

PBE Zoom Meeting Minutes 03-03-2021

Present: 24 people this time.

This week's Zoom meeting.

60 Seconds from everyone:

60 seconds from each of us, seeing how we've got on the past week and also how we can help each other in business and any other way.

Phil Mundy – VIA Business Consulting

Helps businesses get the results they really deserve. First thing Phil looks at is Clarity. What you want to do and where you want to get to! The next step is Options! Speak to Phil for more 😊

Sandra Spulling – Business Sales Plus

Business transfer agent. When you're looking to sell your business, Sandra will help you through all the steps of the process, taking the stress out of it and getting the best deal for you.

Marc Smith – The GHS Group

Local heating and plumbing company based in Gosport. You need GHS if your showers are cold, if your heating doesn't come on, etc. Over 40 years in business. Marc offers boilers which come with a 14 year warranty!

Abbie Ede – Graphic Design services

Branding, advertising and all other graphic design services. Sunday is be heard day. Be heard, helping businesses get their voice heard. #beheardsm

Lori Weber – The Mindful Eating Clinic

Healthy weight management and wellbeing. Helping people get a more relaxed relationship with their diet. Stopping yoyo diets or unhealthy eating habits. No restrictive diets.

Fiona Heath – The Solent Celebrant

Thank you to Penny for an introduction to a funeral director. Fiona has received work from this funeral director and will hopefully have a great relationship with them. What 3 words would you like

people to describe you as when you've gone? This is often a good way to start the conversation that can often be a difficult one to have.

Andrew Prissall – HW Conveyancy Searches

The market has gone crazy of recent. Rishi's budget will be big viewing today to see if the stamp duty holiday will be extended. Andrew's company is the local experts for the Portsmouth and local area (from Hythe to Hayling Island). Always use a local conveyancy search service for the best quality search.

Chris Dickinson – WorldPay

Helps companies take payments through online, card machines, etc. Looking for companies that haven't changed for a while. Chris can offer some great deals on their payments. A recent company saved over £800.

Sharon Murray – Confidence Coach

Helps you get your confidence back especially on platforms like LinkedIn. Sharon has been asked to speak at an important event to around 1,000 companies in Northern Ireland.

Ali Dolphin – Digital Marketing

Digital Marketing agency in Petersfield. Looking for companies who want to migrate their website to a different host or to get a new website. It's a big job and can really upset your traffic to the website.

Gayle Tongs – Enrichment Coaching

Gayle's latest blog is out. "does coaching work and is it worth the money?". Have a read and then have a chat with Gayle.

Dianne Gill – Sage House, Dementia Support

Helps people living with dementia throughout their journey. One of the things Dementia support has is robot pets, like cats, who like being stroked and interacted with. They respond to it all. Speak to Dianne to find out more.

Omar Lakhssassi – University of Portsmouth

Omar helps people gain degrees whilst working. A whole range of degrees. The government can fund up to 95% of the courses for your employees.

Deboray Lloyd – Trauma Therapist

Helps remove the trauma from your life. Replacing fear with happiness. If you have any worries about staying in, or going out speak to Deborah.

Stu Radcliffe – Wintercomms

Manage and look after your employees and clients' communications. If you want a local number, from £5 a month, speak to Stu!

Rebecca Wheeler – Wheeler and Wye Chartered Surveyors

Commercial property surveyors. Carry out formal evaluations. Anything you might need for tax purposes. Also do the sales sides of things and the property management too. Any landlords or tenants that need help, speak to Rebecca.

Simon Brand – Enhancico Ltd

Small Business Consultant and Coach. Simon has a blog coming out this week around the subject of confidence. Recent clients have had a few problems with their confidence in their companies. Simon helped them look at their numbers and plan out the upcoming year, which gave them a lot more confidence in their business.

Lincoln Noel – The Music Maestro

Lincoln is filming his music maestro courses, as well as recording more music grams (Mother's day is coming up!). Lincoln is able to perform wherever you'd like him to. Lincoln is now taking enquiries for public performances, as in weddings, birthdays, anniversaries, etc.

Matt Valentine – Pink Fin Ltd Websites

Your website is more important to you than ever at the moment. Online business has increased by over 100% in the last 12 months for most retailers. If you want to learn more about how I can help your business, let's have a chat!

Chris Handley – Anchor Insurance

General insurance broker. All kinds of insurance, personal, motor, holiday, commercial, premises, etc. If Chris can't help you, he will be able to point you in the right direction. Chris Handley, the sexy insurance broker.

Sandie Doyle – Hypnotherapist and Trauma therapist

A lot of people are excited about going out soon. Also the Covid jab, a lot of people are anxious about it. Some people don't like the needles side of things. Sandie can very easily help people get over the fear.

Carol Gouveia – Business Consultancy Services

Helps businesses with their business plan. Work out what market research you need, etc. A business plan is the backbone of every company. It should ask a lot of questions you have and a lot of questions your clients have.

Bernie – Whiteley 365 and Events Management

Bernie can look after all your Microsoft cloud IT.

Also Bernie runs a very successful Events company looking after events all over the country, both small local events and big national ones like ones at the O2.

Penny Plimmer – JAPICS Photographic

Business and Corporate photographers. Headshots or product photography too. Recently Penny has been doing some still life photography for a charity.

10 Minutes from Ali Dolphin for Marketing.

Essentially a digital marketing agency, web, social and advertising. Over a decade of experience.

Website Design

Email Marketing

Social Media

Training and Consultancy

Definitely want to help clients with training and consultancy.

Helps clients with their office 365 as well as a wifi service called beanbox.

Recent projects include an interior design company, a holiday booking website and helping people with their mailchimp accounts getting better engagements.

How can I get marketing fit in 2021?

Content

A great way to be able to demonstrate your experience and expertise. To work out what people are

asking, to help you work out what the content should be. Use Answer The Public website to find out what people are asking about.

Site Speed

A slow website is no good for Google. Make sure all your images are reduced in file size (kb size) so they are optimised. Make sure you're on a good, fast webhost. Test your website speed with Pingdom Website Speed Test.

Citations

Referral sites for your website (backlinks from directories and portals like yell.com or freeindex.com). Make sure your citations are all up to date with the right contact details and are all consistent. Yell.com offer a free valuation report.

Analytics

Make sure you have a good set of analytics. Google Analytics is a great platform to use. Also Google Search Console is a good idea to use.

Redirects

Make sure you get your redirects are right when you come to change your website. 301 redirects are permanent redirections. A 302 is just a temporary page redirection. There are tools to help you track things, like Screaming Frog for example.

Detox you Inbox

We all get bombarded by emails. Too many emails and a big inbox can contribute to an increased blood pressure! Unsubscribe from stuff! Cleanse your emails and setup rules for your inbox.

Ideal referrals for Ali are Website B2B people. Professional services, trades. Email marketing – marketing managers or business owners. Social Media – professionals and companies who want to optimise their linkedin profile.

Also looking for other partners. Other agencies or print houses. Looking to partner with virtual assistants. Schools / Colleges and Adult Learning.

60 Seconds Winner for this week – Sharon Murray and the fact that half her speech has gone as she can't do a certain thing.

Next week's meeting:

Get booked on now 😊 <https://www.portsmouthbusinessexchange.co.uk/pbeonline/>

Please look to invite people 😊. Everyone must book on here though please:
<https://www.portsmouthbusinessexchange.co.uk/pbeonline/>