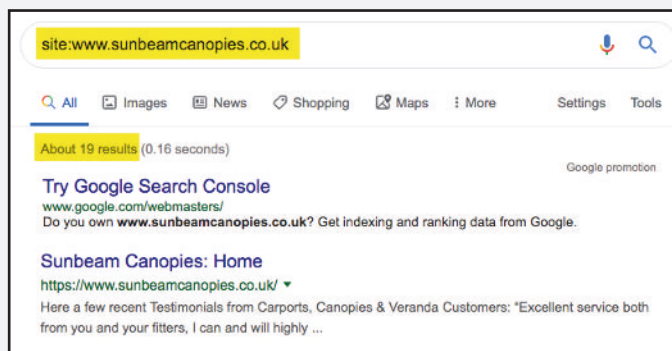
This process of adding 'keywords' in the right places on your website, is called: On-Page SEO.

I wrote my first book on SEO back in 2007, and 12 years on, On-Page SEO is still one of the fastest ways to move your website higher up the free listings on Google, if you have not already spent time optimising your website.

Updating your Website Title Tags and Page Descriptions is the best place to start.

To see your Title Tags and Descriptions, search on Google for 'site' 'colon' 'your-website-address'

For example: site:www.sunbeamcanopies.com



As you can see above, I used a site-colon search to show how Sunbeam Canopies Website Pages are listed (indexed) on Google.

Take a close look and the Title Tag (Sunbeam Canopies: Home) and Page Description (Under Website URL) they don't contain any locations, so I changed them to the new version below.



Before I made this change, SB Canopies were on Page 2 of Google for Verandas, Canopies and Carports 'Derby or Derbyshire' but 25 hours later when I next checked, they were on Page 1.

**Join us for our upcoming webinar to get a more detailed walk-thru of our SEO for SB Canopies.**

 More Guides & Checklists at: [MilwoodGroup.com/matrix](https://MilwoodGroup.com/matrix)



*...continued front back cover*

As mentioned on the back page, our upcoming online marketing webinar will feature various case studies you can emulate, to increase your enquiries and sales using online marketing.

The '1 Day a Week' strategy I mentioned involves something I've been working on for a decade...

**The UK Glazing Online Marketing GPS** - an easy to follow roadmap I have developed to help Glass & Glazing Firms generate more prospects and sales through online marketing.

If you're reading this, and you don't currently have a strategic plan in place, for your online marketing, don't miss the Webinar...



It will be the perfect opportunity to get your online marketing plan sorted, and pick my 'Internet marketing' brain in the process.

**Register at: [www.GlazingGPS.com/milwood](http://www.GlazingGPS.com/milwood)**

## "THE MORE YOU TELL, THE MORE YOU SELL!"

**David Ogilvy, the "Father of Advertising"**

One of my favourite quotes "**The More You Tell, The More You Sell**" which I included recently at the end of a 10,000 word (40 page) letter, which you may have seen.

Ironically, when I started an online marketing project a couple of years ago, at the time, my client's website also contained 10,000 words (across 50 pages) before our project began.

Those 50 pages (10,000 words) drove 300 people p/m to my clients website, generating £105k in Sales via Google/Website in the previous year.

Whereas, at the end of our 12-month project, their Website contained over 900 pages, (mostly completed jobs) and around 75,000 words.

At its peak, those 900 pages (75,000 words) were driving 1800 people p/m to their website...

...and for the year of our project, they generated £765k in Sales, from Google & their Website.

Telling their news to 1000's more people, in 65,000 more words on 850 more optimised web pages, linked and shared in 1000's more social posts/emails helped them sell £650k more.

In the following 12 months, without my help, but using the online marketing manual I created for them, their website visitors continued to grow, to over 2000 visitors (in May alone this year), which is helping them sell even more.

How many Words, Pages, Social Posts, or Emails will you be sending out this month... this year?

***The More You Tell, The More You Sell!***

Leonardo.



# MILWOOD'S

## i-MARKETING TIPS



i-Marketing Tips by Leonardo Wood [GlazingGPS.com]  
For MILWOOD GROUP Trade Partners & Friends

"The UK's No 1  
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Also featuring...



Hi, **Leonardo** here from **GlazingGPS.com** (formerly InstallersLeads) with a few updates, to help you generate more prospects and sales.

To kick-off, we are testing a new format for the Newsletter, with '**Milwood News and Updates**' in the front and '**i-Marketing Tips**' in the back... so whether you're reading this from front to back, or back to front, we've got you covered!

