

your marketing | made easier

here to help you grow and win new business



Marketing Support

Marketing support for those that choose to #bepartofthefamily

Based in Birmingham in the heart of the UK, Selecta Systems are one of the leading PVCu profile systems companies. Selecta have been extruding and distributing quality window and door systems to fabricators up and down the UK for over 40 years with service and support a key feature of our business.

When you become 'part of the family' it opens up a range of marketing options and support services to assist you and your business.

Whatever your needs, we're here to help, wherever we can.





Unrivalled Service & Support...

Is the lack of real service and support a problem for you?

We pride ourselves on providing a personal and unrivalled service and support package to help you grow your business. As part of this service and support package, we can equip you with an array of marketing support materials to help you promote and sell the full range of Selecta Systems products.

From product brochures to a professional website, a free graphic design service to an on-line support centre with an amazing Window & Door Designer, we are there to help you win new business.

It's all part of being part of the family...

**'Your Home
Made Beautiful'**

Marketing Support Literature

Selecta provide you with a comprehensive range of marketing support materials and services including brochures, showroom collateral, literature, point of sale displays and a free design service for all your marketing and promotional requirements.

Our aim is to support you with an array of marketing materials and support services that demonstrate quality and professionalism, whilst also providing information to assist you in your promotion and presentation of your products and services.

Please browse through our marketing support package that is available to all who choose to #bepartofthefamily

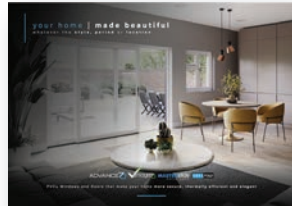
Scan to view flipbook versions
of our marketing materials



Brochures

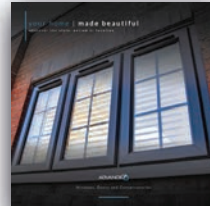
Our comprehensive range of brochures contain valuable information on our range of products to help during your sales process. They are the perfect takeaway brochure for any showroom or customer presentation visit.

Main Brochure



'Your Home Made Beautiful'
All Products

ADVANCE 70 System



'Your Home Made Beautiful'
Windows, Doors & Conservatories

ADVANCE 70 System



'Your Home Made Beautiful'
Flush Sash Windows

MASTERSlide Patio Doors



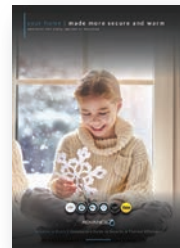
'Your Home Made Beautiful'
Patio Doors

ADVANCE 70 System



'Your Home Made Beautiful'
EASI-FOLD Doors

Homeowner Guide



Secure and Energy Efficient
Windows & Doors

Colourfoil Collection



Colour Guide

Colourfoil Collection



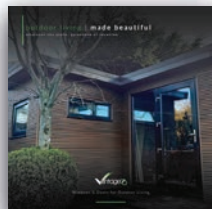
Colour Swatch

Specification Guide



Profile Specification Guide for
Windows & Doors

ADVANCE 70 / Vantage 70 System



'Your Home Made Beautiful'
Outdoor Living

We also provide a series of information brochures and information sheets for fabricators and installers, with a few from our collection below...

