

WELCOME

Dan Martin, head of content, Enterprise Nation

@Dan_Martin



@e_nation
enterprisenation.com/join
#HomewaresExchange

Meet the buyer

Anna Rigby, head of homes, John Lewis

@johnlewisretail



**Enterprise
Nation**

Anna Rigby

Head of Buying
Home

John Lewis

Time to Stand Out !

- John Lewis buyers, like most buyers & procurers are contacted every hour, of every day via Linked-in, cold calls, emails, letters & samples.
- They are a time short breed & heavily KPI'd to deliver results.
- The climate in which we are operating is challenging , competition is fierce & the focus on profitability is intense.
- Any new supplier or business relationship will be judged on the commercial or reputational value it will add.
- Decisions on a pitch are often made quickly so time is of the essence and the quality of your pitch critical.

Do your homework, be prepared

- Approach the right business for your product/service based on meticulous research of the market & identification of a GAP. Target potential outlets that really suit your product/service.
- Understand what the retailer's requirements might be
Think
 - » CSR
 - » Branding & Packaging
 - » Volumes
 - » Margins
 - » Terms & Conditions

Start local & build up to the nationals

Pitching – first approach

- Identify the right buyer for your product.
- Buyers are searching for the next best seller before the competition gets there, at the right price & quality for their customers.
- Remember , not every retailer targets the same customers. Your product might not be right for John Lewis but it could be right for someone else.
- In the most compelling way , tell your product/service story – keep it brief, visual, include information a buyer needs to know to make a selection/decision – don't hold out waiting for a face to face meeting. You've got to tempt them to a face to face meeting.
- Get to the point quickly – the clocks ticking ! Why's your product or service right for the company? How unique is it ? Do you have samples to show production quality ? Where would it sit in the price architecture of its market ?
- Buyers will want to know about manufacture: Where , Who, What , How many, When ? Sustainability ? Traceability ? Audited ?
- Branding: is it branded or potential own brand ? If branded what's the look & feel ? What's the synergy between brand values ? Is there a marketing plan to support?

Follow up

- Quickly supply any additional information requested to keep the momentum going. Make it transparent & accurate.
- Give the buyer confidence in you and your product.
- Now try for a face to face meeting to develop the relationship and build trust.
- Worth preparing a 2 min “ elevator pitch” in case time is short.
- Be memorable for the right reasons.
- If unsuccessful this time – try to establish why , ask for feedback & maybe an opportunity to put something right, but take the rejections graciously.
- Remember - not every product is right for every outlet & not every outlet is right for you & your product.
- So build your

COURAGE, PERSERVERENCE, RESILIENCE

believe in yourself and your product and keep going

Thank you for listening

Now on with the Pitch

Pitch to the buyer

Two Enterprise Nation members pitch their products to Anna Rigby live



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#HomewaresExchange



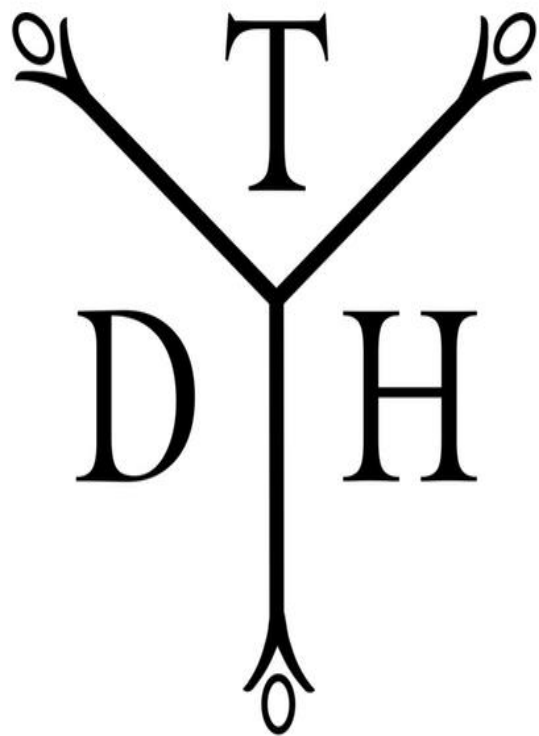
Paint without the
spills!



Clip, cut &
file...



www.nailzee.com



The Divine Hag

@DivineHag

www.thedivinehag.co.uk

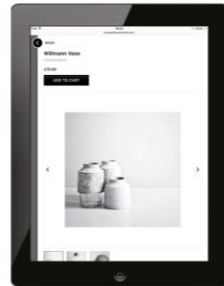
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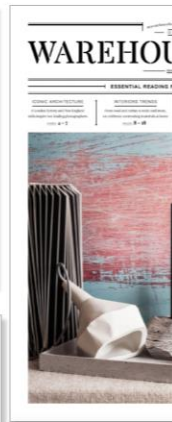
Building a brand

