What's On In

WhatsOnIn Salesperson Training Guide

Selling Advertising Space on Your WhatsOnIn Website

This training is designed to help you and your sales partners confidently sell advertising space on your WhatsOnIn website using a simple, proven process.

Examples in this guide refer to:

- https://www.whatsoninchelmsford.com

The same process applies to all WhatsOnIn websites.

1. Understanding What You Are Selling

You are selling **advertising visibility** on a local website that ranks for location-based searches.

Businesses are paying for:

- Local online visibility
- Presence on a trusted local guide
- Exposure to people searching for services in their area
- Ongoing promotion through articles and social media

This is an **advertising platform** designed to promote local businesses.

2. The Simple Sales Message

When contacting businesses, keep the message simple:

"We promote local businesses through the WhatsOnIn [Area] website, which ranks for local searches and is actively promoted through articles and social media. We are offering local businesses the opportunity to be featured."

Do not overcomplicate the message.

3. Step-by-Step Sales Process

Step 1 – Find Local Businesses

Search Google for:

- "Plumber in Chelmsford"
- "Restaurant in Chelmsford"
- "Electrician in Chelmsford"

These are businesses already investing in visibility.

Step 2 – First Email Contact

Use the introduction email templates provided.

Goal: Make them aware their business can be featured.

Step 3 – Follow-Up

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Most sales happen on the **second or third email**.
Follow-up is essential.

Step 4 – Explain the Offer Clearly

You are offering:

- 12-month Business Directory listing
- Featured advertising space on relevant pages
- Local visibility
- Social media and article exposure

Keep the focus on **visibility and advertising**.

Step 5 – Send the Website Link

Always direct them to your website:

For the Main pages advertising spots- use “Advertise with us” page

- https://www.whatsoninchelmsford.com/advertise-with-us/

For the Business Directory Advertising, use the “Business Listing Options” page

- https://www.whatsoninchelmsford.com/business-directory-options/

4. Email Marketing Techniques

You will receive ready-made email templates which can be adjusted for different business categories or offers.

You should **test and adjust** subject lines and wording.

Best practice:

- Send 20–30 emails per day
- Follow up after 2–3 days
- Keep emails short
- Always include the website link

Consistency brings results.

5. Handling Enquiries

Do not over-explain.

Simple answers:

- Yes, this is advertising on the website
- Yes, it is for 12 months
- Yes, they will be featured
- Yes, they can update their listing anytime

6. Closing the Sale

Use reassurance:

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- "Many local businesses are already featured"
- "This helps you appear when people search for services in [area]"
- "It's a simple way to gain extra visibility"

Then send the link to the advertising page.

7. Example Script

"We run the WhatsOnIn Chelmsford website, a local guide that promotes businesses to people searching online. We are offering selected businesses the opportunity to be featured for 12 months with advertising space on the site."
Note! More example scripts can be provided

8. Best Practices

✓ Keep emails short
✓ Focus on visibility
✓ Always follow up
✓ Always send the website link

9. IMPORTANT – Email Sending Rules

You **must not** use your @whatsonin email address for bulk email campaigns.

If you do, the server will flag this as suspicious activity and your email account may be disabled.

You may:

- Send individual emails (max 30 per hour)

For bulk email campaigns, use a professional email marketing platform such as:

- **GetResponse** – www.getresponse.com Great for small to medium businesses with automation features.
- **Mailchimp** – www.mailchimp.comIdeal for beginners and small businesses; free tier available.
- **Campaign Monitor** – www.campaignmonitor.com Best for professional-looking emails and design flexibility.
- **BulkResponse** – www.bulkresponse.com Affordable option for sending large volumes of emails.
- **Brevo** – www.brevo.com Excellent for email and SMS campaigns with scalable options.
- **Express Marketer** - www.expressmarketer.com - offers **Pay-As-You-Go** Plans

Sales Support Tools

Sales Team Video - explaining how the website is structured and the types of ad spots, offered on the website.

