

TA6

powered by allianceleisure

WOLLYWELL PARK

Nov 2018

Marketing

Team

Product

apse

Concept

SALE

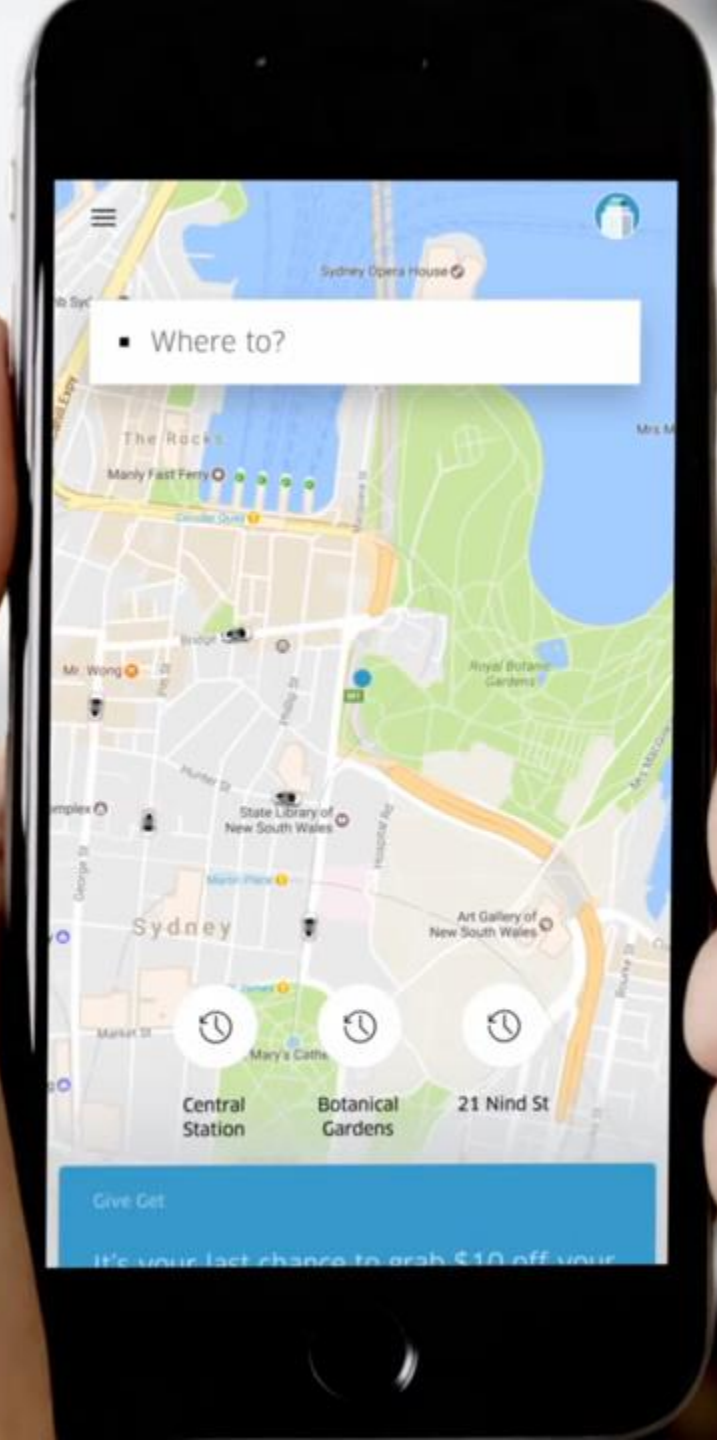
50%

@JohnLeaver

Power up your business today
allianceTA6.co.uk







Where to?