Sophie Bush, founder and director, Warehouse Home

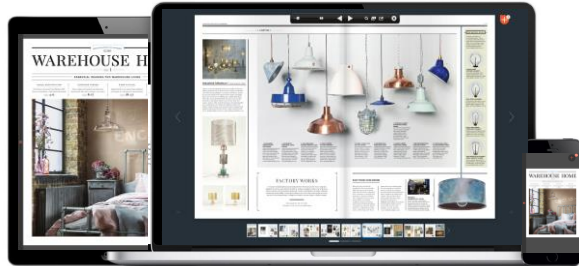
@mywarehousehome



WAREHOUSE HOME



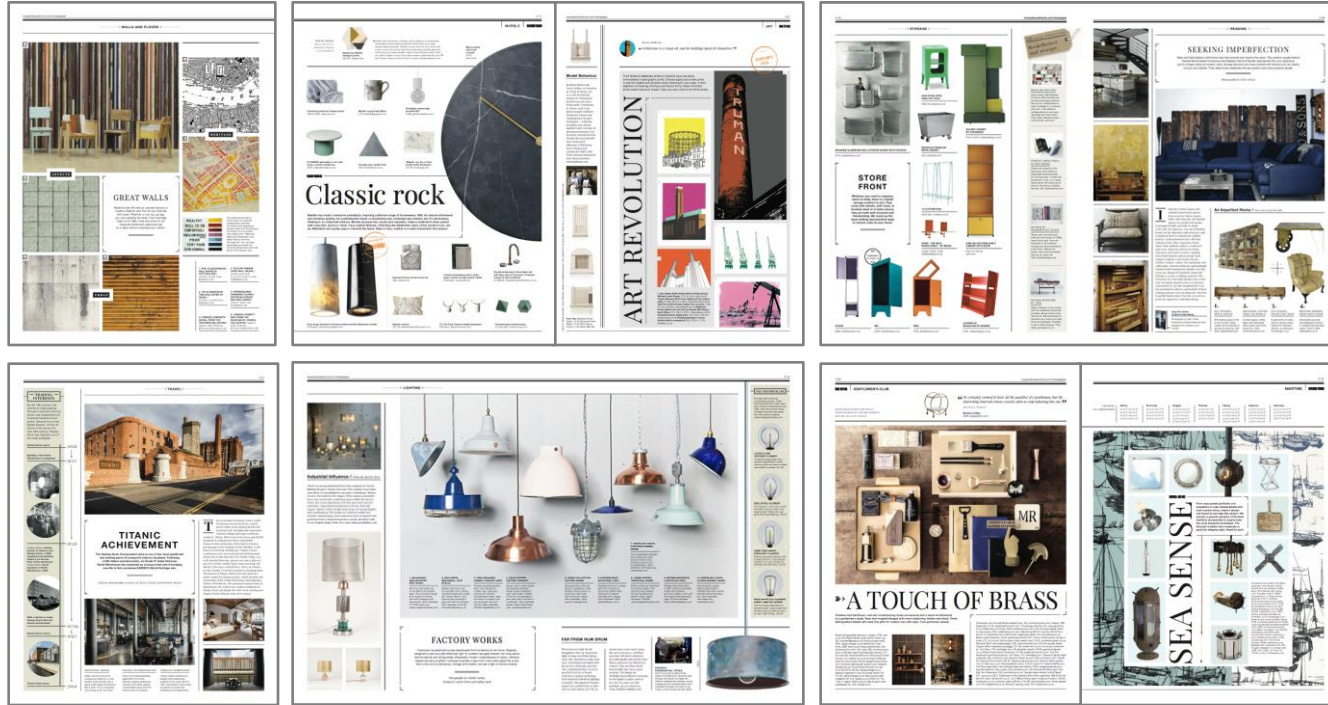
THE MAGAZINE



*"Warehouse Home is a great new title
and freshens up the design market."*

SIR TERENCE CONRAN

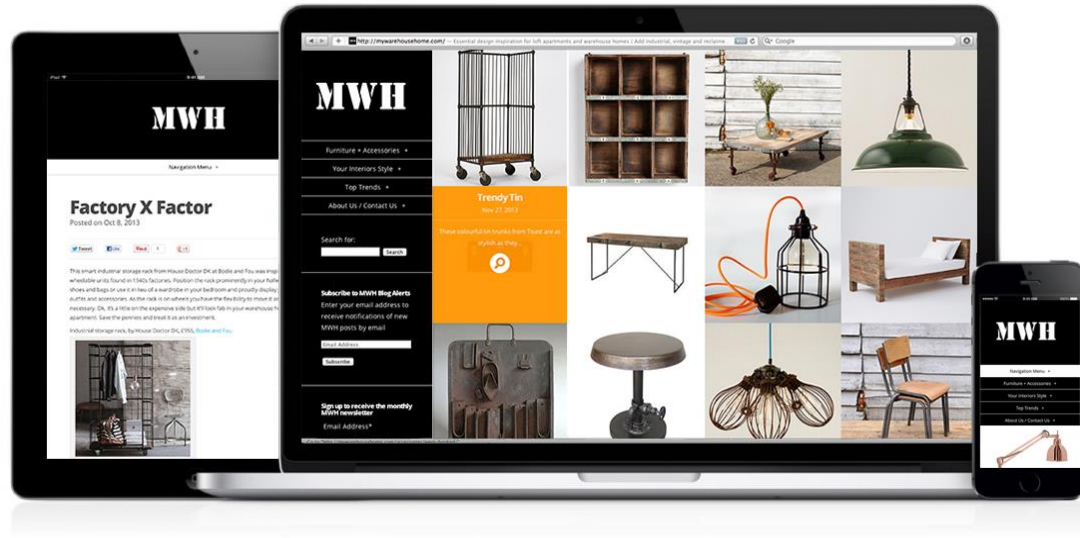




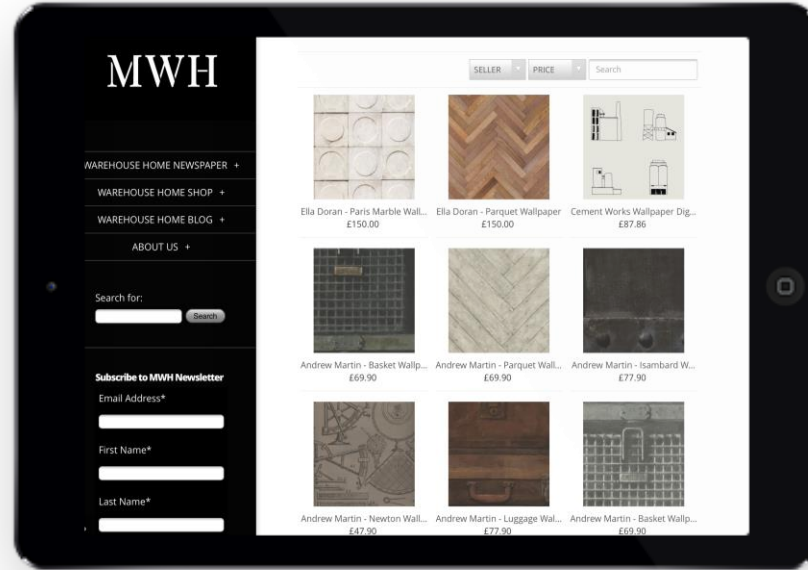
THE BOOK



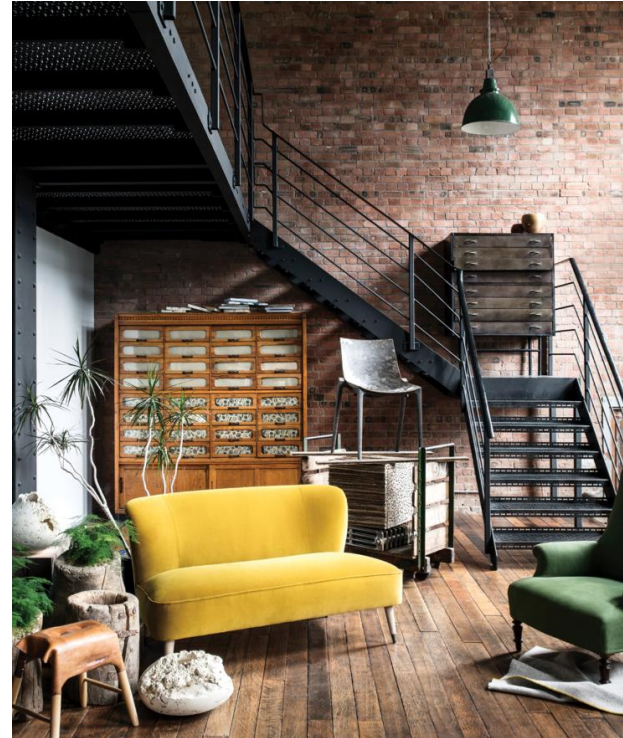
THE BLOG



ONLINE SHOP



SOURCING SERVICE



MY TIPS

- IDENTIFY A GAP IN THE MARKET
- DETERMINE YOUR TARGET AUDIENCE
- RESEARCH YOUR COMPETITORS
- WRITE A BUSINESS PLAN
- GIVE YOUR BRAND A NAME + STRONG VISUAL IDENTITY
- ESTABLISH A VOICE
- BE CONSISTENT IN YOUR COMMUNICATIONS
- INVEST
- BE YOUR BRAND'S BIGGEST ADVOCATE
- INVOLVE YOUR EMPLOYEES
- INNOVATE AND PIVOT

CONTACT US

sophie@mywarehousehome.com

@mywarehousehome

mywarehousehome.com/subscriptions
mywarehousehome.com/book

mywarehousehome.com



Meet the buyer

Claire Gavin, head of private brands, Pets at Home

@PetsatHome

Meet the Buyer



Claire Gavin

Director of Private Brands & Innovation
Pets at Home & Barkers for Dogs

Pets at Home: a brief background

- **447** Pets at Home stores – t/o c. £830m - avg 6,800 ft²
- **+9,000** colleagues – **92%** have pets
- **440** veterinary practices
- **4** specialist referral centres
- **296** Groom Rooms
- **7** Barkers for Dogs specialty stores
- **3.7m** active members of VIP programme
- **850k** circ. on UK's number 1 pet magazine, My VIP
- **£3.8m** raised for charity, **70,000** pets rehomed
- **40%** (c. 3k) products refreshed annually



Knowing your customers inside out



Values that focus actions



Innovation is a strategic pillar

- UK market leader in specialty pet retail
- Constantly seeking to push boundaries & possibilities
- Always something new & exciting for customers
- A hopper of ideas & concepts that's brimming over
- Innovation on a giant scale & an ongoing business priority
- Scouring the globe for the next best thing

Knowing what we're trying to achieve



Scouring the world for inspiration



Crate&Barrel



John Lewis



CANOE



BARNEYS
NEW YORK



Fenwick



SELFRIDGES & CO



MudBay
FOR HEALTHY DOGS AND CATS



Sainsbury's

YOUR M&S

Waitrose



Z GALLERIE

pottery barn



where pets come first

Searching for newness: often in less obvious places

HARROGATE
international
nursery fair
29th to 31st March 2015



**NATIONAL
PET
SHOW**
Sponsored by
My Pet
show

PIF
PET INDUSTRY FEDERATION

PATS
sandown
2018
20-21 March
patshow.co.uk

**HOME
& GIFT**

**MAISON
& OBJET
PARIS**

AUTUMN FAIR



goodfood
SHOW LONDON

**Canton
Fair**
中国进出口商品交易会
CHINA IMPORT AND EXPORT FAIR

HKTDC
香港貿發局

COUNTRY LIVING
magazine
**LONDON
SPRING FAIR**

**LONDON
DESIGN
FAIR**

ZOOMARK 2013

SPRING FAIR

PLMA
PRIVATE LABEL MANUFACTURERS ASSOCIATION



PULSE
Unique, irresistible products



Interzoo

pure
LONDON

**Spirit
of Christmas fair**



Crufts

**pets
at home**

where pets come first

Celebrating new, exclusive & first to market



HEAR DOGGY!



Kyjen



Grab our attention - we love



Know your stuff to be successful

- Understand your product – what is its USP
- Be honest - think about why customers will want or need it
- Know everything about your market & your competition
- Understand the retailer you're pitching to. Why should they stock your product?
- Get under the skin of every single commercial element
- Make your pitch a compelling journey - products delivering entrepreneurial new solutions are often winners
- Never forget that buyers are your internal sales people
- If your proposition is compelling enough, tenacity can win

From selection to shelf – some things to consider

- Know your product source is safe & ethically compliant
- Be sure it will pass testing & meet all legal requirements
- Be clear that your product is commercially viable - for everyone involved
- Be cognisant of legal restrictions placed on UK buyers
- Understand manufacturer capacity & lead-times
- Be sure you can finance what you're selling
- Be prepared to work with buyers on pack design & outer details
- Have a view on your route to market – own/private label or branded
- Understand if you can or are prepared to offer exclusivity
- Please don't always have expectations of a signed NDA

Getting a product into distribution



Using Barkers to lead the way



- Dogs always at the heart of the brand
- Always an experience for dogs & owners
- Confident in bringing new products to the market
- Unafraid to stand out & delight customers
- Champions new approaches in health & well-being

Making contact

- Know who your buyers are & tap into their style
- Be aware of the preferable times to contact your buyer
- Be tenacious if you have everything in order
- Make contact with the Director of Innovation or even the CEO to cut through
- Email the innovation hotline

productdesign@petsathome.co.uk

- Watch out for the Innovation Speed Dating press releases

Calling all entrepreneurs



Case Study: The Barking Bakery



Case Study: The Pedaldish



pedaldish
The lunchbox for pets

The only bowl with fresher food than Pedaldish.

