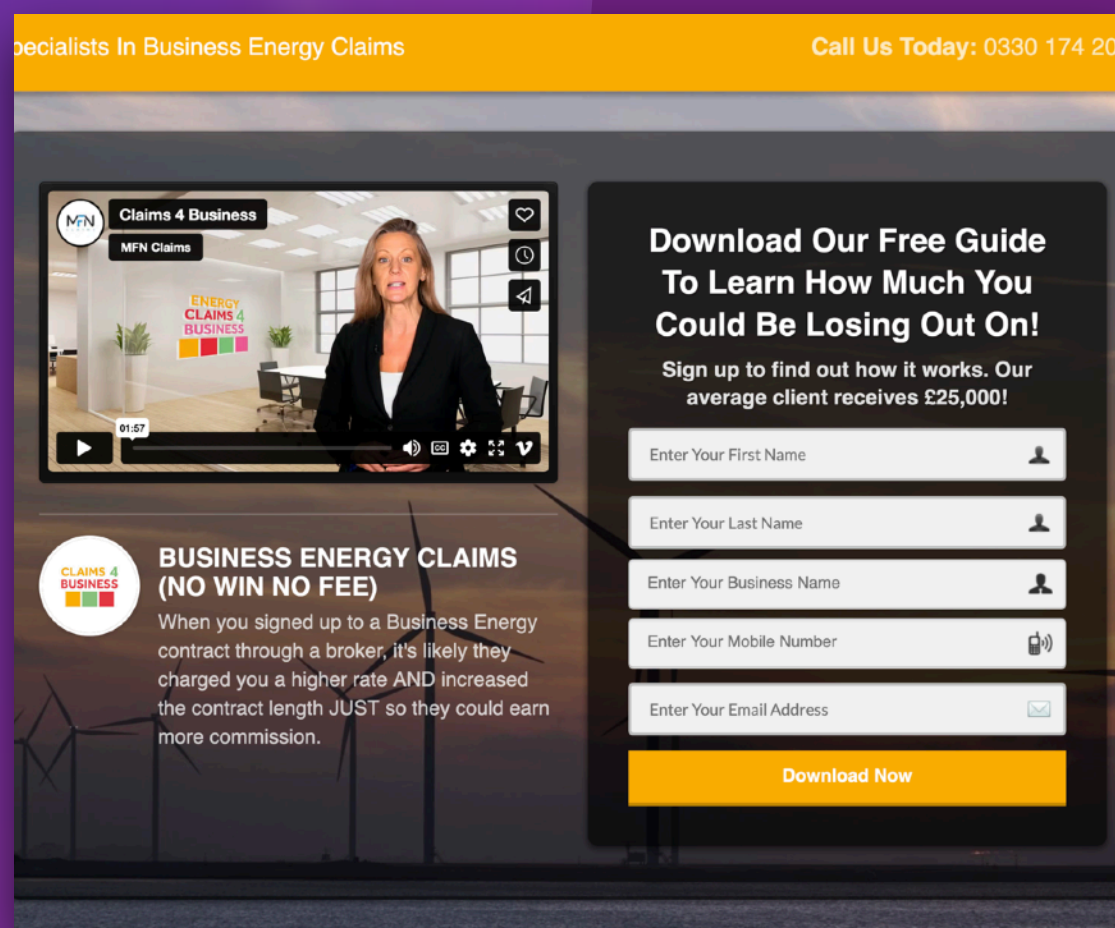# MediaTactics

CLAIMS 4 BUSINESS

Lead Generation capture workflow

Consumers online

Tik Tok
Video Ads

Consumers responded
to ad clicked through
to the microsite

Specialists In Business Energy Claims Call Us Today: 0330 174 203

Claims 4 Business
MFN Claims

**Download Our Free Guide
To Learn How Much You
Could Be Losing Out On!**

Sign up to find out how it works. Our
average client receives £25,000!

