



MILWOOD'S GROWTH Newsletter

Issue 4 | November 2017

'Business Growth'
News, Advice, Ideas
& Products for
MILWOOD GROUP
RESELLERS

WELCOME...

We had fun & games last month with our newsletter, so this month we've made an extra effort to bring you lots of great information to give you ideas for growth.

We're particularly focusing on finished installations as we're always proud of the installations carried out by our Trade Partners, we love seeing them, so please keep sending them in.

Our Marketing article this month is also focused around a finished installation, but this time, it's a conservatory, which is optimised to dominate Google. Watch out for an update soon about the launch of our Simplicity Infill Panels and if you know anyone in the Leicestershire

area who might be interested in our job vacancy, please let them know.

Best wishes

Mark & The Team,
Milwood Group

PS. It was raining this fireworks, so the kids watched from under the glass veranda... while I got wet!



5 STAR REVIEWS FROM GLAZING SYSTEMS AND INSTALLATIONS

Product: 9m x 3m Simplicity 6 Veranda

"Glazing Systems & Installations Ltd. has been a long time supplier and installer of the Milwood canopy range. This is mainly down to the quality of the product provided by Milwood and the pre & post sales back up. Their canopy systems are not only extremely robust, but are stunningly beautiful once they are installed.

A prime example of this is the carport we supplied and installed for one of our customers, Mr P Styring, on 20/10/17. This 9m x 3m glass roof carport is visually striking to say the least. Our customer was absolutely delighted with the product which can only benefit all involved.

See the full review from the customer to the right."

- Dave Grime, Director

"What a brilliant experience. From the initial contact and discussions, the planning and survey, the CAD drawings to confirm all the details, and the installation itself, the professionalism of David and Martin was so very apparent. Nothing was too much trouble for them, they were always available and always accommodating

And the carport..... fantastic, just what I wanted and exactly what they said it would be, and, to put the icing on the cake, the cost compared extremely favorably with competitors like for like quotes.

A great job from a great company, I cannot praise them enough and would not hesitate in recommending them. I doubt anyone could better their product or service."

- Mr P Styring



NOW AVAILABLE - INFILL PANELS

We are currently in the process of launching a new upgrade for our Simplicity structures that offer additional protection against wind and rain.

Our infill panels are something that have been more of a bespoke addition in the past however, due to a high demand we have decided to offer them as a standard upgrade. They are still POA as each infill is handmade in our

Leicester warehouse to fit each individually sized structure.

Like the rest of our Simplicity range of verandas and carports, the infill panels are easy to install and can be fitted to the Simplicity 6, 16, 35 and Alfresco.

They feature an aluminium frame to match our structures and are double glazed with 28mm toughened glass which is available in clear, frosted or

tinted in grey, bronze or blue.

The below photographs show a Simplicity 6 installed in Merthyr Tydfil in Wales by Style Canopies. The veranda features the Victorian Upgrade and the infill panels to provide additional weather protection. All aluminium components were powder coated in black to match the customers' outdoor setting.



UPDATED PRICE LIST

We have made some updates to the Trade Price List which can be downloaded instantly from our Trade Partner Area, please visit: <http://www.milwoodgroup.com/trade-partner-area/> to view and download your copy now.

If you do not have access to the Trade Partner Area or have misplaced your log-in details, please call us on **0333 305 5272**.

The latest change includes an error update; the sliding glass doors section previously

stated that any RAL or BS colour was included in the standard price however, this is not the case.

Did you know that our Simplicity prices include delivery, fixings and a comprehensive After Sales Pack, including a Maintenance Schedule and Guarantee?

Not yet a Trade Partner? Contact us now to find out how to join us.



JOB VACANCIES

We are currently looking for a **Technical Warehouse/Site Operative** to support us with technical queries both on and off site.

Due to expansion, this new role has become vacant at our warehouse in Hinckley, Leicestershire.