A black cat is shown stepping onto a clear glass bowl that contains a small amount of green grass and a single goldfish. The bowl is placed on a wooden surface. The background is a blurred indoor setting.

pedaldish
The lunchbox for pets

The lid opens when your pet steps onto the ramp, keeping food covered and fresher.

A close-up of the Pedaldish bowl, showing its black base and a clear lid that is open, revealing a small amount of dry pet food inside. A black ramp is attached to the side of the bowl.

Made in the UK by **petvictus**
innovative pet products

Exclusively available online & in-store at **pets at home**

For cats & small dogs

The logo for 'pets at home' features a green square with the word 'pets' in white and 'at home' in a smaller font below it.

Thank you for listening.



where pets come first

Time for coffee



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Show me the money!

Peter Shearing, HSBC @HSBCUKBusiness

Katherine Karcz, KPMG @KPMG_SBA

How to build your business on Facebook

Natasha Courtenay-Smith, Facebook accredited trainer for the
#SheMeansBusiness campaign

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FACEBOOK FOR BUSINESS

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Facebook for business

1. Facebook: where are you at?
2. How to grow your page organically and understand how well you are doing.
3. The single most important place on your Facebook page.
4. Getting started with advertising
5. Core, Custom & lookalike audiences and why these matter SO much
6. Q&A



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HELLO, I'M TASH

- Ex journalist at publications including the Daily Mail, women's magazines.
- In 2008, I set up my own online PR/press agency business, Talk to the Press.



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The success of the business depended on

- Understanding, using and keeping on top of internet marketing strategies and tactics.....



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- I sold the business in 2014.
- Started working digital marketing strategist & publicist.



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Your Digital Marketing Partner
Successful Together



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#SheMeansBusiness



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**Nothing at
Facebook is
somebody
else's
problem.**

**WHY FACEBOOK
FOR YOUR
BUSINESS...?**



1.79_{BN}

active Facebook
users globally.



38_M

UK users on
Facebook



96%

use Facebook
on mobile



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FACEBOOK PROFILES AND BUSINESS PAGES



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FACEBOOK PAGE

- For businesses
- People can like your business
- Focus on business information
- Tools for managing messages
- Tools for managing posts
- Page Insights to learn about your customers and your page performance



PERSONAL PROFILE

- For people
- People are your friends
- For sharing personal updates
- No tools to manage posts or messages
- No insights or data



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Page Notifications 79 Insights Publishing Tools

Liked Following Share ...

 **Natasha Courtenay-Smith** shared Shaa Wasmund's post.
10 March at 08:42 · 🌐


Join us at this event next Friday!

 **Shaa Wasmund**
8 March at 22:17 · 🌐

[LAST CHANCE] Join me - three-time #1 bestselling author - and three EPIC guest speakers for an unmissable one day bootcamp called: How To Write A Book, Win Fri...

See more

LAST CHANCE



[LIVE] HOW TO WRITE A BESTSELLING BOOK, WIN FRIENDS AND INFLUENCE PEOPLE

Click the link to get one of the last tickets and discover the method I've used...

EVENTBRITE.COM Book Now

50 people reached Boost post



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Getting started

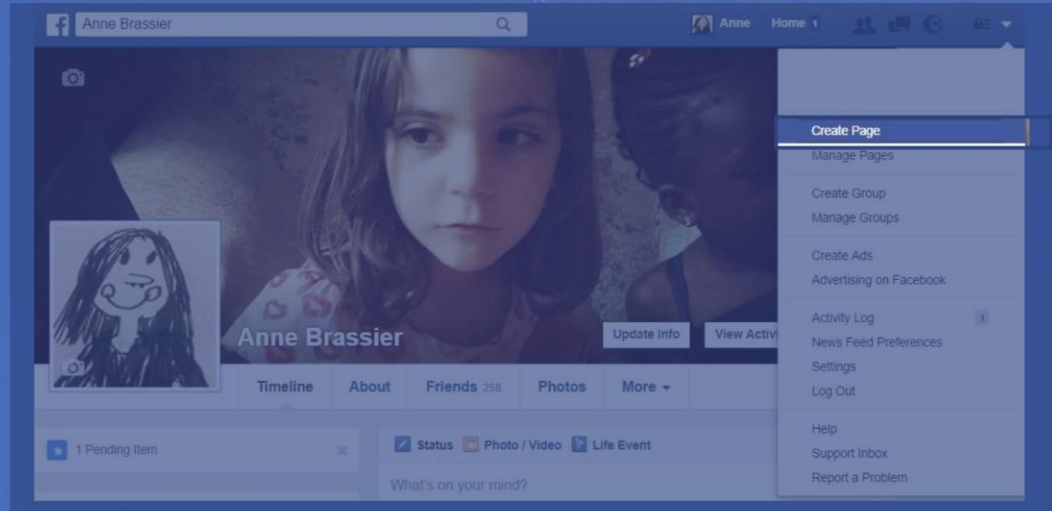


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CREATING A NEW BUSINESS PAGE

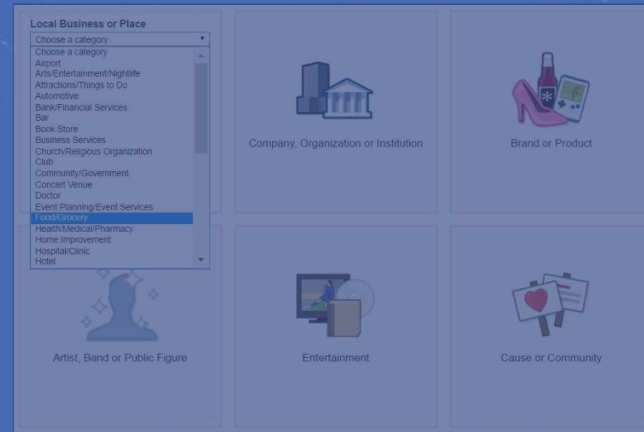
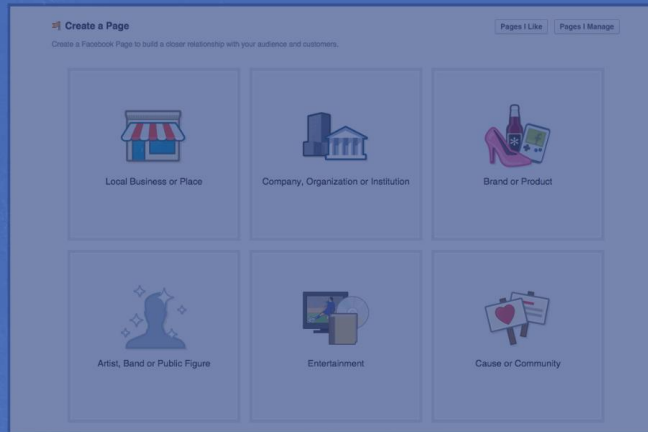


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CHOOSE YOUR CATEGORY



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CREATE A PAGE

CHOOSE A PROFILE PHOTO

Set Up Lovely Photos Inc

1 About > **2 Profile Picture** > 3 Add to Favorites > 4 Preferred Page Audience



Upload From
Computer

Import From
Website



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CREATE A PAGE

ABOUT YOUR BUSINESS

Set Up Lovely Photos Inc

1 About

2 Profile Picture

3 Add to Favorites

4 Preferred Page Audience

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

155

*Tell people what your Page is about...

Website (ex: your website, Twitter or other social media links)

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

http://www.facebook.com/

Enter an address for your Page ...

Need Help?

Skip

Save Info



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CREATE A PAGE

CHOOSE YOUR AUDIENCE

Set Up Lovely Photos Inc

1 About

2 Profile Picture

3 Add to Favorites

4 Preferred Page Audience

Tell us about the people you'd most like to connect with. Anyone can find your Page, but we'll do our best to put it in front of the people who matter to you most.