Trade | Sales & Technical Information Sheets

Fabrication | PAS 24 Technical Guides



ADVANCE 70
Windows, Doors
& Conservatories



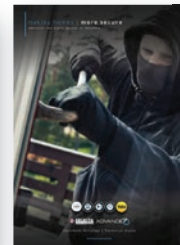
ADVANCE 70
Flush Sash
Windows



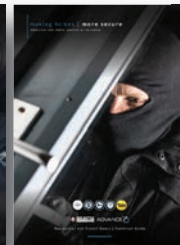
MASTERSlide
Patio
Doors



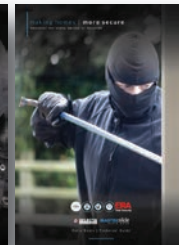
Vantage 70
Windows &
Doors



ADVANCE 70
Casement
Windows



ADVANCE 70
Single Leaf &
French Doors



MASTERSlide
Patio
Doors

LINK70



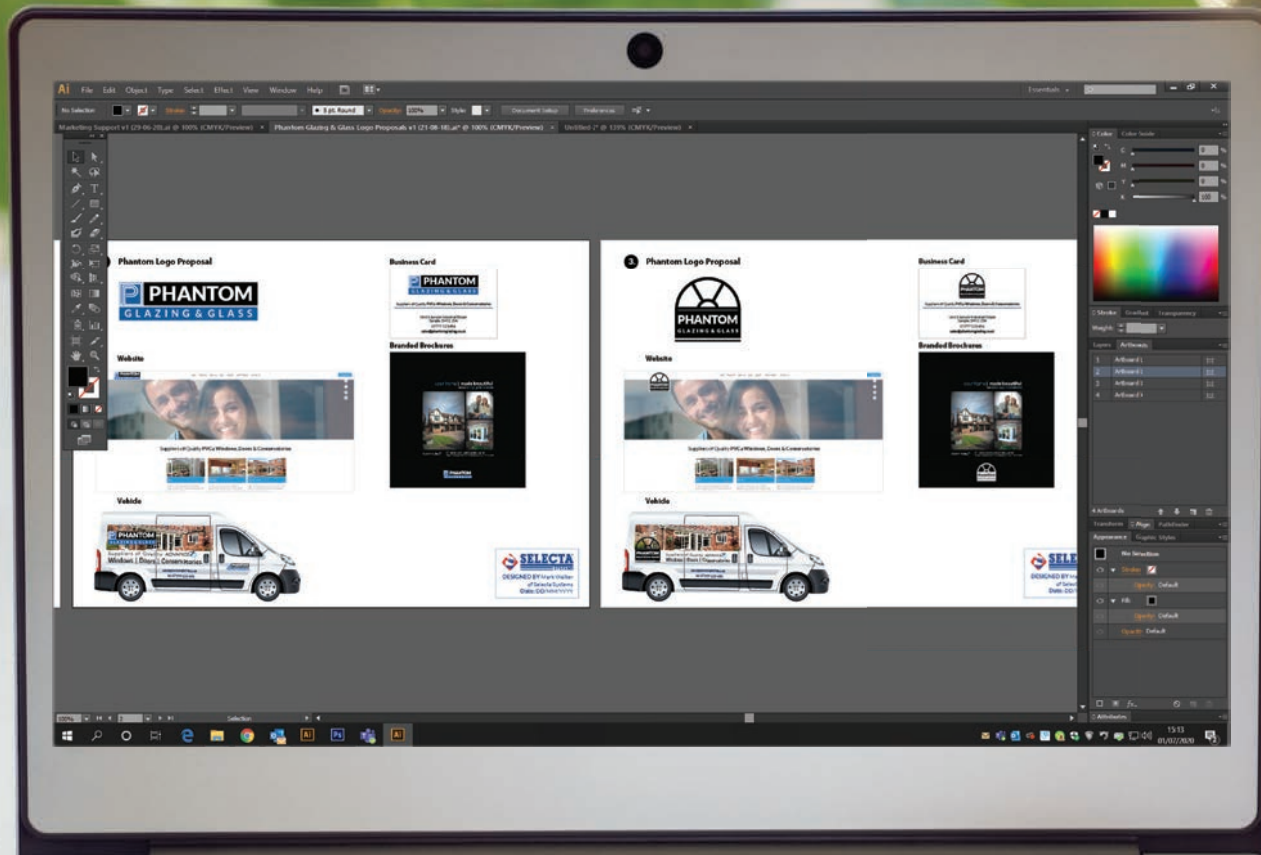
LINK70 Frame Connection System
Information & Installation Guide

What the F & L?



Building Regulation
Changes 2022

'Free Graphic Design Service'



Customer Branding Opportunities

Our free graphic design service provides you with the opportunity to have dual branding and advertise your partnership with Selecta and our ADVANCE 70 System.

Simply provide a hi-res version of your logo, or we can design one for you as part of our graphic design service! With this we can provide you with a host of dual branded marketing materials and literature!