Enter Your First Name
Enter Your Last Name
Enter Your Business Name
Enter Your Mobile Number
Enter Your Email Address

Download Now

**BUSINESS ENERGY CLAIMS
(NO WIN NO FEE)**
When you signed up to a Business Energy
contract through a broker, it's likely they
charged you a higher rate AND increased
the contract length JUST so they could earn
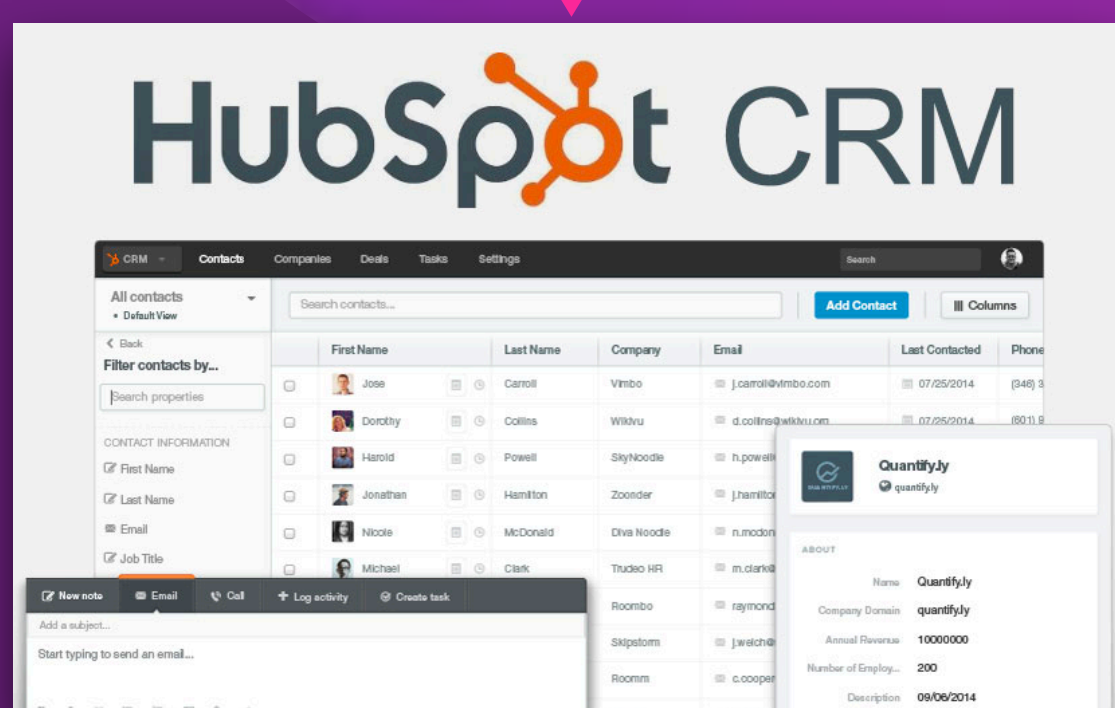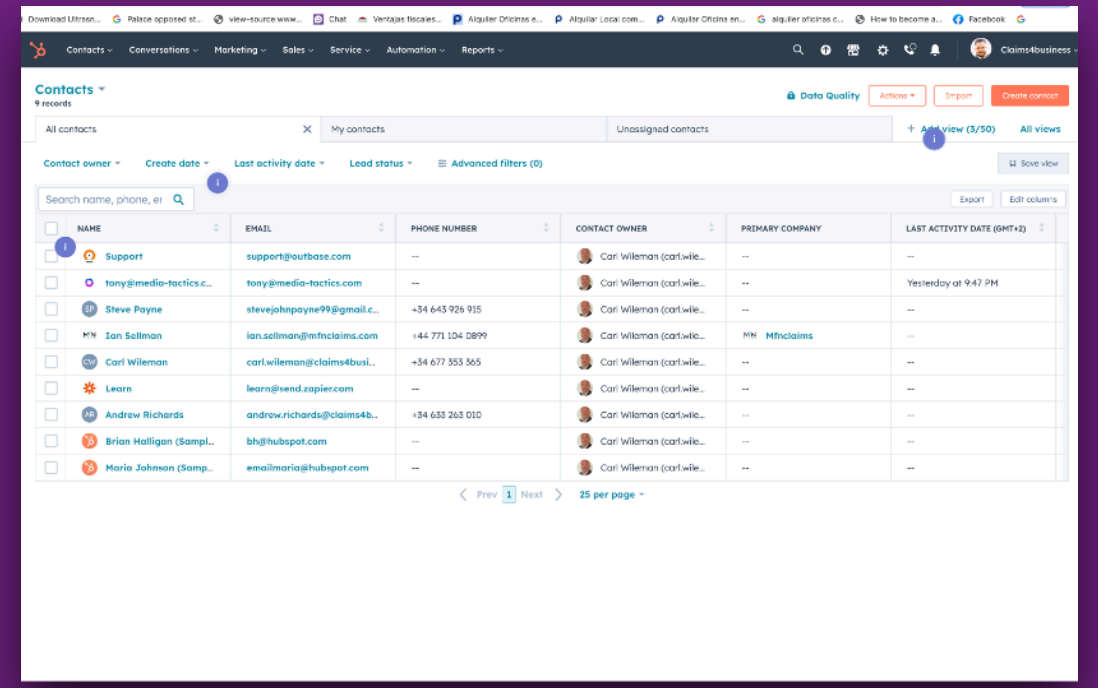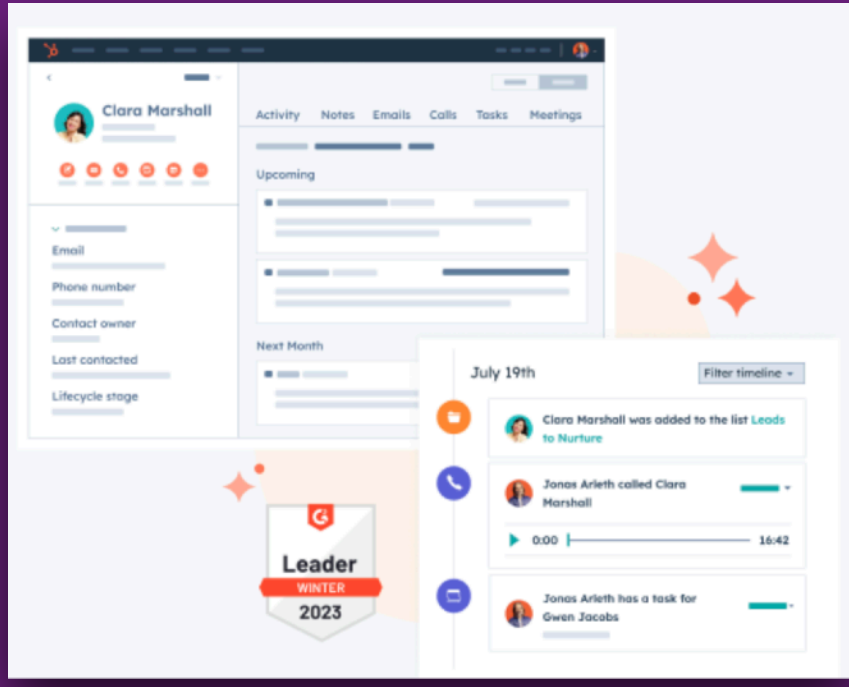more commission.