Locations ⓘ

Everyone in this location ▼



Include ▼

Add a country, state/province, city, DMA, ZIP code

Age ⓘ

18 ▼

-

65+ ▼

Gender ⓘ

All

Men

Women

Interests ⓘ

Search interests

[Suggestions](#)

[Browse](#)

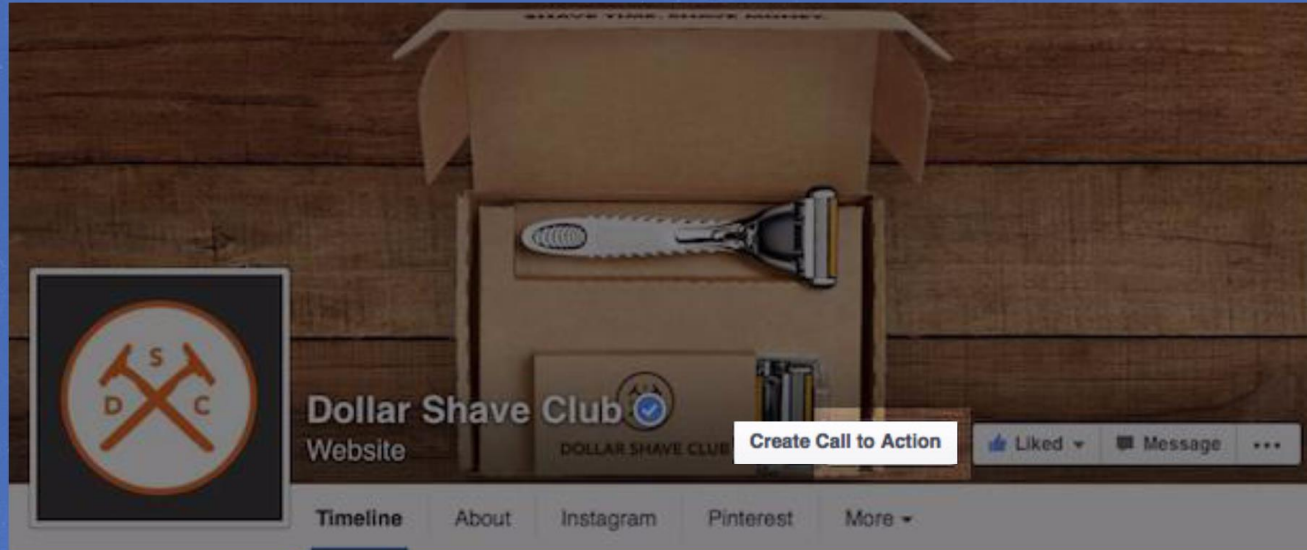


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ADD A CALL TO ACTION BUTTON



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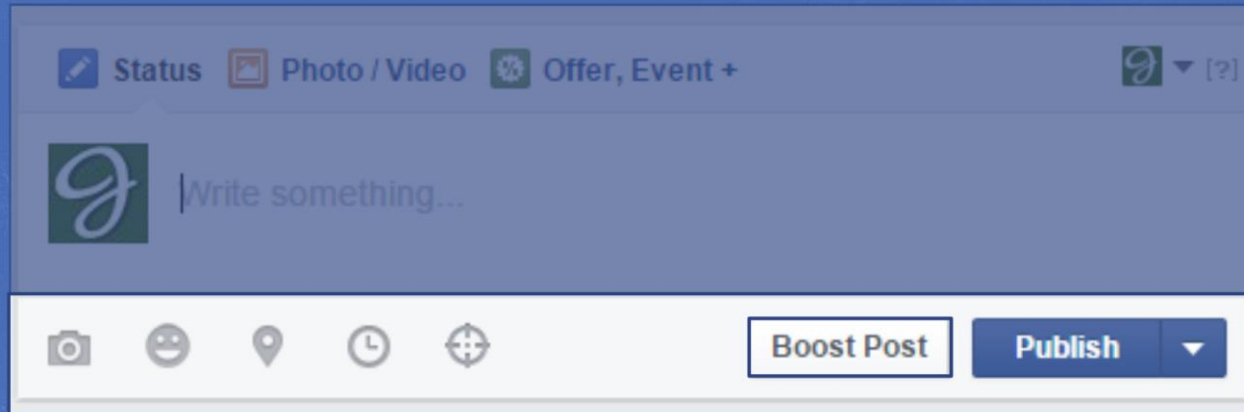


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WHAT TO SAY
ON YOUR
FACEBOOK
PAGE...

CREATING POSTS



The image shows a screenshot of the Facebook post creation interface. At the top, there are three tabs: 'Status' (selected), 'Photo / Video', and 'Offer, Event +'. To the right of these tabs is a profile picture icon and a dropdown menu with a question mark. Below the tabs is a large text input area with a placeholder that says 'Write something...'. At the bottom of the input area, there are five icons: a camera, a smiley face, a location pin, a clock, and a crosshair. To the right of these icons are two buttons: 'Boost Post' and 'Publish' (with a dropdown arrow).



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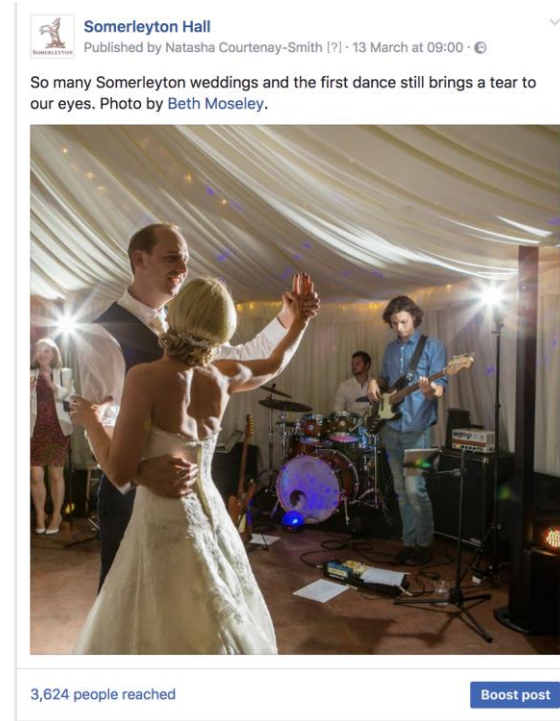
Your **GOALS**
+
Your **AUDIENCE**
+
TEXT
+
VISUALS

=

ENGAGING CONTENT



CONTENT GOAL: BRAND AWARENESS



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CONTENT GOAL: PROMOTION OF SPECIFIC OFFER

Somerleyton Hall
Published by Natasha Courtenay-Smith [?] · 14 March at 09:00 · 🌐

We have a very special offer for three lucky wedding couples on selected dates throughout 2017 - a complimentary champagne reception worth £1,000 for your big day. For more information call Rebecca Mackenzie 07460 400 276.



2,659 people reached

Boost post

Somerleyton Hall
Published by Natasha Courtenay-Smith [?] · Yesterday at 09:00 · 🌐

Enjoy handmade cakes and savouries in our Kitchen Garden Café this Easter. Our Easter event is one of our most popular of the year. It's 10am - 5pm, every day from April 14 - 17, priced from £6.50 for adults and £4.90 for kids. Kids under 5 are free (but pls register them so we have enough eggs!) <http://visit.somerleyton.co.uk/book-tickets/>



2,222 people reached

Boost post

Somerleyton Hall
Published by Natasha Courtenay-Smith [?] · 17 March at 14:12 · 🌐

Join us at the The Duke's Head to celebrate Mother's Day - we are now taking bookings! Call 01502 730281



2,261 people reached

Boost post



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CONTENT GOAL: WEBSITE TRAFFIC



Somerleyton Hall

Published by Sendible [?] · 6 March at 11:16 · 🌐

Wow we cannot believe the transformation in our pre-loved holiday retreat at Fritton Lake [#makeover](#) [#holidayhome](#)



Pre-loved Fritton Lake retreat undergoes an incredible transformation

Every so often one of our existing lodges goes up for sale as the owners choose to move on. Today we're...

WWW.SOMERLEYTON.CO.UK



Somerleyton Hall

Published by Sendible [?] · 9 March at 11:48 · 🌐

Wedding revisit - we are in love with these photos from Davia & Martin's big day at Somerleyton hall photos by @TWSTphotography <http://bit.ly/2iHMuO>



Wedding revisit: Davia and Martin

After her wedding, David told us: 'Everyone associated with Somerleyton went the extra mile to make our celebrations incredibly special. Our friends and family all enjoyed the celebrations and we both managed to spend time with almost...