This video will show you the process of using the "Advertise with us" page and the process of choosing an ad spot, payment, filling the order form etc.

https://youtu.be/qCCQj8ZMtqo

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Promo Videos

A 90 seconds Promo Video

Here is a video link to 90 sec video to help you promote your website to potential advertisers and trades people.

https://youtu.be/AV3gdzpSC5c

Whats On In Advertising Sales Video

Here is a video to help you promote your sales on the website to potential advertisers and trades people.

https://youtu.be/8yc8KiK6A-k

Advertise with us page -explaining ads Video

Here is the link to the *Advertise with us* page - explaining the process of adding ads via *Advertise with us* page.

https://youtu.be/zVCj7lVFNHI

A 50 seconds Business Directory Promo Video

Here is a video link to 50 sec video to help you promote your website to potential trades people to advertise on the Business Directory.

https://youtu.be/ahjW_-47tfY

Your Sales Aid

Advertising spots sizes, prices, advertising process, etc

Click here to Download it
https://www.woifranchise.com/wp-content/uploads/2025/11/Sales-Aid.pdf

Advertising ad spots sizes

- A Big Slider Banner **1360 x 460** pixels
- Rotating Banner **600 x 400** pixels
- A single ad module, size is **364 x 267** pixels
- Double ad module, size is **756 x 267** pixels
- Triple ad module, size is **1170 x 300** pixels
- Skyscraper, going down the page, size is **364 x 584** pixels
- Thumbnail sliding banner **150 x 100** ad pixels at the footer of the website.

All images should be in either of these formats: .jpg, .jpeg, .png or .gif
We can also offer bespoke ads sizes to fit advertiser's requirements.

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Advertising ad spot's locations

- **Big Sliding Banner ad spot** - The banners rotate every 3 seconds and can be hyperlinked to customer's website or sales web page on the WhatsOnIn website. The Banner can also be video (YouTube or Vimeo). The Big Sliding Banner can be on the Home page, Tab page, or on a specific targeted drop-down menu page.
- **Rolling News** - When you hover-over the words, it will stop rolling, and can linked to the advertiser's website or sales WhatsOnIn page.
- **Rotating Banner Ad** - This Rotating Image-Ad Banner is a new powerful advertising spot. When you hover-over the image it will flick and show the text ad and is hyperlinked to website or the sales page.
- **Home Page** - The most popular page where advertisers are eager to display their ads. Any advertisers can be displayed on the Home page.
- **Tab Pages** - (listed on the menu: Activities, Places to stay, Eat & Drink etc)