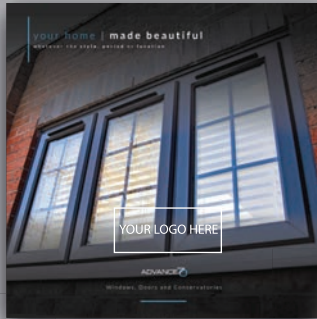
Have a browse through some of our ideas and collections, or if you have any ideas of your own let us know and we'll be happy to help!

Branding

Our marketing materials and literature are all designed in-house - even this brochure! What this means is that we have everything at hand, ready to provide you with a personal and efficient service for all your branded marketing materials.

Brochures

Have your company logo and contact information on our range of electronic brochures.



Drop Cards & Flyers

Choose from a selection of templates or have your own designed, just for you!

Have them personalised with your company details and post them through neighbouring properties or the area where you have recently installed.



A3 & A4 Posters

Add your logo and company details to product posters to promote the key benefits.



Vehicle Livery & Wraps

Promote your products and services with your personalised vehicle livery. Provide a design brief and we'll get to work on the artwork!

Roller Banners

Promote the benefits of your products with a simple and easy to use roller banner, complete with your company logo.



Advertisements

Have a dual branded professional advert designed just for you!



Product & Promotional Videos

Why not have your logo and contact details on a product and/or promotional video to use on your website or social media channels.



Scan the QR Code to view the MASTERSlide Patio Doors Video



Social Media Content

We can help you with your social media content and promotion by providing you with posts, reels and videos complete with your branding!



Branding & Re-branding

We can design you a brand new logo and help with your re-branding! New profile system supplier. New image!

Here's some of our designs.



A Frames

A dual branded A Frame can help you promote your business or products outside your showroom or latest installation.

Choose your own design or let us use our imagination!

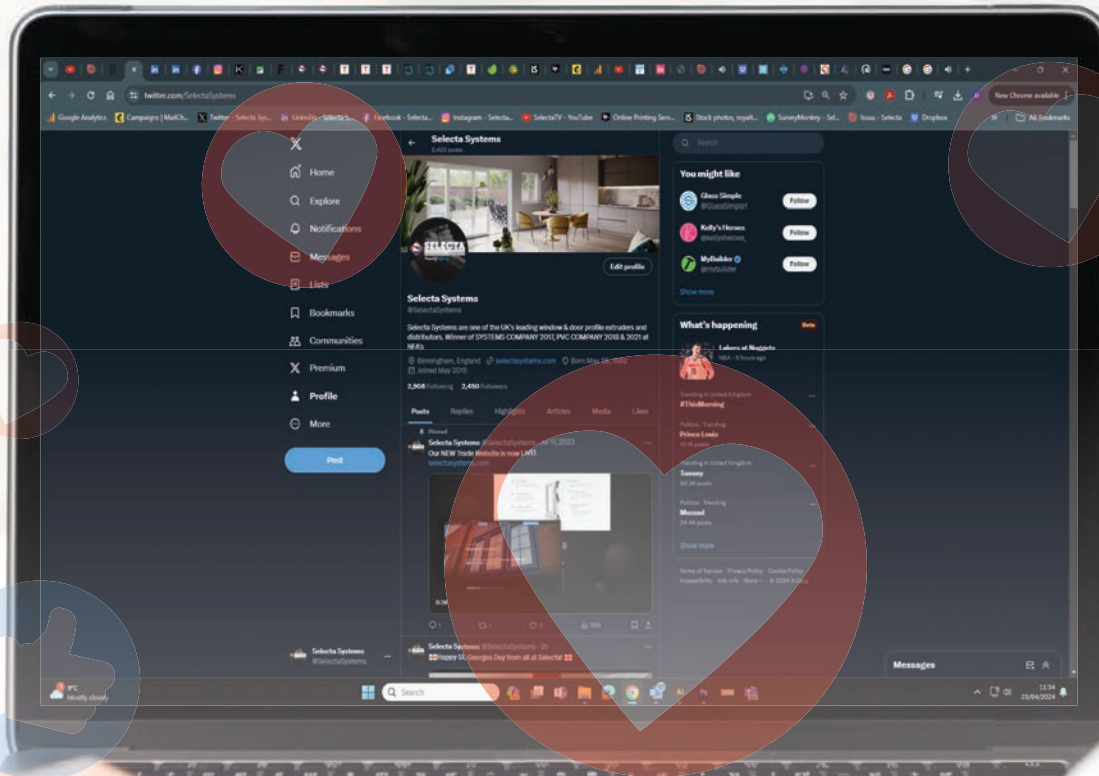


Also...