WWW.SOMERLEYTON.CO.UK



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ENGAGEMENT VIA HIJACKING TRENDS



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PAGE ADMIN TOOLS

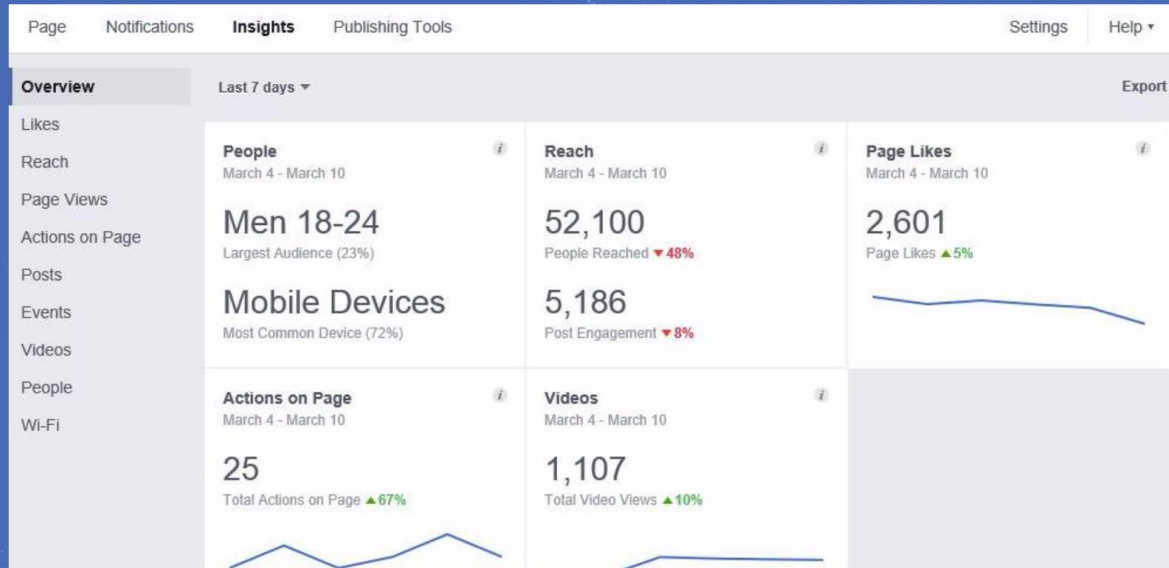


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PAGE INSIGHTS

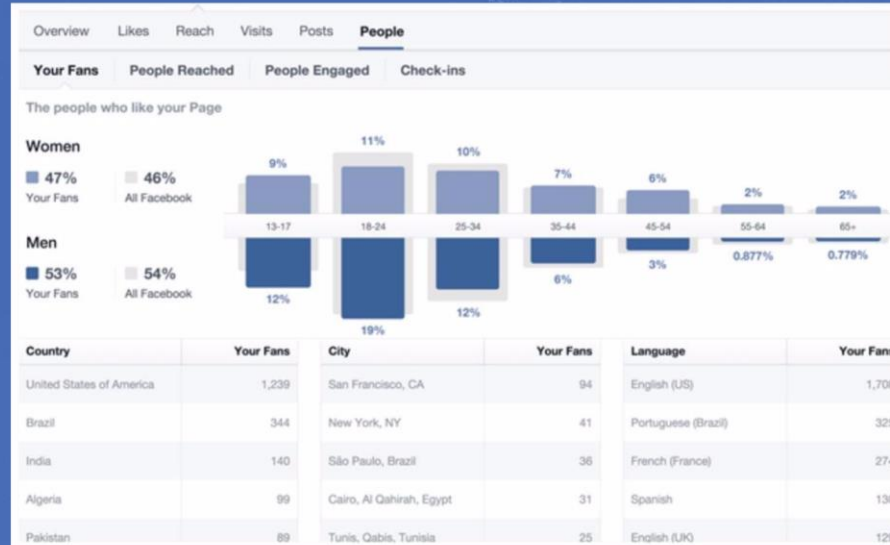


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PAGE INSIGHTS: PEOPLE



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PAGE INSIGHTS: POSTS

All Posts Published
12 November 2014 to 9 February 2015

Reach: Organic/Paid Post Clicks Likes, Comments & Shares






Published	Post	Type	Targeting	Reach	Engagement	Promote
05/02/2015 14:31	 Take 25% off your total purchase!	📢	🌐	980 	23 29 	Boost Post
29/01/2015 19:08	 Milestone	💬	🌐	119 	0 2 	Boost Post
29/01/2015 01:33	 Milestone	💬	🌐	131 	0 2 	Boost Post
29/01/2015 01:17	 Let us make dinner easier for you. We'll deliver recipes and shopping lists to your inbox to make	📧	🌐	619 	7 46 	Boosted
28/01/2015 22:22	 Let us make dinner easier for you. We'll deliver recipes and shopping lists to your inbox to make	📧	🌐	354 	8 2 	Boosted
28/01/2015 21:23	 Let us make dinner easier for you. We'll deliver recipes and shopping lists to your inbox to make	📧	🌐	114 	9 3 	Boosted



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18/03/2017 09:00		Enjoy handmade cakes and savories in our Kitchen Garden Café t			2.2K		5 10	
17/03/2017 14:12		Join us at the The Duke's Head to celebrate Mother's Day - we are n			2.3K		4 1	
16/03/2017 09:00		Happy brides and great wedding days at Somerleyton.			2.7K		12 13	
15/03/2017 09:00		After about a week with no new calves being born we had the pleasu			2.5K		9 9	
14/03/2017 13:56		A bird flew over the house this morning and shared this photo! It's m			1.9K		51 15	
14/03/2017 09:00		We have a very special offer for three lucky wedding couples on sel			2.7K		4 5	
13/03/2017 09:00		So many Somerleyton weddings and the first dance still brings a te			3.6K		13 1	
10/03/2017 12:54		Update from the maternity wing. Emily managed to catch a quick vid			3.7K		84 31	
10/03/2017 12:23		Beautiful pictures of a Somerleyton wedding by @tatum_reid #wed			866		6 3	



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03/03/2017 12:24		Book your stay at The Fritton Arms here: http://bit.ly/2fuLxer And tha			1.8K		20 15	 
03/03/2017 09:00		A very special guest at one of our recent weddings.			2.2K		5 11	 
02/03/2017 11:48		Super excited because - we have a BRAND NEW off plan holiday re			1.1K		23 3	 
02/03/2017 09:00		Table plan finally sorted! Let the meal commence!			3.4K		10 1	 
01/03/2017 09:00		Our lovely Somerleyton creates the ideal backdrop for a magical, co			3.5K		20 11	 
28/02/2017 11:09		'Somerleyton finds a renewed sense of purpose when a young baro			2.3K		117 14	 
28/02/2017 09:00		Our professional Somerleyton events team ensure everything goes			3.1K		27 3	 
27/02/2017 11:16		Complimentary champagne reception worth £1000 for weekend we			1.1K		15 7	 
27/02/2017 10:49		New calf at Somerleyton born this month...			3.9K		96 104	 



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PAID TRAFFIC & REACH ON FACEBOOK

HOW PEOPLE SEE ADS

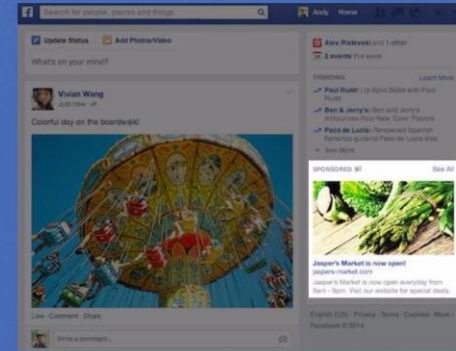
Desktop



Mobile



Right-Hand Column



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THE MARKETING FUNNEL



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Choose a campaign objective based on your MARKETING GOALS



Boost
your posts



Promote
your Page



Send people to
your website



Increase
conversions on
your website



Get installs
of your app



Increase
engagement in
your app



Reach people
near your
business



Raise attendance
at your event



Get people to
claim your offer



Get video
views



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Facebook Pixel

One pixel for conversion tracking, optimization and remarketing.



1. Create and Install Your Pixel

Create your Facebook pixel in seconds, and then simply paste the code into the header of your website to get started.



2. Create Custom Audiences

Easily create audiences based on activity on your website. Remarket to everyone who visits your site, or define rules for people who visit specific pages or take specific actions.



3. Track the Actions that Matter

The pixel automatically tracks visits across your website. You can also add events to track actions like viewing specific content, adding products to a cart or making a purchase.

Create a Pixel



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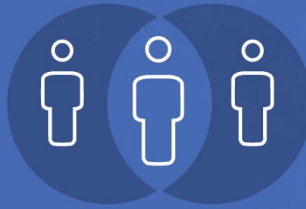


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AUDIENCE TARGETTING OPTIONS



CORE
AUDIENCES



CUSTOM
AUDIENCES



LOOKALIKE
AUDIENCES



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@tash_courtenay



CUSTOM AUDIENCES INCLUDE

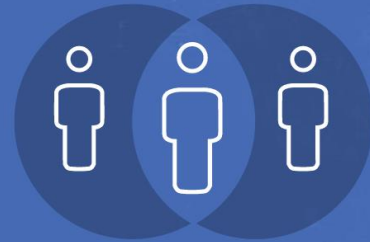
- Your actual customers
- Your email list
- Those who have engaged with your content on Facebook
- Your website visitors
- People who have bought specific items/visited specific pages on your website.



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CUSTOM
AUDIENCES



LOOKALIKE
AUDIENCES



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Suggested Post



Bloom & Wild

Sponsored ·

Floral gifts that suit every style, through the letterbox. Get £10 off your first order with code 10FBL and get fresh flowers delivered from just £10



Fresh long lasting flowers

Bloom & Wild

Shop Now



Delivery through the Letterbox

Bloom & Wild

371

17 Comments 25 Shares

Like

Comment

Share

Buffer



Bloom & Wild

Sponsored ·

Floral gifts that suit every style, through the letterbox. Get £10 off your first order with code 10FBL and get fresh flowers delivered from just £10

About this Facebook advert

Why am I seeing this advert?