Central Station Botanical Gardens 21 Nind St

Give Get
It's your last chance to grab \$10 off your



Generation Alpha





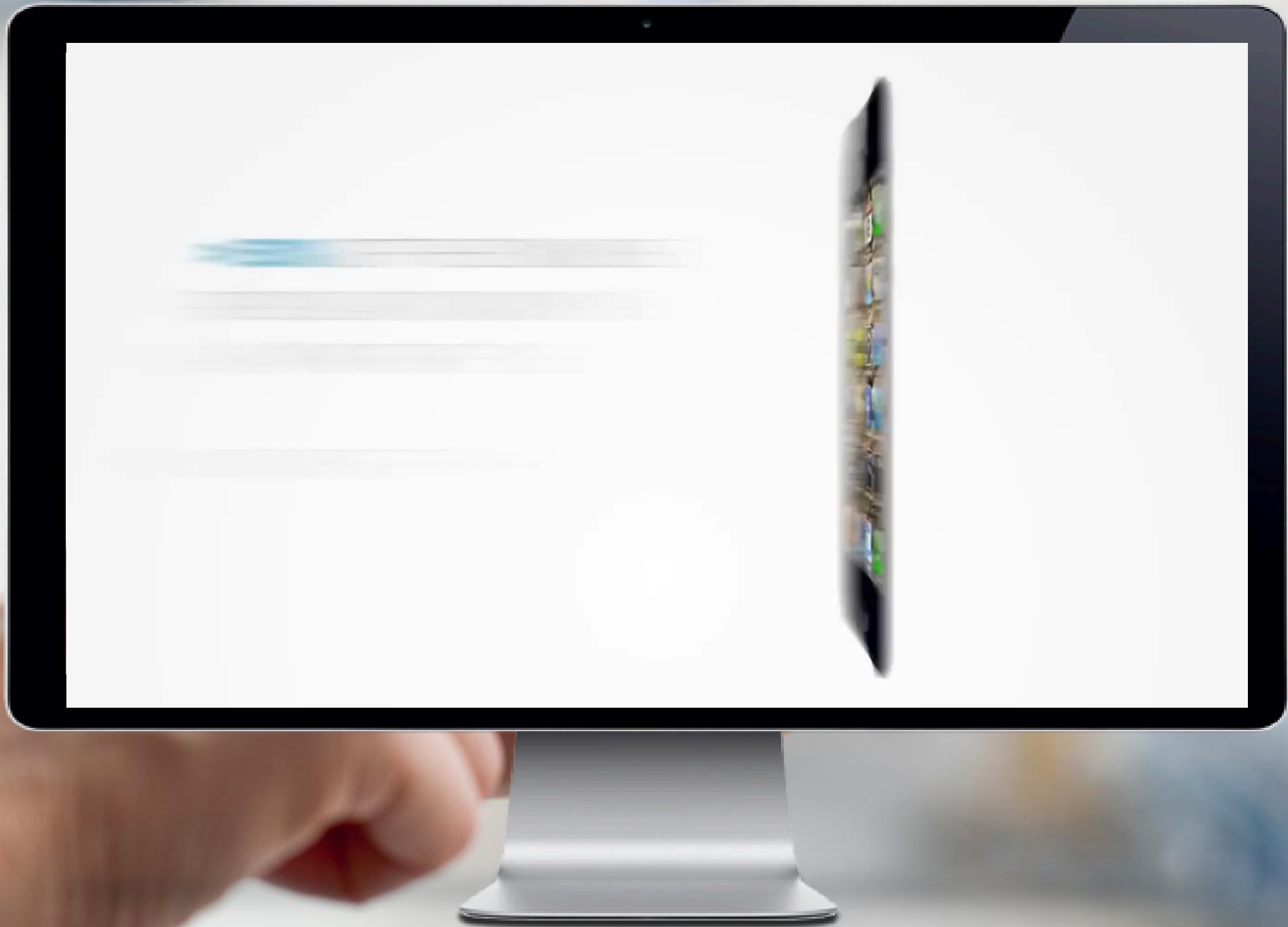
USER:

CUSTOMER

PASSWORD:

EXPECTATIONS





**72% of ad spend
in US is expected
to be digital BUT...**

**70% of people
report disliking
mobile ads**



**89% of mobile time is
spent on Apps,
only 11% on websites**



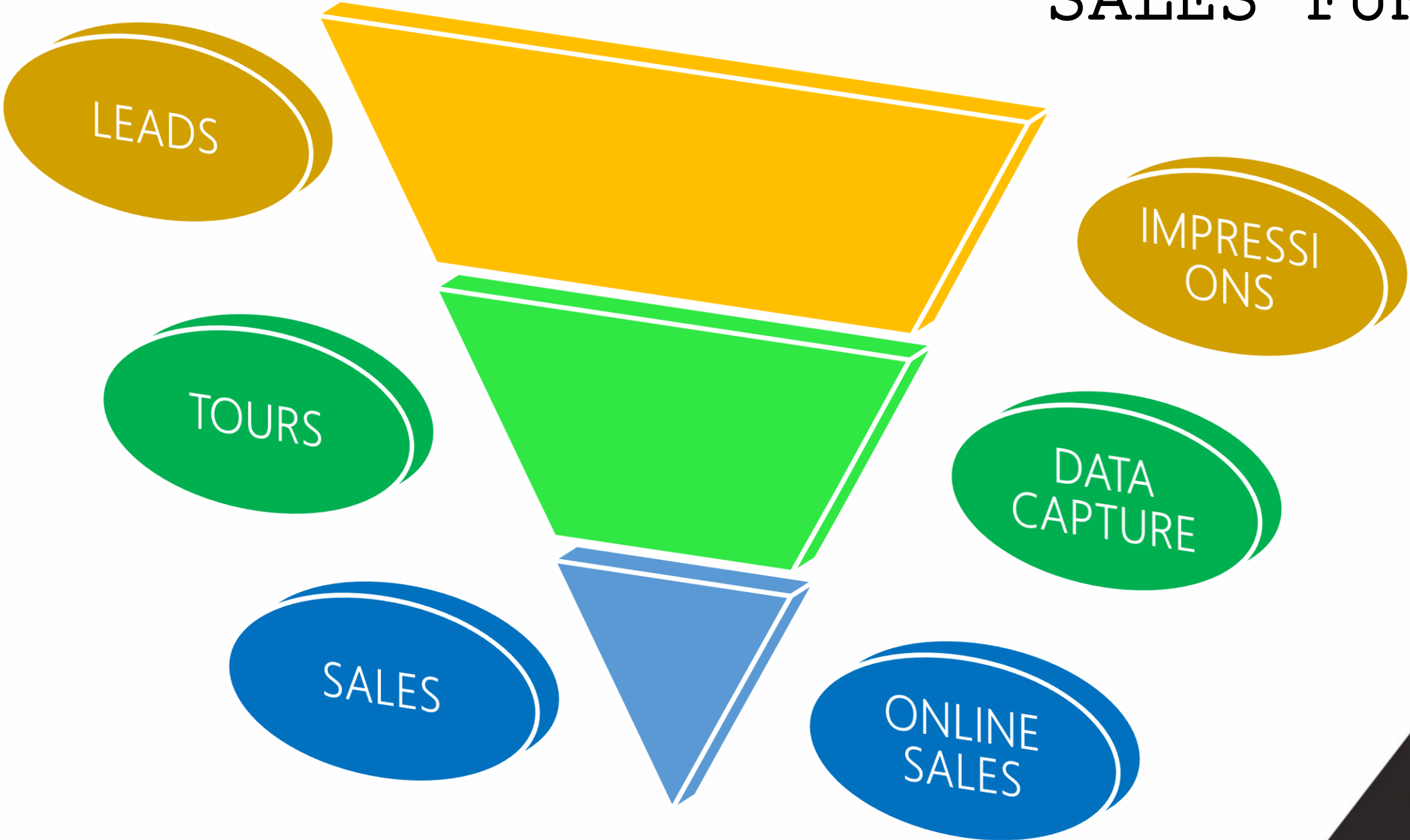
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SALES FUNNEL