We've designed flags, showroom boards and stickers for customers!

Let us know your ideas!

'Social Media'



Promote Your
Business On
Social Media

Social media is a great way to advertise and promote your businesses products and services, show your personality and engage with your audience.

There are a host of social media platforms out there and each one has it's unique way of engagement. We can help you build your social media presence and page and also advise on how to engage with your target audience.



Engage

Promote your brand and demonstrate your excellence and expertise within your field through social media. A very cost effective form of advertisement allowing you to directly engage with customers.

Let's start with one simple fact: **your business needs a social media presence.**

It doesn't matter if you run a small local fabricator / installer business or a big national company, social media should be an essential piece of your business marketing strategy. Social media platforms help you connect with your customers, increase awareness about your brand, and boost your leads and sales. With more than three billion people around the world using social media every month, it's no passing trend!

What you might not know is that you're ready to get your company's social media off the ground right now. You don't need to know every intimidating buzzword or have the magic number of followers. You can get started immediately—and even enjoy yourself in the process!

Here are six reasons why investing in social media is a wise business move.

1. Build Awareness

If people don't know about your business, they can't become your customers. Social media boosts your visibility among potential customers, letting you reach a wide audience by using a large amount of time and effort. And it's free to create a business profile on all the major social networks, so you have nothing to lose!

4. Engagement

People want to see you as being helpful, knowledgeable and a trusted voice in the industry. Connecting with your audience is key to encourage engagement. Showing your latest projects and transformations, quirky videos of products or simple hints and tips for maintaining products, demonstrate knowledge and encourage engagement through your posts.

Your business, regardless of size or budget, has an opportunity to grow your audience and reach your objectives through ads on social platforms like Facebook and Instagram. When building an ad campaign or creating posts, know who you're trying to reach and what goal you want to achieve so you don't waste any of your time or budget on unhelpful advertising.

Avoid posting too many 'in your face' type salesy ads and opt for content that educates or entertains, or does both at the same time!

Social Media Templates & FREE Design Service

We have a number of social media posts, reels and video templates that can be personalised for use on your social media channels.

Or why not provide us with a design brief and we'll design you a bespoke post, reel or video just for you and your business!

2. Promote Your Brand

Customers are increasingly savvier and more discerning about which businesses they support. Before making a decision, they'll do a quick search to browse your website and social media. Demonstrate your knowledge, skills, services and brand within the industry.

5. Provide Support

Social platforms have successfully broken down barriers between companies and their customers. Now, instead of calling a customer service line, many people turn to Facebook or Twitter to solve problems or find information. You can develop your reputation as a responsive, caring brand by offering support through social channels, helping reinforce your brands desirable characteristics.

3. Build Relationships

Customers aren't interested in businesses that publish dry, corporate-style social media posts. Instead, let your brand's personality shine through in everything you share on social media. What does your brand voice sound like? How does it represent who you are? It will demonstrate that you're fun to work with, knowledgeable and reliable.

6. Grow Affordably

Marketing costs add up, and not every business can afford huge campaigns, but you can get a lot of value for your money with social media advertising - it's free if you grow presence organically!



'Social Media Support'



Before You Start!

We have a few hints and tips on how to manage your social media presence, of which we want to share with you.

Selecta can also assist with profile images, cover photos and promotional posts where it may be difficult for some to produce. It's all part of the marketing support package to help you and your business grow...

More examples of our FREE social media design templates



Hints & Tips

So you're ready to go ahead with your social media presence! Selecta can assist and help you along the way and we've also created a few hints and tips to help you along the way.

Do:

- Complete and Update Your Profile

Think of your social media accounts as your digital first impression. Social media accounts that are only partially completed automatically appear less professional.

Take a few minutes to thoughtfully fill out all your profile information.

- Be Your Company Voice

Remember what you post becomes a representation of you and your business. Be proud of who you are and what you represent as a business while staying aware of the image you're crafting as a result of the content you share.