Options

You're seeing this advert because **Bloom & Wild** wants to reach women aged 25 and older who live in the United Kingdom. This is information based on your Facebook profile and where you've connected to the Internet.

Manage Your Advert Preferences

Tell us what you think

Was this explanation useful? Yes No

Learn more about Facebook Adverts

Fresh long lasting flowers

Bloom & Wild

Shop Now

Delivery through the Letterbox

Bloom & Wild

371

17 Comments 25 Shares

Like

Comment

Share

Buffer



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About this Facebook advert

Why am I seeing this advert?

Options

One reason why you're seeing this advert is that **Liz Earle Naturally Active Skincare** has added you to a list of people who they want to reach on Facebook. They were able to reach you because you're on their customer list or you've provided them with your contact information outside Facebook.

There may be other reasons why you're seeing this advert, including that Liz Earle Naturally Active Skincare wants to reach **women aged 13 and older who live or have recently been in the United Kingdom**. This is information based on your Facebook profile and where you've connected to the Internet.

Manage Your Advert Preferences

Tell us what you think

Was this explanation useful? [Yes](#) [No](#)

Learn more about Facebook Adverts

Sponsored

Create Advert



Liz Earle Naturally Active Skincare

uk.lizearle.com

Reveal your natural glow with Cleanse & Polish
200ml – only £19.50, worth £30.50



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Katie Chapman, Andrew Dagnell and Philippa Reece Winter like Trouva.



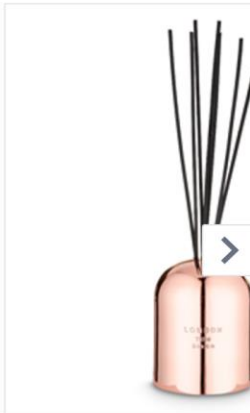
Sponsored ·

Looking for a gift for Mother's day? We've done the hard work for you. Discover a selection of hand-picked products from the UK's best independent boutiques. Fast & free shipping over £50. Shop now.



Gifts For Mum

Shop Now



Gifts For Mum



1 Comment



Like Comment Buffer Share

About this Facebook advert

Why am I seeing this advert?

One reason why you're seeing this advert is that **Trouva** wants to reach people who may be similar to their customers. [Learn more.](#)

There may be other reasons why you're seeing this advert, including that Trouva wants to reach women aged 22 to 40 who live or have recently been in England. This is information based on your Facebook profile and where you've connected to the Internet.

[Manage Your Advert Preferences](#)

Tell us what you think

Was this explanation useful? [Yes](#) [No](#)

[Learn more about Facebook Adverts](#)

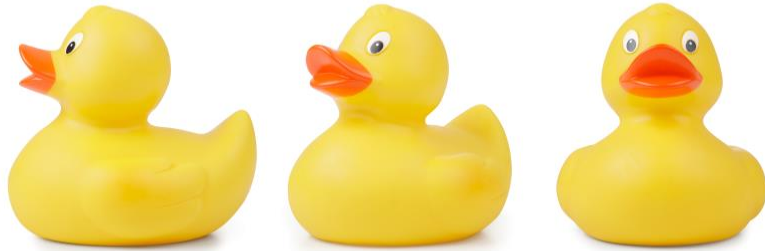


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Get your ducks in a row



- You will get better results if you focus first on building custom audiences: increasing website traffic, building up email lists, increasing social followers, increasing video engagement.
- Unless you have large pockets, get your ducks in a row for more efficient advertising.
- Build your own world/custom audiences.
- KEEP DOING THIS EVEN WHEN YOU START ADVERTISING



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Custom audience

1.406%	Click through
£0.675	Cost per click
122	Clicks
8,679	Impressions
£82.37	Spent

4.066%	Click through
£0.141	Cost per click
824	Clicks
20,264	Impressions
£116.04	Spent

Lookalike

2.242%	Click through
£1.474	Cost per click
38	Clicks
1,695	Impressions
£56.01	Spent

1.299%	Click through
£1.007	Cost per click
67	Clicks
5,159	Impressions
£67.44	Spent



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1



2

3

4

5

**Jasper's Market**
Sponsored · 



It's fig season! Not sure what to do with figs?
Here's a great dessert recipe to share.










Fig Tart with Almonds
The simplicity of this tart perfectly ... [Learn More](#)
www.jaspers-market.com

 119 6 comments 19 shares

 **Like**  **Comment**  **Share**

1. Social Information

When available, people will see whether their friends have engaged with your business.

2. Business Name

The name of your business is always shown prominently.

3. Text

Grab interest with more info about what you're advertising.

4. Images and Videos

Compelling images and videos encourage your target audiences to engage.

5. Call to Action (optional)

A customisable button encourages people to click.



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Jasper's Market

Sponsored · 🌐

👍 Like Page

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.



Fig Tart with Almonds

The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

WWW.JASPERS-MARKET.COM

The following **can make or break an ad....**

- The text
- The visuals/creative
- The call to action
- The landing page/website
- **It's not all about what happens on Facebook.**
- The offer.
- The follow up sequence
- There is always more to test & try



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Mari Smith

- The brands that fail to incorporate videos will be left by the wayside



Gary Vaynerchuk

- Facebook video ads are the best buy for your money right now. When you are David and you are playing against Goliath, you have to do David tactics. And our little slingshot with a rock right now is Facebook video ads



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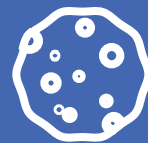


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VIDEO



SOUND



MOTIO
N

Craft

Q&A.....





JOIN MY FACEBOOK GROUP

Search #GetVisible on Facebook



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Time for lunch

Head out to a nearby eatery and showcase your products to buyers, industry experts and other entrepreneurs

Spotlight: Growing a brand on Instagram

Martha Keith, founder, Love Give Ink @LoveGiveInk

Lorna Bladen, head of campaigns, Enterprise Nation @lornabladen

Natasha Courtenay-Smith, Facebook accredited adviser @tash_courtenay

#SheMeansBusiness

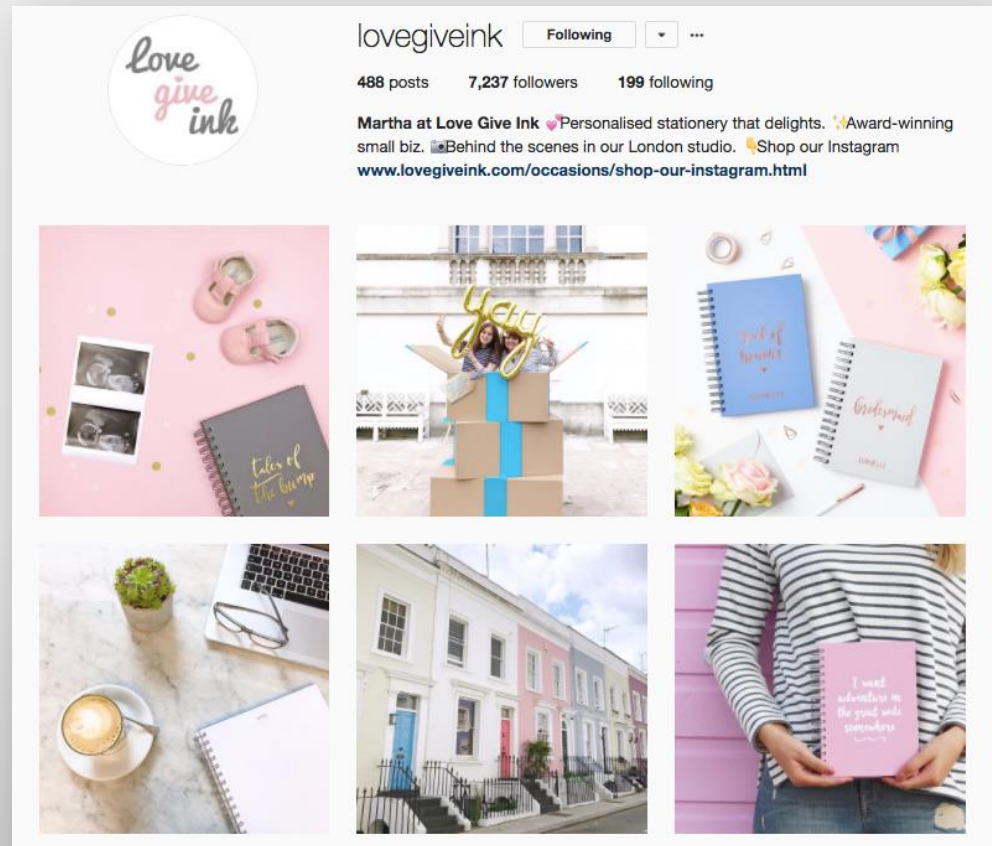


How to grow a brand on Instagram

- @lornabladen
- @lovegiveink
- @natashacourtenaysmith

#SheMeansBusiness

enterprisenation.com/shemeansbusiness



The future of independent retail

Hugo Jenkins, director, Trouva

@wearetrouva

The future of independent retail

TROUVA

Origin: Trouvaille/'tru:vɪl/ noun. 'A lucky find'.

