



MOOR
FOR Sheffield

MOORFORSHEFFIELD.CO.NR

MOOR FOR SHEFFIELD

BY HARVEY MORTON

www.moorforsheffied.co.nr



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WHAT IS MOOR FOR SHEFFIELD

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- **MOOR FOR SHEFFIELD IS A SITE WHICH ALLOWS USERS TO VOICE THEIR OPINION AND SAY WHAT STORES THEY WOULD POTTENTIALLY LIKE TO SEE AS PART OF FUTURE DEVELOPMENTS IN THE SHEFFIELD MOOR MARKETS VIA SURVEYS, EMAIL AND A LIVE CHAT AGENT. THE SITE ALSO OFFERS A PROMOTIONAL VIDEO SO USERS OF THE SITE AND APP CAN SEE WHAT STORES ARE ALREADY LINED UP TO OPEN ALONG WITH THE NEW MOOR MARKETS ON LAUNCH.**

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THE WEBSITE

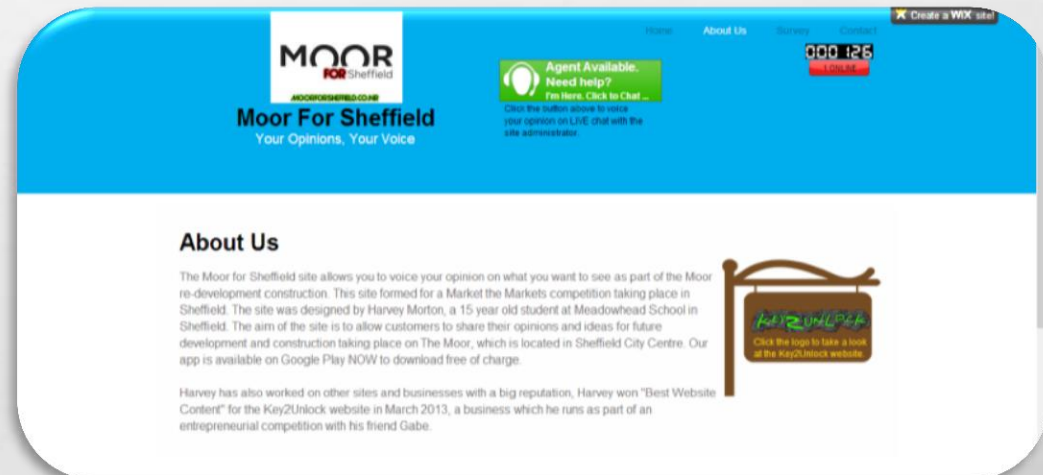
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HOME PAGE

ABOUT US



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THE WEBSITE

INTERACTIVE SURVEY

The screenshot shows a web-based survey interface. At the top, there are two buttons: "Upgrade to Add More Questions" (yellow) and "Split Page Here" (grey). Below this, the first question (Q2) is displayed: "Do you like the idea of being able to voice your opinion about the new Moor Markets on our site?". It has three radio button options: "Yes", "No", and "Not Sure". Above the question are controls: "Edit Question" (dropdown), "Add Question Logic", "Move", and "Delete". Below the question, there are two more buttons: "Upgrade to Add More Questions" (yellow) and "Split Page Here" (grey). The second question (Q3) is partially visible: "How convenient is it for you to visit the new location of the Moor Markets?". It has five radio button options: "Extremely convenient", "Very convenient", "Moderately convenient", "Slightly convenient", and "Not at all convenient". Similar controls are visible above this question.

CONTACT US

The screenshot shows the "Contact Us" page of the Moor For Sheffield website. The header is blue and features the "MOOR FOR Sheffield" logo, the tagline "Your Opinions. Your Voice", and a navigation menu with links for "Home", "About Us", "Survey", and "Contact". A green chat button is visible with the text "Agent Available. Need help? I'm Here. Click to Chat...". A digital clock shows "000:125". The main content area is white and titled "Contact" with the subheading "Lets Talk! Contact Us Today!". It includes a form with fields for "Name" (with "First" and "Last" sub-labels), "Email", and "Phone Number". To the right of the form, there is a section titled "Need an instant Response?" with a question mark icon, explaining the live chat feature. Below this, there is a green button with a question mark icon and the text "Interested in advertising via the background audio?".

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THE MOBILE APPLICATION

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**THIS VIDEO SHOWS THE MOBILE
APPLICATION IN ACTION.**

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REACHING MANY CUSTOMERS...