The role will involve:

- Providing technical assistance to Trade Partners when on-site, for example as with their first installation
- Demonstrating how to program automated structures and remote controls

Location: Hinckley, Leicestershire

If you know someone that would be interested, please ask them to call us on 0333 305 5272 for more information, or send their CV and covering letter to:

Email: mark@milwoodgroup.com

Post: Mark Wood, Milwood Group, First Floor, South Wing, 1 James Whatman Court, Turkey Mill Business Park, Ashford Road, Maidstone, Kent, ME14 5PP

PERGOLINO PERFECTION

One of the key benefits of any awning is the ability to be flexible with how and when the shade it provides is utilised. With our supported Pergolino awning your customers will also enjoy an extensive area of UV protection. Its 5m projection, and 5m width, give an impressive 25m² of weather protection.

The Pergolino is a stylish structure that provides protection from harsh sun and light rain. The retractable roof is operated by remote control and uses Somfy motors for ease of use and reliability. It is for these reasons that awnings are extremely popular within the domestic market, making them a perfect product choice for our Milwood trade partners.

The Pergolino stands out because it is

a supported structure which increases its reach, and gives it a contemporary look. And while it is not advised that the Pergolino is used in strong winds, it can withstand winds slightly stronger than unsupported awnings.

The Pergolino has:

Stronger construction – Due to the front posts, the Pergolino has a stronger construction than standard awnings, meaning it can withstand slightly stronger winds

Cover larger areas compared a standard awning – Due to the front supporting posts, it can cover larger areas (up to 5m x 5m), enabling the end user to entertain larger groups whilst outside in their garden

Modern appearance – Even though

the appearance of the Pergolino is modern, it will also fit in with traditional settings

Easy to install – As with the Simplicity range, the Pergolino is easy to install, saving you time and money

Electronic controls – The fabric roof can be opened and closed with the use of the remote control supplied

Wide choice of Dickson fabric – The Dickson solar fabric is available in 26 different colours including plain and patterned fabric

Choice of frame colour – The frame can be coloured in a choice of 3 colours as standard; white, light grey and dark grey

2-year guarantee – Supplied with a 2-year guarantee for peace of mind



IMPROVEMENT MARKETING - PART 3:

HOW TO DOMINATE GOOGLE WITH CASE STUDIES + GET MORE LEADS & SALES

This is Part 3 of our Improvement Marketing series and over the last couple of issues, I have discussed:

- How to increase your Word of Mouth Recommendations
- How to get your Sales Ball Rolling on Facebook using Paid Boosted Posts

This month, I am featuring a Case Study added to my website, of a Conservatory Installation carried out by **Cumberland Windows** (image on this page).

Most businesses have a Gallery on their website of the jobs they have carried out, which is a great idea.

People want to see photos of the work you have done, before deciding whether to buy from you.

However, if you improve your Gallery by adding more details, instead of 'just' using photos, your Installations can show up on Google, when people search for a business like yours in all of the locations where you've worked.

If you Categorise your Jobs, by Product, Town, District & County, you can potentially gain more of the free listings on Google.

This will move some of your competitors off Page 1, onto Page 2, so they get less enquiries... and you get more sales opportunities.

In the Google Screenshot (on the next page) you'll see how my site (www.FITg.uk) is positioned on Page 1 of Google, taking up 4 of the Free Organic SEO Listings.

As a direct result of adding this 'one' Conservatory Case Study to my website, which has been Optimised & Categorised in the right way, this has moved FOUR listings from competitors, onto Page 2 of Google, out of sight.

4 TOP TIPS FOR AN iMARKETING PROCESS

#1 - Add All Your Jobs to Your Website, Optimise & Categorise

#2 - Include Job Details, Locations and Testimonials from Customers

#3 - Share Your Installs on Social Media, Telling Your Followers

#4 - Email Your Customers Once a Month Letting Them Know Too

Edwardian Style Conservatory: Installed in Cockermouth, Allerdale, Cumbria for Mr & Mrs H.

Edwardian Style Conservatory Installation:

At FITg UK, we want to help local trusted glazing firms connect with home owners looking for quality home improvement products, like this Edwardian Style Conservatory for example, which was installed Mr & Mrs H. in Cockermouth, Allerdale, Cumbria, by Cumberland Windows.