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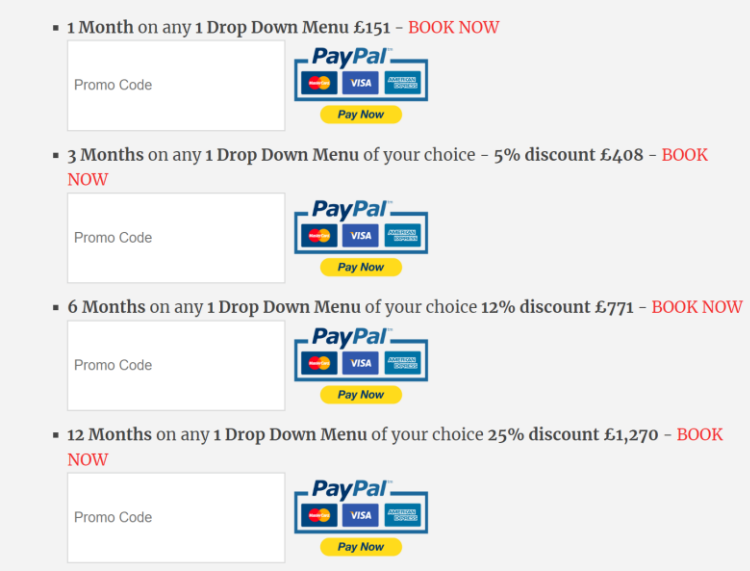
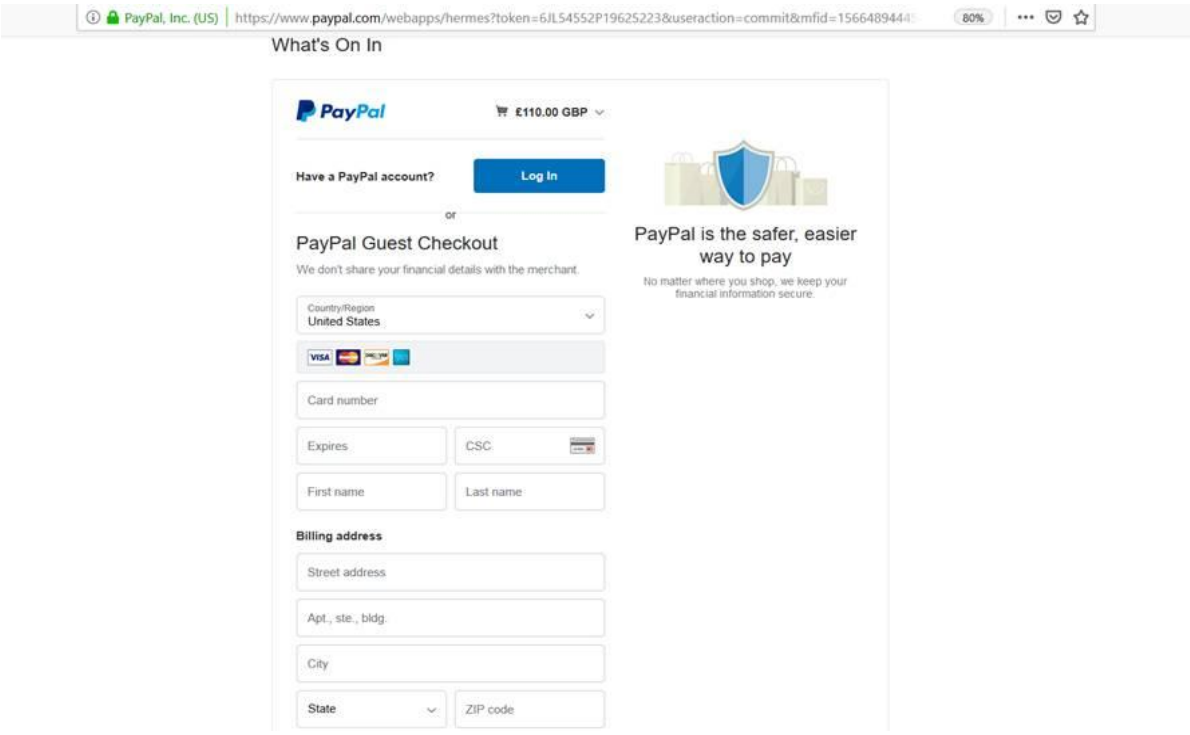
- **Dropdown Menu pages** - The dropdown menu is under main Tab pages: Restaurants, Hotels, Shopping, Properties, Golf clubs etc. We can create sub-page to suit any advertiser's business.
- **The Thumbnail slider banner** - at the bottom of the website. It can be linked to customer's website or sales web page on WhatsOnIn website.

Advertising process

On the "Advertise with Us" page a customer can choose the ad spot and the location, where to be posted the ad, and the period of advertising (1 month, 3 months, 6 months or a year)



After they click the PayPal button, this will direct them to the PayPal page to make the payment. They have 2 options to pay: via PayPal, or debit and credit card, again via the PayPal security system "PayPal Guest Checkout"



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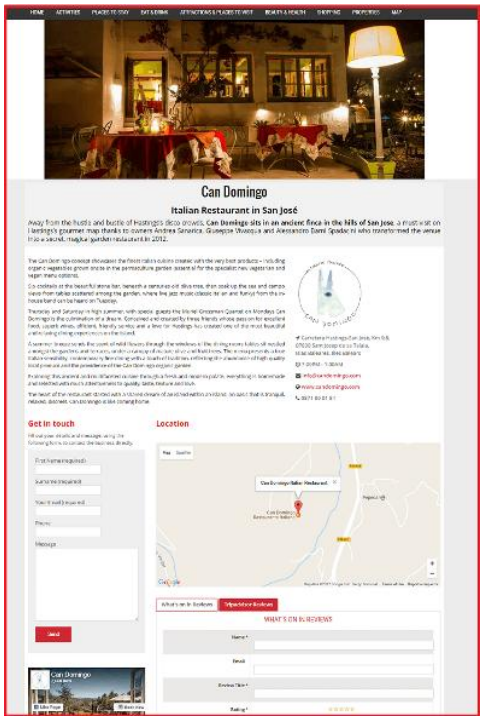
After a successful payment via PayPal system (customer can use their PayPal account or if they don't have one, they have the option to pay with credit/debit card via the PayPal system) in few seconds the customer screen will be redirected automatically to the order form, specific for the paid ad spot.