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- **THE MOOR FOR SHEFFIELD FACEBOOK PAGE REACHED 1573 PEOPLE IN THE FIRST WEEK OF LAUNCH.**
- **THE GRAPH AND STATISTICS COMING UP SOON, SHOW HOW MANY FANS WE REACHED WITHIN OUR SECOND WEEK AFTER LAUNCH (17-06-13 – 23-06-13)**

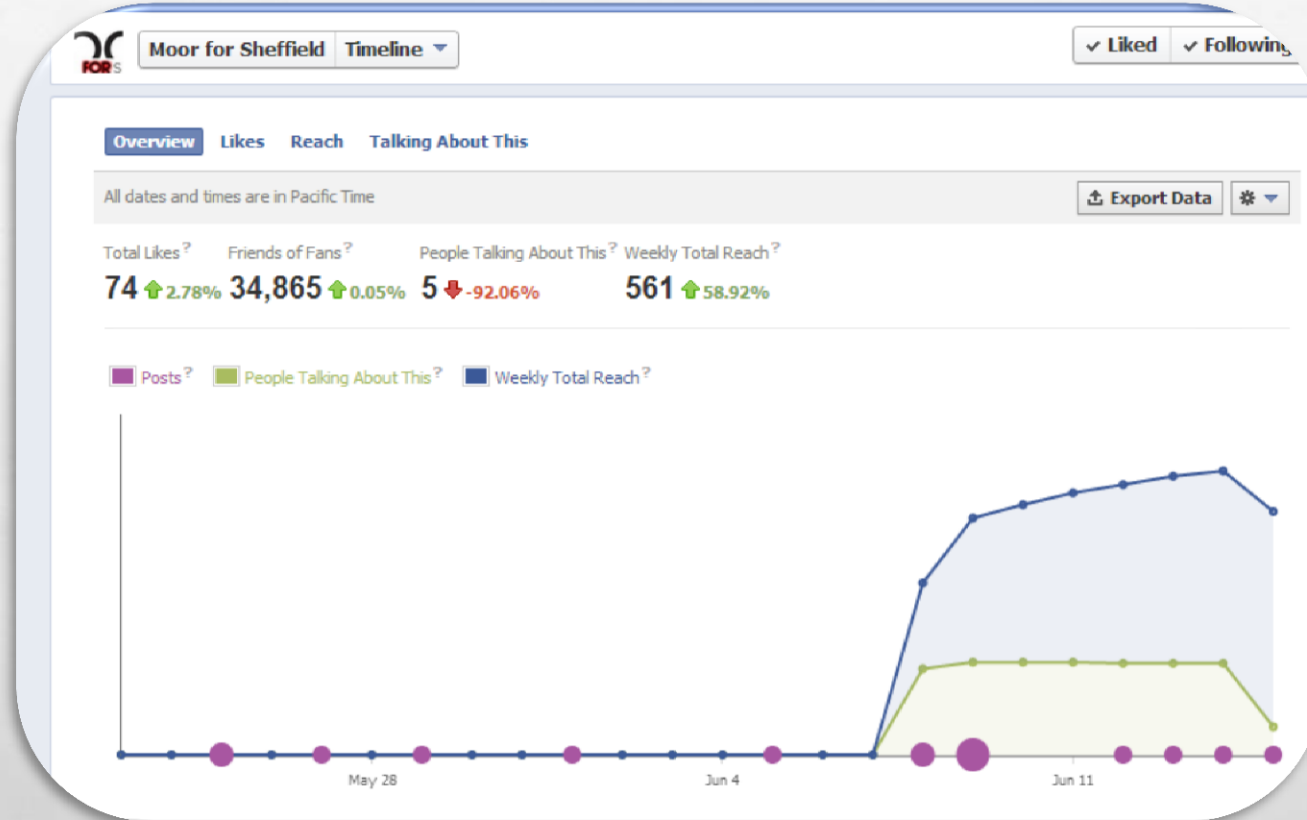
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REACHING MANY CUSTOMERS...

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FINANCE

Type of Advertising Campaign/Media Publishing	Potential Customers Reached	Cost
Facebook/Google Ads	1 Million	£403 per month (£13 a day)
YouTube	7000 – 1.5 Million	£5 – £250 per month
Website Set Up Cost	-	£95.13
Mobile Application Published	-	£973.80
TOTAL COST	Over 2.5 Million + Website and Application Published	£1721.93 to run the full marketing campaign.

VIDEO

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TO VIEW OUR APP SEARCH "MOOR FOR SHEFFIELD" ON GOOGLE PLAY

OR VISIT WWW.MOORFORSHEFFIELD.CO.NR FROM YOUR MOBILE