The Conservatory installation included a FREE Upgrade to A-Rated Energy Efficient toughened safety glass as to comply with BS6206.

Cumberland Windows are a specialist home improvement company covering Copeland, Allerdale and West Cumbria. They have been installing Windows, Doors, Conservatories, Roofline and PVC-U products for almost 30 years.

Here's what Peter H. had to say about Cumberland Windows:

A thoroughly professional job from start to finish. The job was completed on time and the work was completed to a high standard by all involved. Everyone involved was punctual, professional and extremely friendly. We have no hesitation whatsoever in recommending Cumberland Windows. A first class job. Many thanks.



Peter H., Edwardian Style Conservatory Customer



INSTALLED BY:



LOCATION:

Cockermouth, Allerdale, Cumbria CA13

PRODUCT:

Edwardian Style Conservatory inc. Double Doors, Opening Vents & Internal Cill Boards

SIZE:

3950mm (W) 3000mm (Proj.)

FINISH:

uPVC Anthracite Grey on White

GLOBAL ROOF:

Global Roof: Pilkington Activ Blue Self Clean Glass Sealed Units

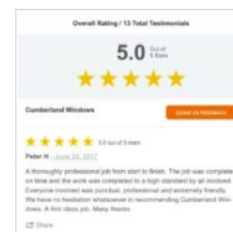


Cockermouth information:

The Laureates Estate in Cockermouth is approx. 4 years old, the housing developer 'Lovells' have used anthracite grey UPVC windows and doors throughout the whole estate creating a modern contemporary place to live in the beautiful town of Cockermouth in West Cumbria. For those of you with good memories, this is the town that suffered horrendous floods in 2009.

Located near Cockermouth in Cumbria? Interested in Conservatories?

Contact Cumberland Windows at www.cumberlandwindows.co.uk



This article was written by Leonardo Wood, Marketing Consultant for The Milwood Group. Leonardo donates his marketing advice to give you ideas for generating more customers & sales. For a Free Lead Generation Blueprint, SEO Guide & More... go to: www.FITg.uk/Milwood

Here are the main benefits for getting a member of your staff or web team to follow this process:

More Leads Through Google – the more Case Study pages you add to your site, the more Leads you'll get.

Convert More Website Visitors – people want to see work examples, so help them by showcasing your work, or they might go elsewhere.

Convert More Leads to Paying Customers – add 'proof' in the form of testimonials from happy customers, to convince more leads.

Encourage Past Customers To Buy Again – If Past Customers see other products you've installed, some of them will come back to buy more.

Increase Word-of-Mouth Recommendations – letting people know about the work you have completed will put you 'top-of-mind' so you'll naturally get more referrals.

Here's the thing...

5 Minutes spent here and there on Website Optimisation could generate £1000's (my client TTSS won a £43,000 Contract after a 5 Minute SEO Tweak).

If you are growing a larger business, with six/seven-figure sales & you gradually build up to having your Website Optimisation worked on, full time, it could help to Double or Triple your Turnover in the next 3-5 years, based on what I have seen.

I am soon releasing a comprehensive Website Optimisation Training Plan, Case Study and SEO guide, to help you and your staff get started with all this.

It's yours Free, as a Friend of Milwood Group, register your details at the website below and I will send it to you.

Google edwardian conservatory installers cockermouth

All Shopping Maps Images News More Settings Tools

About 22,800 results (0.47 seconds)