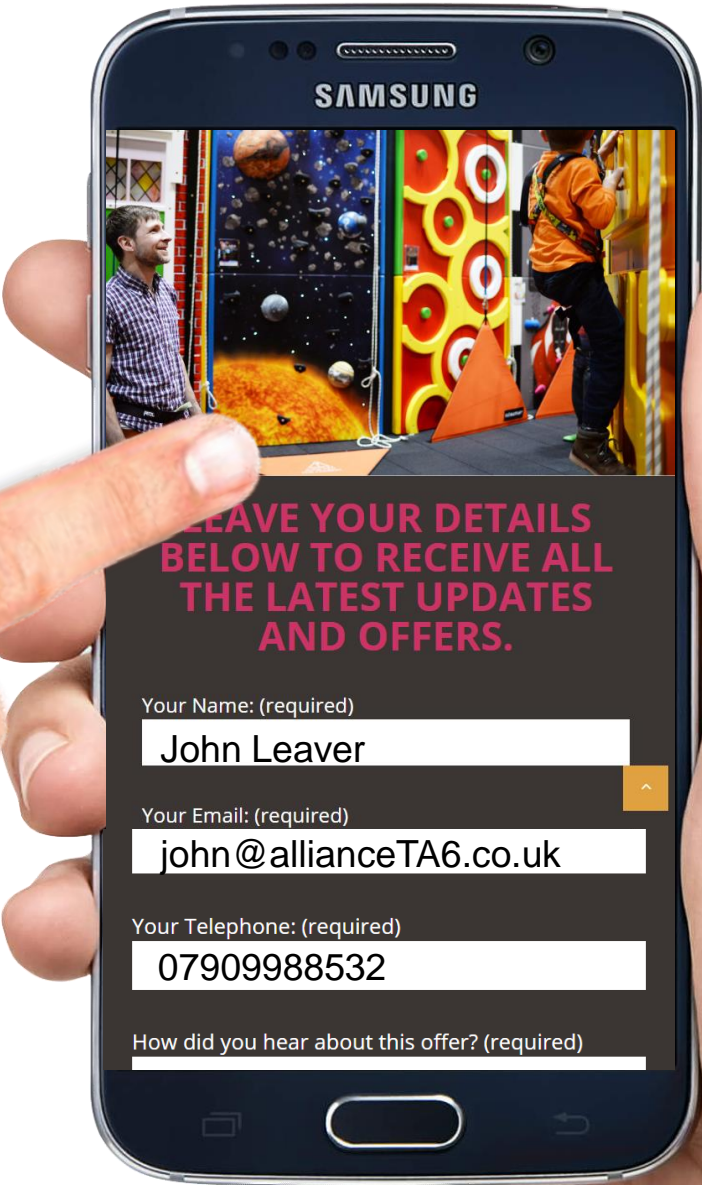
Generating
Leads



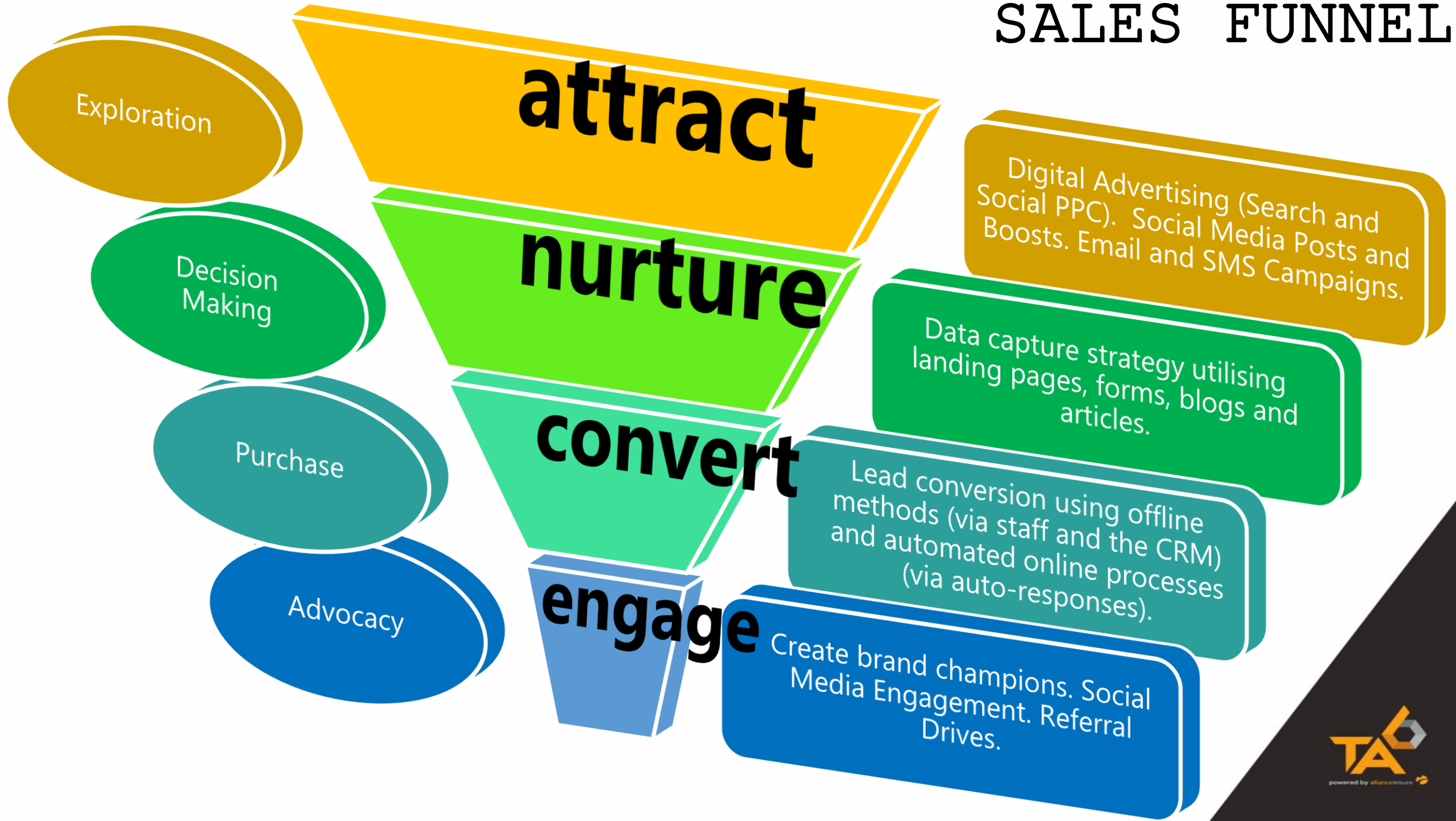
AdWords



Generating Leads



SALES FUNNEL





CONTENT MARKETING

CONTENT MARKETING



Information/Education

Content

Testimonial/Trust/Benefits

Value

Trial/Offer/Discount/Voucher

Sell

Information/Education

Content

Top 5 walks in your area...

3 reasons to drink water...

7 great ideas for weight loss...

Here's how Dorris lost 2 stone...

Bob's diet advice...

5 steps to flat abs...

CONTENT MARKETING

Top Tech Shifts
9 October at 05:36 · 🌐

We've put together our ultimate Christmas wishlist. "I've bought most of these, some are actually hard to have them all in one place" Sarah T, NYC



TOPTECHSHIFTS.COM

8 Gadgets That May Go Out Of Stock This Christmas

👍❤️👹 1.7K

TOP TECH

8 Products You've Never Will Want to Check Out

All Items Featured Are TopTechShifts.com

Tuesday, October 30 2018



1. PhotoStick — Find Photos on Your



