



# Event Services Directory Ltd

Poppins – Dilwyn – Herefordshire – HR4 8HL

01905 570 582

[www.eventservicesdirectory.co.uk](http://www.eventservicesdirectory.co.uk)

[www.eventlocation.co.uk](http://www.eventlocation.co.uk)

*“the market specific event services directory”*

**WWW.EventServicesDirectory.co.uk** is a market specific website to help event organisers source information on suppliers and services needed when organising an event, conference, exhibition, product launch or show.

We aim to be the leading information source in the events and conference industry.

## Current Objectives

- A very healthy “visit rate” per month and increasing month on month
- Limited number of subscribers per category
- No pecking order – same price to all
- Consistently on page 1 on search engines
- Very competitive pricing - just £ 24.00 per year
- Marketing of our clients on Social Media – active on Twitter & Facebook
- Clean and easy to use
- Company listings “shuffled” on every page visit
- Unlimited related categories
- On your “Mini-Site” you can include for viewer downloading:-  
*Brochures - Image Gallery - Video Presentations – PDF Files – Price Lists – Etc*
- Unlimited updates to your “Mini-Site” at no extra cost
- Listing statistics data of visitors to your “Mini-Site”
- All client enquiry forms sent direct to your company
- No advertising banners or “pay per click” systems
- Continual search engine submissions
- No need to “log-on” to use site for visitors to directory
- No “Spam Emails” generated from form completions
- We do not pass or sell any of your information onto third parties

**WWW.EventServicesDirectory.co.uk** offers an excellent, cost effective and market specific vehicle to enable your company to take its rightful place in the events industry and reap the benefits available from advertising.

We are constantly looking at new ideas / tools for The Directory to keep it fresh and a valuable tool for our clients.

## These are our planned upgrades for 2019/20

- We are asked on numerous occasions for help in finding services for event planners – so for all subscribers to the directory we will be sending qualified leads to relevant companies – **launched July 2019**
- Customer reviews added to CRM for all our subscribers – **launching January 2020**
- Press release feature on front page of CRM – **launched July 2019**
- Increased Twitter and Facebook marketing – including re-sharing our members news on social media
- New employee starting – Lauren – October – Business & Marketing Management BA (Hons) 1<sup>st</sup> Class
- Emails sent to subscribed clients of monthly statistics including -: visits to page, direct contact and redirects to clients own website. This is to help our clients measure effective advertising with us  
This data is verified through Google Analytics – **launched May 2019**
- Marketing of directory to all organisers of events
- Re-work of events calendar

**All of this for only £ 24.00 per company per year**

**Company Number – GB 11913608**

Registered Office – Office 10 Broadaxe Business Park Presteigne Powys LD8 2UH



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## **Other services we provide to our clients**

- Yearly call from one of our team to ensure all data we hold is current
- Clients able to list in unlimited related categories - unlike other directories which charge per category
- Yearly Website and SEO of client website
- Social networking promotion of ESD clients
- Client "Listing Statistics" data to show how your listing is performing  
Data verified through "Google Analytics"
- Client listing extras - all of which we can compile for you
  - Keywords
  - Title Tag
  - Meta Description
  - Meta Keywords
- Marketing of The Directory to UK venues
- Client tender process for requirements posted on The Directory
- Free upload of client articles / news
- Free issue of current UK event dates in Excel format
- Client review system
- Always looking and reviewing new ideas for The Directory

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