7+ years of retail & online marketplace experience



Hugo Jenkins,
Commercial Director

TROUVA



stuart

Same-hour store to home
delivery for retailers

onefine**stay**

High end holiday home
rentals

Headliner

Live acts for corporate and
private events (advisor)

DISH
NEXT
DOOR
.CO.UK

Takeaway home-cooked by
local chefs (advisor)



The community for the best independent shops



Baruch

“Trouva has kept me in business...you pay my rent, so I can get on with what I love”

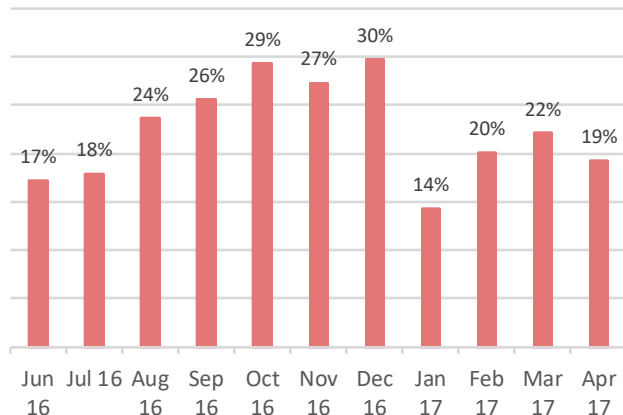


PREP

“I have already recommended a friends boutique! It is very easy to join, the website is beautifully put together and easy to use for the boutique. Thanks Trouva”



Year on Year growth in UK online sales



Source: ONS Retail Index May 2017

"The Federation of Small Business is warning that half of those facing rate hikes will reduce, postpone or cancel investment, with nearly a fifth considering closing down or selling up."

BBC News June 2017

The role of every physical retailer should be about creating demand: to show you something you didn't know you wanted. They must also understand customers are social animals who like to be pampered, surprised and entertained. **Michael Jary, Partner at OC&C Strategy consultants, Retail Week May 2017**



Ebook sales continue to fall as younger generations drive appetite for print

Nielsen survey finds UK ebook sales declined by 4% in 2016, the second consecutive year digital has shrunk



 Younger generations are seeking a respite from their 'digitally busy' lives and finding it in physical books, says Nielsen. Photograph: Blend Images/Rex/Shutterstock



From the founder

"I think the customers who spend a great deal of time in the shop are curious people who love to learn, and are enthused by unusual facts. The shop brings out the inner-child in a lot of people."



Candle Making
Workshop 2 | Blend Your
Own Scent | Tuesday 20th
June, 7.30pm

Sold Out

Quantity

1

Sold Out



About Homage

Born in London, raised in Brighton. After opening the doors to their first location in Stoke Newington, back in 2011, Homage has since relocated to the seaside and settled into the Seven Dials area of Brighton. Homage offers a tactile, honest and subtle range which reflects owners Mark and Liza's love and passion for good design and everyday interiors. A local destination for design, Mark and Liza have also started running craft workshops with help from Brighton's creative community.



From the founder

"Other independent business owners inspire us. It's not easy, especially in recent times, and it's constant hard work running your own business, we have so much respect to everyone who is doing their own thing and loving it."



This is Mark and Liza

The couple are both experienced fashion merchandisers who met during their several years working in the industry. They both soon realised that a corporate career didn't suit and with a shared dream of owning their own homeware boutique, they established Homage in 2011.



Trouva was live.

June 29 at 7:07pm · 🌐



We're live at Trouva boutique [Future & Found](#) talking all things interior with Kate from Mad About The House and Andrea the owner of Future and Found



1.4K Views



Like



Comment

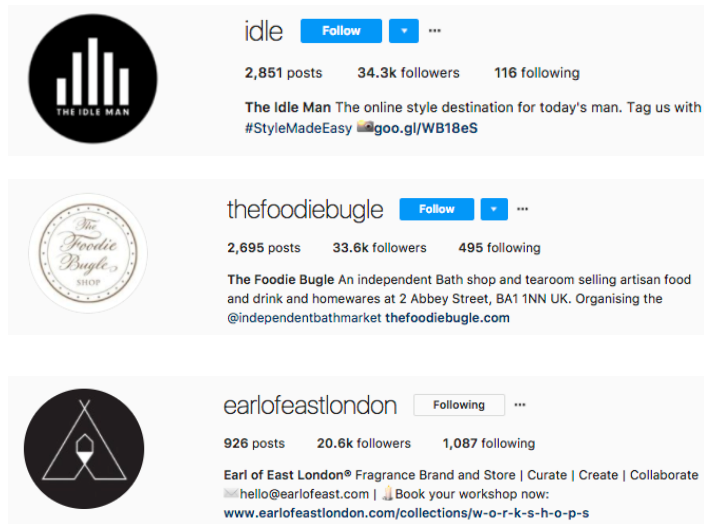
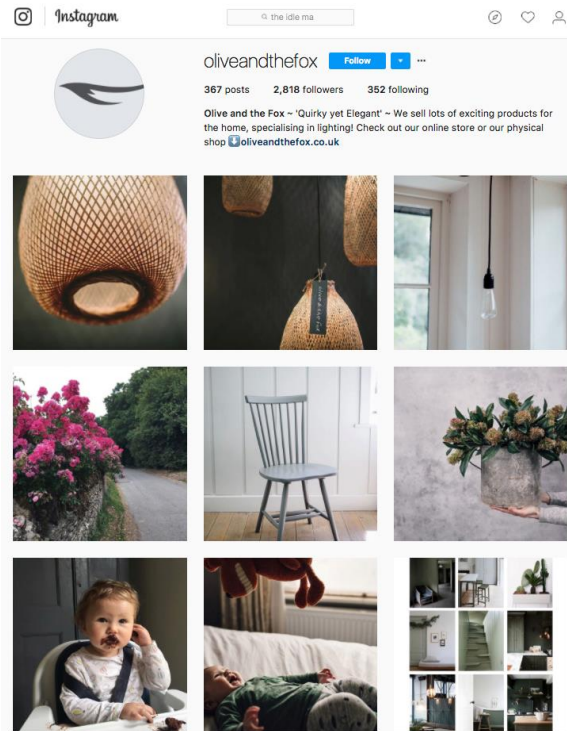


Share



Your (shop) window to the world

T





TROUVA

Origin: Trouvaille/'tru:vai/ noun. 'A lucky find'.

Hugo Jenkins
hugo@trouva.com

Get in the headlines

Lins Drabwell, blogger, Boo & Maddie @booandmaddie

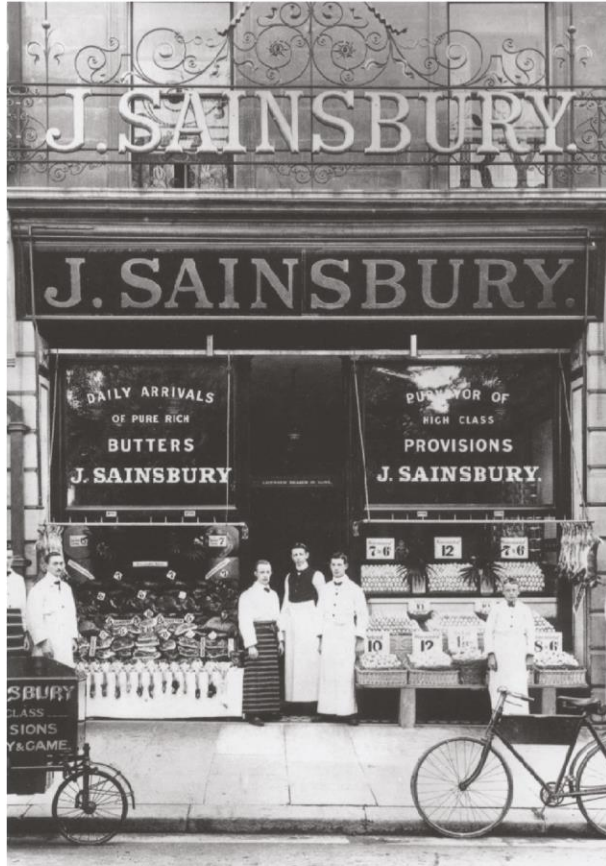
Sophie Bush, founder and director, Warehouse Home @mywarehousehome

Liz Slee, head of media, Enterprise Nation @Lizziepin

How we work: Sainsbury's

David Hutchingson, senior designer, Sainsbury's

@sainsburys



Sainsbury's was founded in 1869 by John James Sainsbury.