Add your personal touch and company voice - but be yourself and show personality!

- Remember: What and When You Post Content is Important!

Post regularly with a mixture of content i.e. pictures, videos and links. Make sure it's interesting and meaningful whilst being engaging. Use #hashtags to identify your content.

Post your projects and show how you've resolved issues, improved an area or resolved a problem. Show trends within your industry and post things that are relevant and helpful to your audience.

Maybe run a competition for a discount code or a freebie! This is a great way to create activity and an audience on your social media page by encouraging people to share, like, follow, comment etc. with a nice prize at the end!

Re-read your content before posting. Make sure it makes sense and spell check the content. Think how it could be interpreted too.

- Interact With Your Audience

Providing helpful content is nice, but it's not all social media has to offer. Interacting with your connections and followers is also key in boosting your presence. There is no point in having a social media account if your not going to interact with your connections. Make sure you reply to any questions raised in a reasonable timeframe - a quick response always goes down well with your connections.

- Consider Paid Advertising

To increase your following or engagement, consider using paid advertising within your social media platform for a particular post or your page in general. This can be a very specific way of advertising, as it can be done by demographic or geographic properties - thus targeting a particular audience.

It can be a very cost effective way of advertising directly to your designated audience.

Don't:

- Be Needy!

Don't constantly ask your Twitter followers to "please retweet," or beg your Facebook friends to "like" your page every week. It's perfectly acceptable to let your followers on personal accounts know that you have business pages and what they can expect if they follow you.

- Be a Spammer!

Retweeting, liking, commenting, posting, and sharing all day long is a quick way to watch your engagement drop. Nobody wants their social media feeds to be filled by a single account. For example, don't join 20 groups on a platform and post the same self-promotional message in all of them, and then never interact with members again. That's not the impression you want to leave.

- Complain!

This is an important part of social media etiquette for business. All businesses see their ups and downs, but complaining about customer interactions or when a business transaction didn't go as planned should not be part of your social media strategy. Remember, you're trying to distinguish yourself from competitors. This can be a way to stand out in a less than ideal way.

If potential customers see how you talk about others, they may think twice about wanting to do business with you.

- WRITE ALL IN CAPS!

ARE YOU MAD AT ME? DID I DO SOMETHING WRONG? Stop with the all caps! Not only are they visually alarming, but they also communicate that you're upset (and yelling) about something. No caps should definitely be on your social media etiquette checklist.

- Be Distasteful!

Be tasteful in your content and on-line interactions. Don't be afraid to add humour and personality but make sure it's not in bad taste!

Remember to have fun!

Using social media for your business doesn't mean you should stop having fun with it! Have fun trying new ideas. Try live videos or interactive polls and keep your messages professional and conversational. With the social media landscape constantly evolving, the do's and don'ts of social media etiquette for business owners will also continue to change. Staying aware of current best practices and incorporating them into your social media strategy will keep your marketing efforts fresh and effective and your business top of mind.

'Stay
Connected'