MAIN CASE STUDY PAGE →

AUTOMATICALLY GENERATED CATEGORY PAGES

- Edwardian Style Conservatory, Cockermouth, Allerdale, Cumbria ...
<https://www.fitg.uk/.../edwardian-style-conservatory-installers-cockermouth-allerdale-...>
6 days ago - Edwardian Style Conservatory: Installed in Cockermouth, Allerdale, ... The Conservatory installation included a FREE Upgrade to A-Rated ...
- Conservatory Installations in Cockermouth, Allerdale, West Cumbria
<https://www.fitg.uk/pc/conservatories/>
4 days ago - This page currently features one installation of an Edwardian Style Conservatory, which was installed in Cockermouth, Allerdale, Cumbria.
- Conservatory Installers in Allerdale, Cumbria - FITg UK
<https://www.fitg.uk> > Cumbria
Allerdale: Conservatory Installations. This page currently features one installation of an Edwardian Style Conservatory, which was installed in Cockermouth, ...
- Conservatory Installers in Cumbria - FITg UK
<https://www.fitg.uk/pc/cumbria/>
4 days ago - This page currently features one installation of an Edwardian Style Conservatory, which was installed in Cockermouth, Allerdale, Cumbria.

Keswick Superglaze
keswicksuperglaze.co.uk/ >
Edwardian & Georgian · Gable · Lean To · Victorian ... At Keswick Super Glaze we aim to make choosing the right conservatory, orangery, ... We even supply many builders and double glazing installers because we're so competitive. ... Brampton, Brough, Caldbeck, Carlisle, Cleator Moor, Cockermouth, Culgarth, Distington ...

Conservatories in Cumbria | Finance Available | Cumberland Windows
<https://cumberlandwindows.co.uk/conservatories/> >
New and Replacement Conservatories in Cumbria | Conservatories on Finance ... added extras most Conservatory companies will leave to the customer to sort out. ... Featuring a flat square or rectangular shape, Edwardian conservatories are ... Millom, Gosforth and St Bees to Whitehaven, Workington and Cockermouth.

Edwardian Conservatories in Cumbria - Cumberland Windows
<https://cumberlandwindows.co.uk/conservatories/edwardian-conservatories/> >
Cumberland Windows your local Conservatory specialist introduce the Edwardian Conservatory. Featuring a flat square or rectangular shape, Edwardian ...

Windows And Conservatories Cockermouth, Cumbria - Top ...
<https://www.toptradespeople.co.uk/find/windows-and-conservatories/.../cockermouth>
Save time and money finding Cockermouth Windows and Conservatories. ... compare quotes from local window and conservatory companies in Cockermouth use sunrooms; Lean-to conservatories Cockermouth; Edwardian conservatories ...

a cheap edwardian style conservatory cockermouth - Charterhouse ...
www.charterhouse-windows.co.uk/Cumbria/a...edwardian...conservatory/Cockermout... >
If you are looking for a cheap edwardian style conservatory in and around Cockermouth then please select one of the following links.

edwardian style conservatory prices cockermouth ca13
www.charterhouse-windows.co.uk/.../edwardian...conservatory.../Cockermouth-CA13... >
BestQuote advice about edwardian style conservatory prices in and around Cockermouth ... efficient any longer by most quality home improvement companies.

Go 1 2 3 4 5 6 7 8 9 10 Next

● Saffron Walden - From your Internet address - Use precise location - Learn more

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Go to www.FITg.uk/Milwood for Free iMarketing Training & Case Studies

MILWOOD VS OPHELIA

In mid' October, Ireland experienced one of the strongest storms in many years; storm Ophelia with hurricane wind speeds and heavy rain.

Philip McColskey, the Company Director for Roofit Ireland was pleased to contact us and let us know that even through all of the damage caused throughout Ireland, he did not receive any calls from his customers reporting damage of their verandas.

Read on to see what Philip had to say

and view images of his installations and the damages caused in the local areas.

"Hi James,

In answer to your query regarding how well the Canopies have help up to our recent 'Tropical Storm Ophelia' last Monday, I've shown some installations, along with information about their local areas:

The storm was on Monday 16.10.17, the Met Office issued a maximum red

warning for the whole country for hurricane force winds and very heavy rain. All schools and colleges were closed nationwide and there were extensive power outages (70,000 homes were still without power, water, phone, broadband etc four days later).

Overall, we were delighted not to receive a single call reporting any damage whatsoever. This certainly inspires confidence following a 'once in a lifetime' weather event."