The first shop was in Drury Lane, London. His trading philosophy, as stated on a sign outside his first shop was:
"Quality perfect, prices lower"

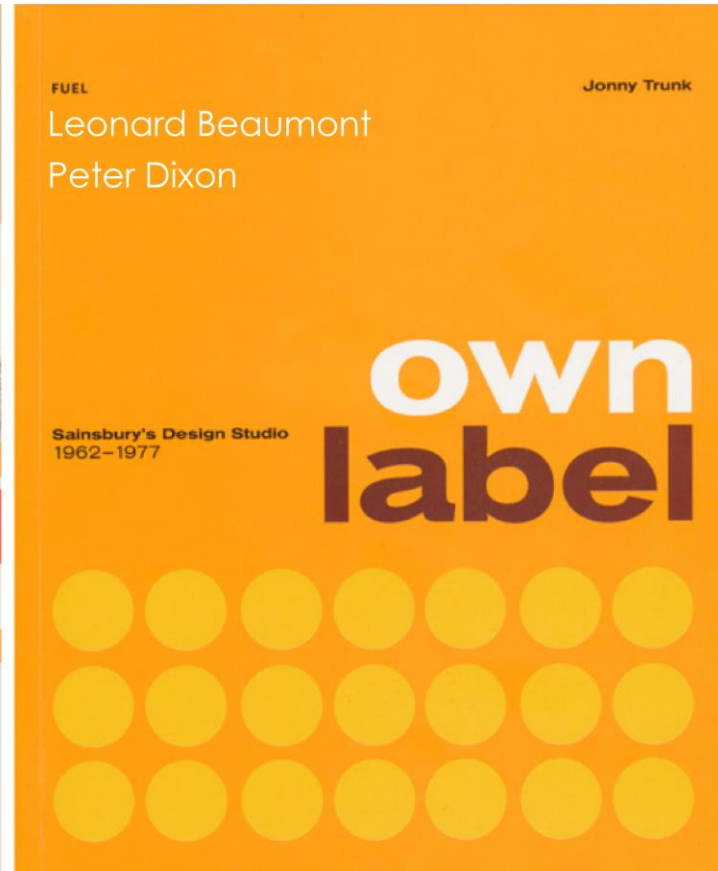
26 Million customer transactions per week.

600 Stores with a General Merchandise offer.

160,000+ Colleagues.

As a group 70% of the UK buy our product.





THE TEAM - A BIT ABOUT US

Sainsbury's
HOME



We are one of the largest in-house design teams for homeware retail in the UK.

Our backgrounds are wide and varied, ranging from Graphic Design, Textile Design Illustration, Ceramics, Fashion + Furniture.

Between us we have over 140 years of experience in industry - from being individual designer-makers, freelancers, working in manufacturing + UK retailers.

Our ethos is to maintain an authentic design process.



We work 18 months in advance of a range launch

Trend & Competitor Research

Initial Design Ideas

Buying & Design Trip

Sampling & Approving

Manufacturing

Shipping to Store



Buyer:

- Identify product gaps.
- Analyse market data.
- Negotiate with the suppliers for best cost.
- Deliver the right product at the right price for our customer.



Technologist:

- Appraise product for safety and fitness for purpose.
- Keep abreast of legislation and UK standards.
- Monitor our suppliers.

Designer:

- Identify trends.
- Create product direction.
- Design and specify the product brief.
- Work with suppliers, both here and abroad.



Merchandiser:

- Analyse sales data.
- Determine the volume of product we need.
- Make sure the right stock is in the right place.



*

DESIGN PROCESS - TREND RESEARCH + ANALYSIS

Sainsbury's
HOME

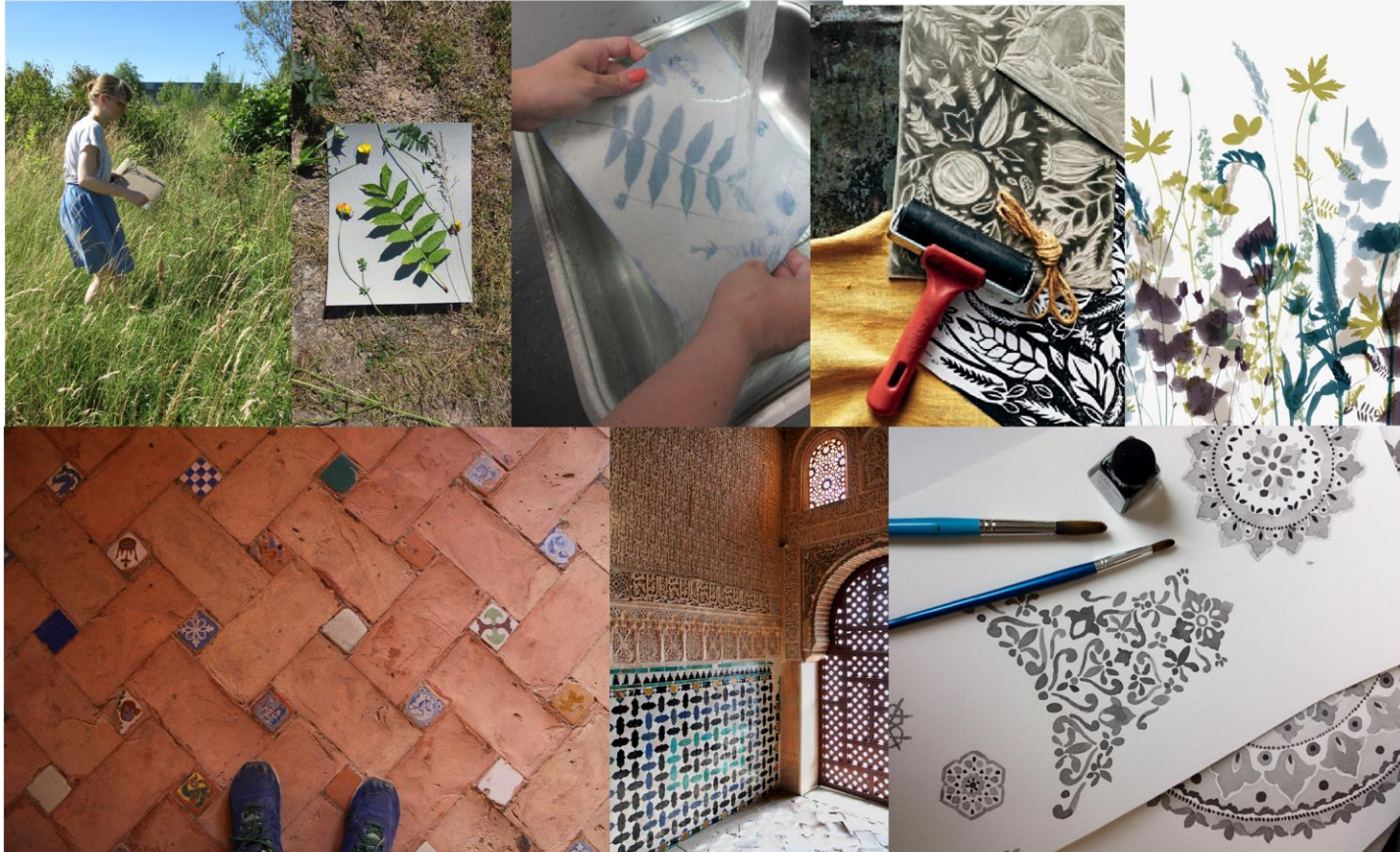


WGSN/STYLE SIGHT
INTERNATIONAL TRADE FAIRS
TREND FORECASTING PUBLICATIONS
TREND BOOKS (NELI RODI/PECLARS/TREND BIBLE ETC)
INSPIRATIONAL TRIPS

COMPETITOR SHOPPING
GENERAL ROAMING -ALWAYS LOOKING
EDITORIALS/PUBLICATIONS
FASHION CATWALKS
ALTERNATIVE MEDIA/BLOGS ETC

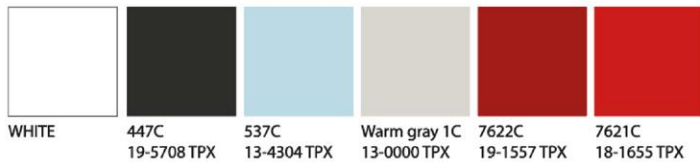
DESIGN PROCESS - PRIMARY RESEARCH + TRAVEL

Sainsbury's
HOME





DESIGN PROCESS - SS17 RESTORATION TREND BOARD



Sainsbury's
HOME



DESIGN PROCESS - PRODUCT DEVELOPMENT + TRIPS

Sainsbury's
HOME



DESIGN PROCESS - PRODUCT STYLING + PRESS PACKS

Sainsbury's
HOME

RESTORATION

To capture the essence of living, Restoration is inspired by the raw of the bygone and the edgy industrial aesthetic of south London from Brick Lane to Borough Market. Pops of colour and unexpectedness characterise the scene, as well as a comprehensive range of necessary kitchen, storage and seating options. A modern twist, while keeping the theme and colours, with mix and match patterns, perfect this contemporary style. Utility and everyday materials are also available for the bathroom and kitchen using hard wearing materials such as ceramic, aluminium and oak.

© SAINSBURY'S HOME / SAINSBURY'S HOME / SAINSBURY'S HOME





Enterprise
Nation



Thank you!

Come and find us to learn more about what
Enterprise Nation can do for you and your business

#ENmember



@e_nation
enterprisenation.com/join
[#HomewaresExchange](https://twitter.com/e_nation)