



INTRODUCING

INSITE

a Key Selling Feature of DudaOne
DESIGNED BY THECAMEL.CO



Insite is the DudaOne Feature. We like to describe them as

Insites: *the major news stories reported in newspapers, magazines, or television news programs.*

INSITES?

Yes it's what the majority of us search for when we are reading a Newspaper, Magazine on or offline. It's the "Does this Grab our Attention" moment, to give us the urge to move on or off, to read or not to read.

Insites for a Business? It can be a Press Release, Announcement but let's bring it down to what DudaOne is all about. What is the "Get to The Point" Insite of a Business? What is it that Business People use every day to grab peoples attention in the hope that potential customers will want to know more, to walk in instead of walk by!

LET'S LOOK AT A PUB'S TRADITIONAL INSITE.



Yes, a strategically positioned "Insites" in the Middle of a walkway so people can either, ignore, notice or trip over!

What about other businesses? What are some forms of "Insites" they use to grab the attention of Potential Customers? The Good Old Flyer, huge potential as lining for Kitty Litter!

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+

Or maybe these gems fighting for space and attention in the local newspaper, digital directory service or maybe even the business Website?

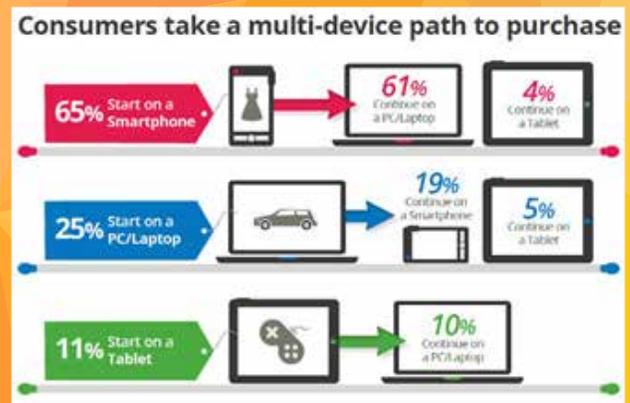


Yes, these styles of insites can grab the attention of some potential “Bums on Seats” but wouldn’t it be a better option that Business “Insites” were far more targeted? Zeroing in on what customers are really looking for?

To do that targeting we have to first look at what do those potential customers use to look at Business’ Insites? Well I can tell you it’s not the sandwich board, not the letterbox littering flyer. No they are using....



AND



Customers are searching for a place to sleep, eat, drink, shop and they predominantly do this using Google. They don’t just use one device and more than often they go from one device to another.

When they search they can end up on review sites, local directories or we pray the Business Website itself. When they do, they are ready to lay down their hard earned cash. What is the major driver that will make them choose you? “Your Insites”.

When arriving at your website the initial scan will look at the first Impression so the site had best be sexy. Then for Insites that tell them you have what they want, provide the service they need. That you’re close by to where they are or where they want to be. They will want to see how to get there, call you, send a message or make a booking, they will be pleased if they see promotions or special offers.

If the “Insites” are satisfying then maybe they may go deeper and start folding the pages and reading more, such as reviews, FAQ, Product Information - even look at pretty pictures in a Gallery. But it’s the “Insites” that will make you or break you.

That’s just for those that have never been to your site before. What about the repeats, the regulars, do you think they want to see the same, “Insites” over and over again? NO!

Insites/Headlines is an exclusive feature of DudaOne that makes sure that you can offer news that changes. First time visitors, local or distant visitors, returning or regular customers, customers looking for a bargain or special offer all have different needs from each other. Insites gives you the opportunity to “Target Insites” to those individual needs, to totally customize the “Call to Action”

IP address of the searcher, device type, geo-location as the identifier, Insites can be programmed to display promotions or change site Information sequence. This can be done during initial site build or updated at any time to match. Options and Ideas:-

SPECIAL PROMOTIONS:

Sales, Discounts, Vouchers

VISITORS NEARBY:

Location, Call us, Special Offers

TIME OF DAY:

Happy Hours, Lunch/Dinner Specials, Early Bird Offers

HOLIDAYS AND SPECIAL EVENTS:

Valentines, Christmas, Halloween Specials and Events

RETURNING CUSTOMER:

Welcome Back, Special Events/Offer, Discounts

FIRST TIME VISITOR:

House Specials, Menu, Specialties, Gallery, Reviews, Location

VIEW OUR SAMPLE INSITES





OCHA

Saturday the 14th Feb

Open until 7:45 (early sitting) is A la carte only, \$15 onwards \$100 p/p degustation only.

We can take dietary requirements (if they let us know in advance)

We do matching wine (\$80 p/p) include French champagne and Sake!!!



ABSINTHE

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