connect

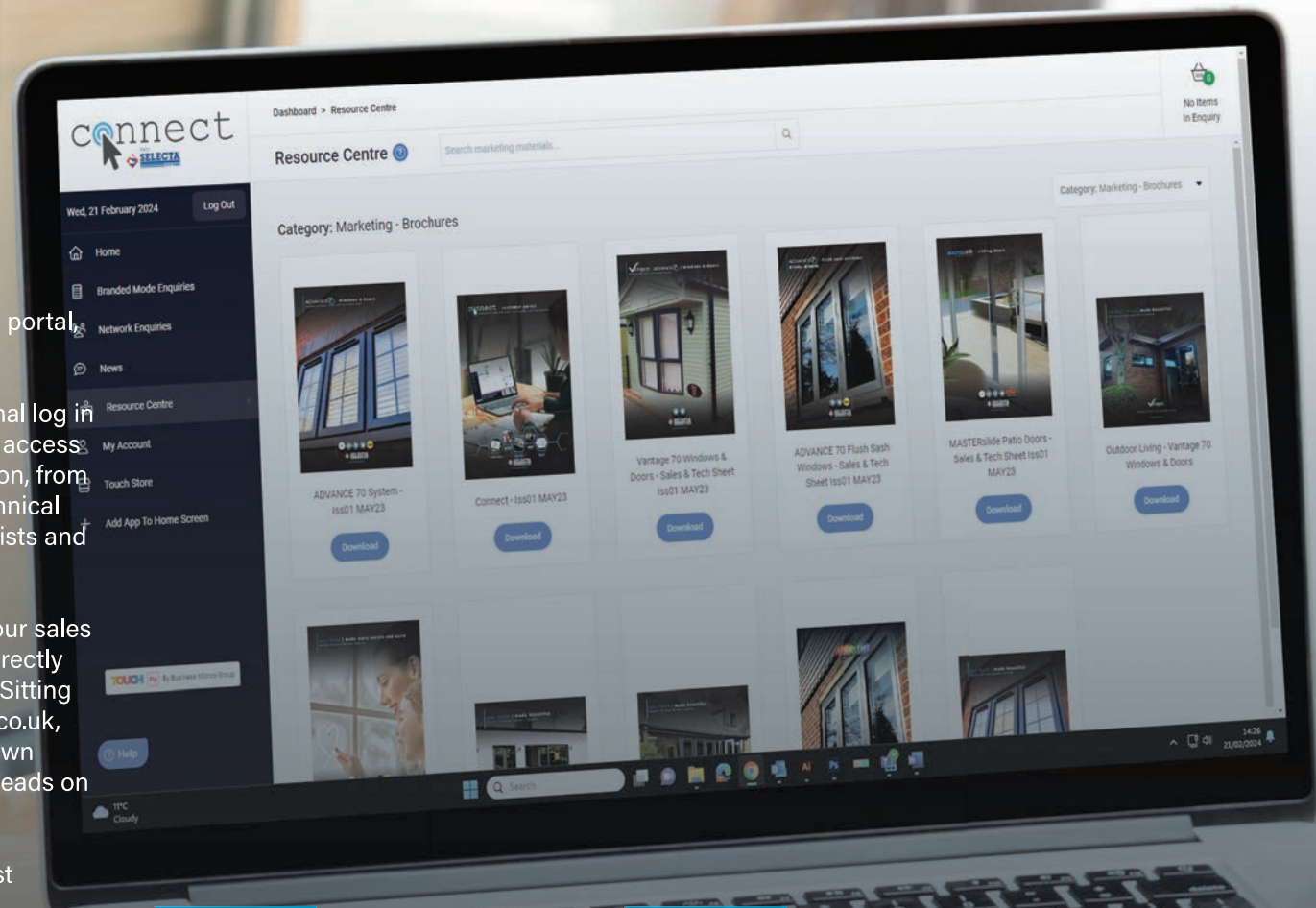
Connect is Selecta's online customer support portal, which we launched to our customer base.

Each customer has their own Connect personal log in details. Within the Resource Centre you have access to marketing, technical and general information, from brochures to an image library, through to technical test reports and product certifications, price lists and order forms.

Dealer Network is where you will find all of your sales leads that have been passed to yourselves, directly from our Window & Door Designer software. Sitting on our homeowner website www.advance70.co.uk, the designer attracts visitors to design their own windows and doors, of which we pass those leads on to our customers via the Connect portal.

You will also be kept up-to-date with the latest customer related news from Selecta!

Connect now boasts an array of sales and marketing tools, designed to help you win new business!



'Window & Door Designer'

connect

The Window & Door Designer is fully loaded with all of the Selecta products, allowing customers to design their own windows and doors, take a picture of their home and visualise how they look!

Activating Branded Mode within Connect provides you with your own Window & Door Designer to have on your website and generate your own trade and retail sales leads.



'Website Support Package'

connect

Within Connect we have launched a website support package that takes away the headache of a website build!

Our website themes are professionally designed and pre-filled with Selecta products, content and photography.

They are built to allow your own personalisation by incorporating your corporate brand, colour theme, personal information, social media links and contact details.