Here the customer needs to fill in their:

1. Customer profile business details;
2. The ad spot details: a) text for the advert, b) upload the image for the ad in the required size, c) link to a website where the advertising spot to link to;
3. Details for the Customer's sales web page on WhatsOnIn website: example below:



The customer will receive 2 emails from the WhatsOnIn website:

- 1st email, after they have paid;
- 2nd email with the submitted details from the order form for their ad spot.

The relevant **support@whatsonin.. email address** (we will receive this email) will receive copy of the same 2nd email with the submitted details from the order form for the customer's ad spot.

After the order form is received, we will send it to your "whatsonin" email address to check all submitted details from the order form – if the ad is correct and relevant to the paid advert. You will need to confirm the order form details to support@woifranchise.com so we can proceed with uploading the ad on the website.

If there are specific requests from the customer, please add them to the same email, and send it to support@woifranchise.com so our Support Team can create an accurate ad spot.

Free Web Sales page

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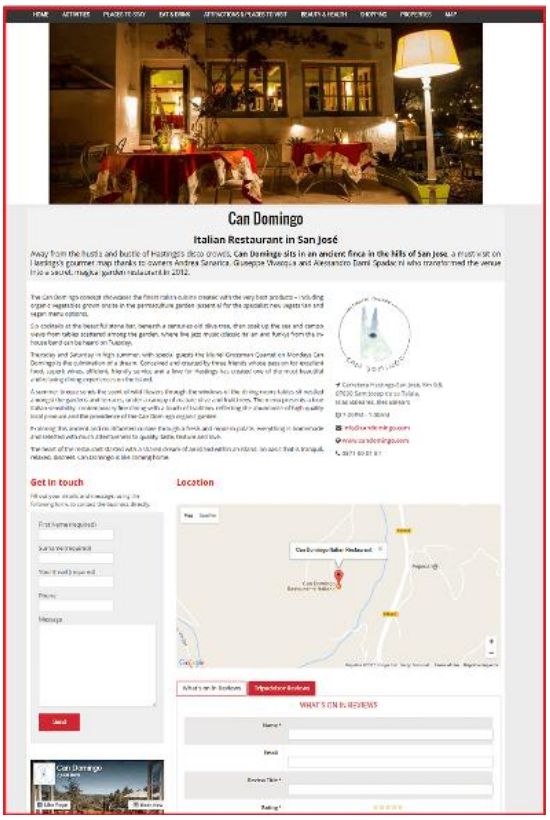
The Free Web Sales page is part of the ad package and is very popular for customers without websites. This web page will be created by the Support Team with the information, submitted by the customers as part of the order form.



After the ad spot is created by our Support Team, we will send you an email to your relevant @whatsonin... email address for you to check the ad details and confirm it is ok.
Then we (or your) can inform your customer that their ad is active and live on the website.
The ad will be up and running within 24 hours.

For any changes of image, text, link, please contact support@woifranchise.com

Ad is Ready

We will send an email to your customer that their ad is active and live with all links. You will receive a copy of this email. Alternatively, you can inform the customer using the ad details sent to you from the Support Team. For any changes, please contact support@woifranchise.com

The ad will be live on the website, **until you send an email** to the Support Team for deleting or changing it.

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Business Directory or Local Trades People Feature

- The Business Directory (Trades people) feature is an automated process for the customer: from choosing advertising duration, adding business information, submitting images, payment and publishing under the listed categories after **successful payment.**

- **How the listing for the Local Traders works**:

The Business Directory is a fully automated process

- When a customer clicks on “Create a listing” button, under the “Trades People” (Business Directory) tab they can chose their business category, the price plan, fill in the business details, and upload images.
- The system will ask them to create an account, which will allow them to manage their listed details, after submission;
- After a successful payment, in few seconds their listing will be automatically published under their chose category.
- You can also manually activate their listing from the dashboard of your website, under “Directory”, and then “Listings”
- We can add more business categories if needed under “Business Directory”

Conclusion

The WhatsOnIn platform is designed to make selling advertising simple, repeatable, and effective.

By following this process, using the provided email templates, and consistently reaching out to local businesses, you will generate regular listings and advertising revenue.

Keep the message simple. Focus on visibility. Follow up. Send the link.

This system works when you work the system.

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