I have also updated **Milwood's Marketing Matrix [MMM] 'Double Your Sales' Checklist**, numbering the 28 Checklist Items... to make it easier for you, as we expand upon each of the items on the list, in the weeks & months ahead.

If you haven't got your copy, see page 6, which also includes our 2nd MMM Article in the series.

**Re-scheduled Online Webinar** – this will now be at **7pm, Wed 10th July** – you can register for the free webinar at [www.GlazingGPS.com/milwood](http://www.GlazingGPS.com/milwood) and log on from the comfort of your home or office to watch the Webinar as I share the following Case Studies to Suit Any 'TIME' Budget.

**Could you Spend '5 Minutes' a Week?** I am going to show you how I spent '5 Minutes' on SEO for my client TTSS, which generated £43,000 in Sales, a few weeks later.

**Could You Spend '1 Hour' a Week?** I will explain how my clients' marketing assistant spent less than '1 Hour a Week' Emailing their past Customers, which generated £244,000 in Sales.

**Could You Find Someone for '1 Day' a Week?** I am going to share how I personally spent '1 Day a Week', which generated over £650,000 for CBV Installers in just 12 Months.

I am not suggesting you personally spend 1 Day a Week on your online marketing, because like most businesses owners, you're probably already up to your neck in it, running your business.

But what I am suggesting, is that with some guidance or training, if you could spare just 5 minutes a week or 1 hour a week, or find someone else to spend a day a week on your online marketing, it could be worth from £10,000 to £1,000,000 in sales, in 12-36 months... based on what I have seen... *depending on your current level of sales and growth potential.*

**See page 7 for more webinar info...**

### ✓ Milwood's Double Your Sales Checklist

The difference between highly successful thriving businesses & those that struggle, usually boils down to a handful of easy to implement tactics or strategies. When it comes to generating more customers & sales, nothing's really changed for decades, you just need to do more online now. So with that in mind, the big question is... are you checking these items off your list, regularly?

Check a few items off this list to make a few extra sales... or to double your sales, check 'em all off!

#### PRODUCTS CHECKLIST

- 1 ☐ Continually add new (and ideally more profitable) products to your range
- 2 ☐ Do competitor/supplier analysis to ensure your product info surpasses competitors

#### CUSTOMERS CHECKLIST

- 3 ☐ Encourage potential customers to subscribe to your lists (pixels, email, chat)
- 4 ☐ Inform new customers you'll exceed their expectation (helps generate reviews)
- 5 ☐ Educate new customers about old products & new products as they're launched
- 6 ☐ Educate existing/past customers about your new products, as they're launched

#### EMAIL CHECKLIST

- 7 ☐ Email leads with updates, offers and product information (at least monthly)
- 8 ☐ Email new/past customers with updates about new/old products (at least monthly)
- 9 ☐ Email all customers who bought in last 30 days, for feedback/testimonials (monthly)
- 10 ☐ Email new happy customers from last 90 days: ask for recommendations (quarterly)

#### WEBSITES CHECKLIST

- 11 ☐ Add all of your products to your website (1 product per page minimum)
- 12 ☐ Add your latest news/offers to your website blog or news pages (at least once a month)
- 13 ☐ Gradually add all of your previous installations to your website (1 job per page)
- 14 ☐ As new installations are completed, update your website (with reviews & testimonials)
- 15 ☐ Contact other relevant Websites to feature your business, news and products

#### GOOGLE & GMB CHECKLIST

- 16 ☐ Optimise all your product and install pages for Google (Your 24-7 Sales Force)
- 17 ☐ Regularly add Google My Business 'Posts' about your Website Updates
- 18 ☐ Ensure your Google My Business Profile & Categories are Complete
- 19 ☐ Gradually add your business details to Business Directories (Citations & Links)
- 20 ☐ Encourage relevant partners and suppliers to link back to your website (Backlinks)

#### SOCIAL MEDIA CHECKLIST

- 21 ☐ Create a rolling set of scheduled posts for all social media pages (1 click send to all)
- 22 ☐ Every time your website is updated, post to social (use 1 click send to all to save hours)
- 23 ☐ Check your social profile bio's are up to date with your latest product developments

#### OFFLINE CHECKLIST

- 24 ☐ Ensure all your offline marketing and advertising displays your website address
- 25 ☐ Use professionally printed brochures to create the right first impression
- 26 ☐ Display sales posters in your showroom to promote your new products and promo's
- 27 ☐ Each time you complete a survey or job, spend 5 mins leafletting neighbours doors
- 28 ☐ People love stories, so include Case Studies in your printed presentation material

*As a Milwood Trade Partner, you will receive artwork, training and content via our Newsletter & Website, to help you check more of these items off your list!*