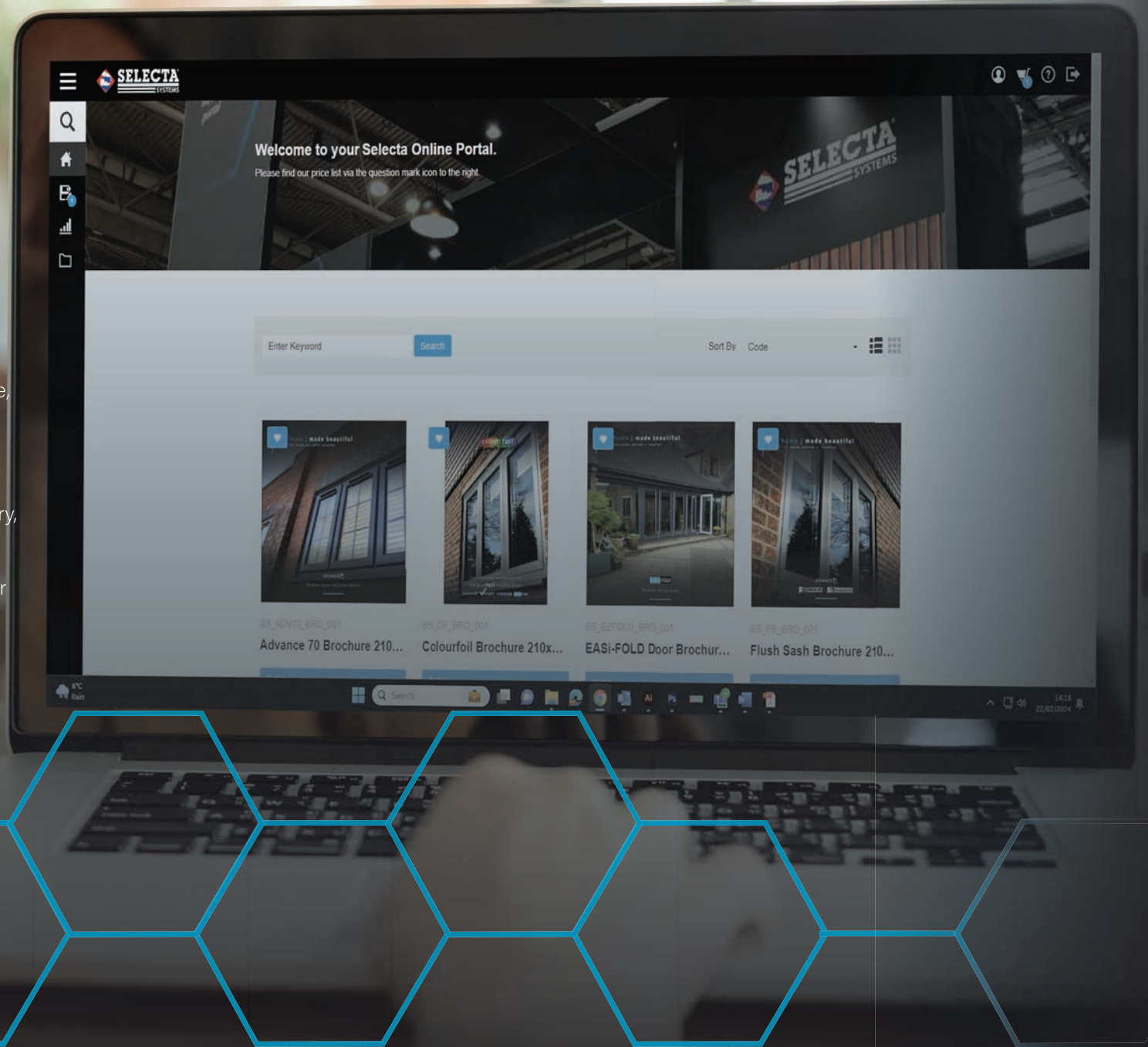
'web2print Creator'

connect

The web2print Creator is filled with all of our brochure, flyer, dropcard and poster templates, allowing you to add your own branding and personalisation.

You can drop on your logo, add your contact details, write some company details and even change imagery, to give you your own branded brochure!

A shop also provides you with the facility to have your own branded stationery, workwear, mugs and other promotional products and materials.



MARKETING SUPPORT

For all of your marketing support requirements
contact marketing@selectasystems.com or call 0121 325 2100

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SelectaTV