PhotoStick is a small, USB drive that is revolutionizing how people backup their precious photos and home videos... photos of my grandson. [\[Read more\]](#)

It's so simple. Just plug the PhotoStick into your computer and start. At this point just click the big "Start" button on your computer and save every single photo and home video. On Windows computers, just do the same process on each one. On Mac computers! I'm usually terrible with computers, but I only had to press one button which was nice.

3. CrashSafe — Protect you and your loved ones with this 6-in-1 survival tool!



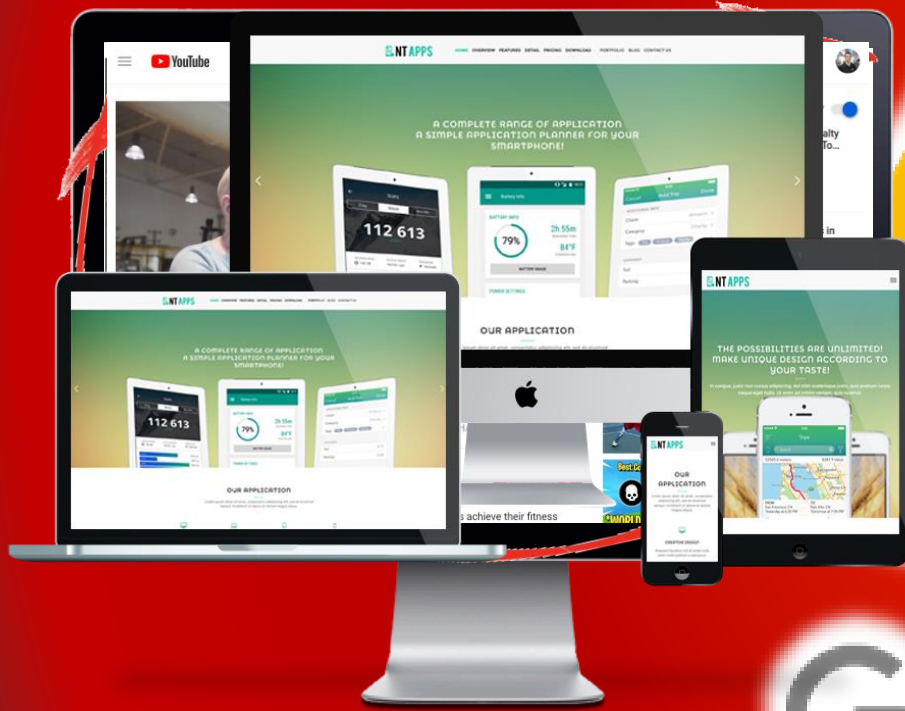
It's a phone charger that could save your life. CrashSafe is an 'all-in-one' car emergency tool designed with patented features to help drivers escape from road emergencies — packed with 6 powerful life-saving features.

CrashSafe plugs directly into one of your car's 12v power port outlets in your dashboard or center console — within arms reach in an emergency.