Installation areas that storm Ophelia affected:

Location: Clonmel, Co Tipperary

Local recorded wind speed on 16/10/17: 140km/h

Local recorded damage: Roof blown off Lidl* supermarket + many trees down, roads blocked and extensive power outages

Milwood Veranda: No recorded damage (10m x 3.5m Simplicity 16)



*Source for Lidl damage:

<http://www.beat102103.com/news/ophelia-shows-power-stand-roof-slam-s-houses-lidl-clonmel-roof-blows-off/>

Location: Wilton, Cork

Local recorded wind speed on 16/10/17: 180km/h

Local recorded damage: A football stadium stand had their roof blown off & a stand collapsed 1 mile from this job, plus many trees were down, roads blocked and extensive power outages

Milwood Veranda: No recorded damage (4m x 3.2m Simplicity 6)



Location: Dungarvan, Co. Waterford

Local recorded wind speed on 16/10/17: 160km/h

Local recorded damage: Roofs were blown off seven buildings nearby, many trees were down, roads were blocked and there was extensive power outages

Milwood Veranda: No recorded damage (3.75m x 3.2m Simplicity 6)



TECHNICAL SUPPORT FOR OUR TRADE PARTNERS

Here at Milwood, we support our trade partners because your success is our success. We provide help with marketing such as landing pages, white label marketing materials, lead generation, etc.

However, that isn't the only support we offer. We also support our trade partners technically.

Data To Support Your Sales

One of the first things we can help with, will aid your sales team. We can provide technical details within our printable Product Data sheets. These detailed documents are a great take-home or handout for customers. They include the product specifications and images. There is even space for you to add your own contact details.

We can also provide CAD drawings for

each of the products. The CAD drawings for products in the Simplicity range can be easily downloaded from our exclusive Trade Partner Area. These will aid your staff and sales team in demonstrating the superior quality of our products and how they can help your customers meet their needs.

Finally, we also offer snow and wind calculations. The shade and shelter products within the Simplicity range have been tested to withstand specific wind and snow loadings. The results of these tests are documented, and we provide the results free for our trade partners to download. If you keep these on hand, you can use them as a guide on each installation.

Free Installation Help

Also, we provide free training to your

installation team when you buy your first Simplicity product. This is highly recommended and can help support your business with future installations and improve your efficiency during installations.

Conclusion

Milwood trade partners can benefit from the relationship they have with us. Not only can we help you grow your business with our free marketing support and lead generation systems, but we also help you technically with our products. This support can make it much easier for you to sell to your customers and give them the lifestyle they want.

Do you want more information about becoming a trade partner? Then contact a member of our team, we will be happy to guide you.

INSTALLATION OF THE MONTH: SBI LTD.

SBI Ltd. have installed a fantastic installation recently and had the following to say about the system and their experience of working with the Milwood Group.

The Installation:

The customer had quite a specific brief and with the Simplicity 6 system we were able to achieve both the aesthetic and functional specification that was required. The colour is very individual, RAL 1036 Pergold, and works well in the garden setting.

The Victorian upgrade really adds character to the veranda and compliments the colour well too. To get around a low back height, we had

bungalow brackets fabricated and powder coated to match the canopy, it has worked well and the customer was very happy that we had a solution to achieve the heights required.

We offered the Milwood LED lighting option but the customer wanted something that they had seen in a magazine, so we fabricated a bespoke section to house some low light spotlights. The customer is over the moon with the installation and is already recommending us to friends and family

Working with the Milwood Group:

We have really started to see an increase in demand for verandas and carports due to our aggressive marketing strategy

which has focussed on both digital and traditional print outlets. Milwood have been great in supporting us with quality leads which we have a high conversion rate on and the team are easy to deal with and helpful. We also complete contract installations across the south and midlands area at very competitive rates. Our installation team love the Simplicity products for their quality and ease of installation and our customers are never disappointed with the end result. SBI look forward to growing our business with the support of Milwood in 2018 and onwards.

*- James Peel, Managing Director
SBI Ltd.*