Most of us charge our phones while driving, so having a device like this is a brilliant idea.

Features Include: **Window Smasher**, **Seatbelt Cutter**, **Car Charger**, **Power Bank**, **LED Flashlight** and an **Emergency Beacon**.

[See CrashSafe In Action »](#)



1. Ad Grants

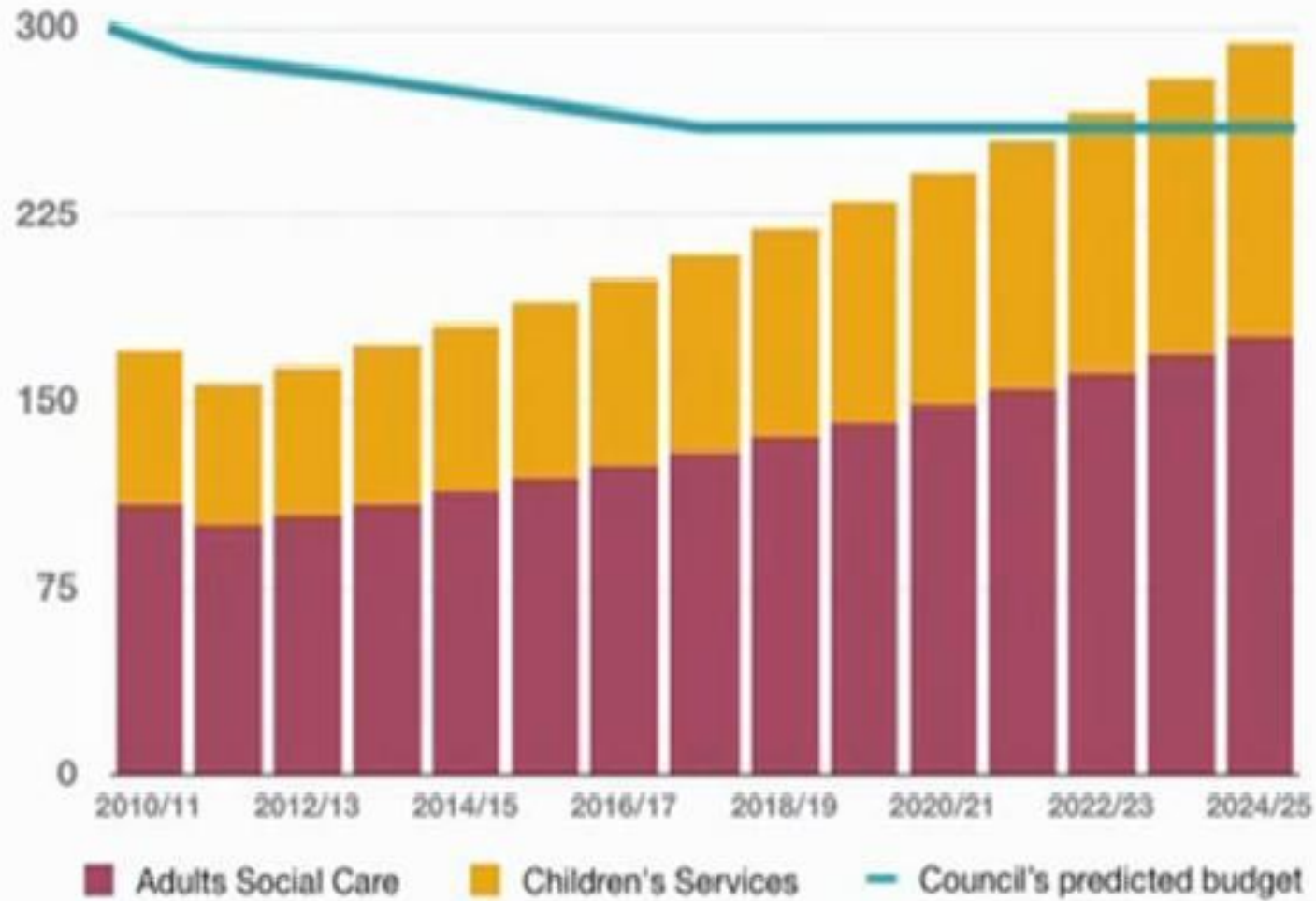
2. Search

3. Display

4. Video

Google Ads marketing

The 'Graph of Doom'





Fit for Purpose Facilities

Motivated, Trained Workforce

Sustainable Leisure Provision

Commercially-Driven Marketing Activity

Coordinated Health & Wellbeing Plan

Any Questions?