Media Tactics
Claims4Business
Form (Hubspot)

Consumers who filled out
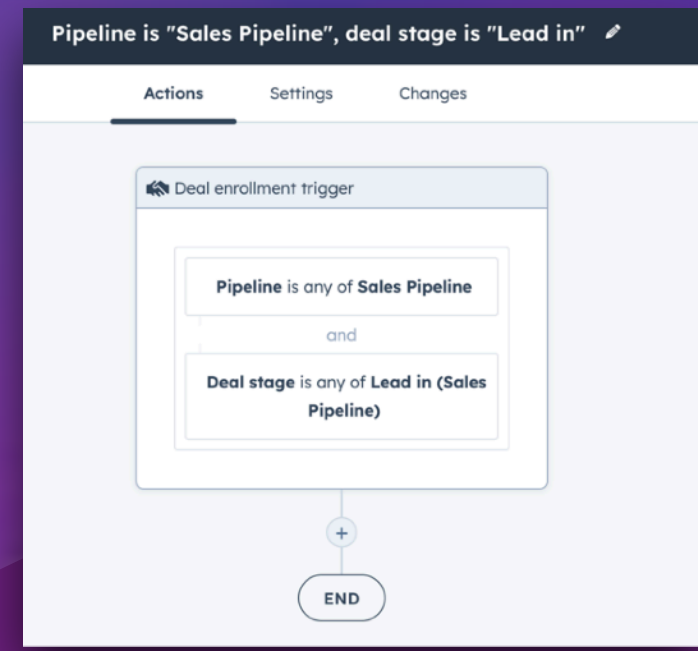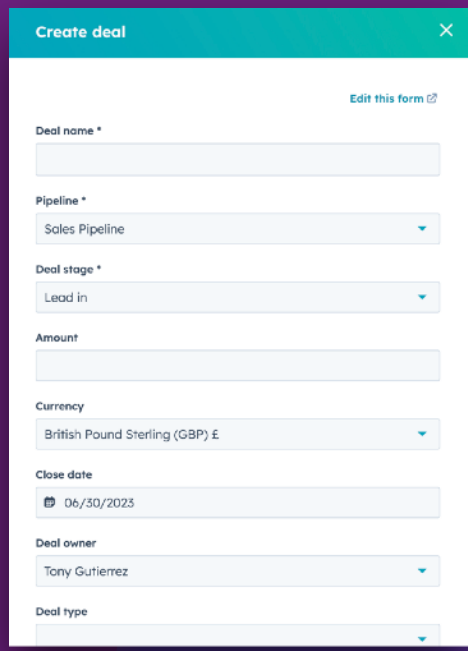Microsite form fill.

Hot prospects

HubSpot CRM

Hubsport CRM

Lead comes directly into Hubspot via API from Claims4business lead gen capture form.

Contact is created in hubspot automatically. All communication is tracked within each contact. Calls, emails, meetings, other activities
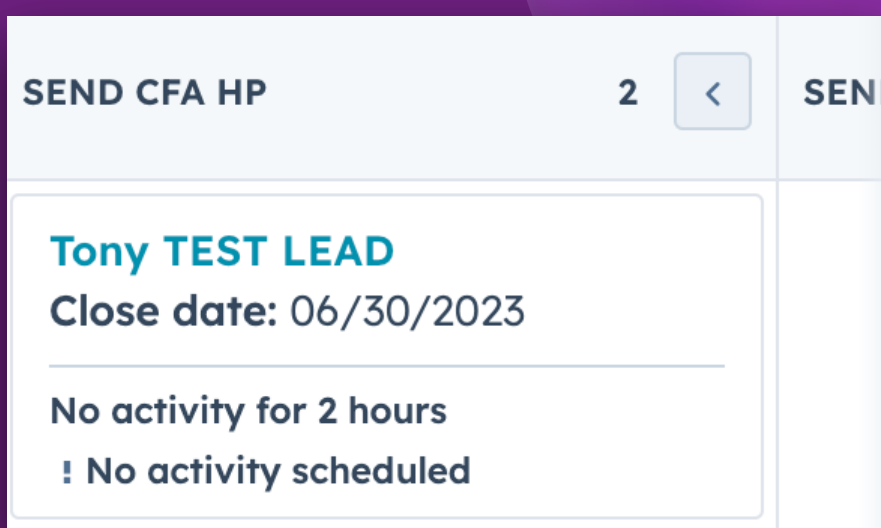

A Deal is AUTOMATICALLY created in the Sales Pipeline with the customers details .

An automated email workflow kicks on once deal has been created.
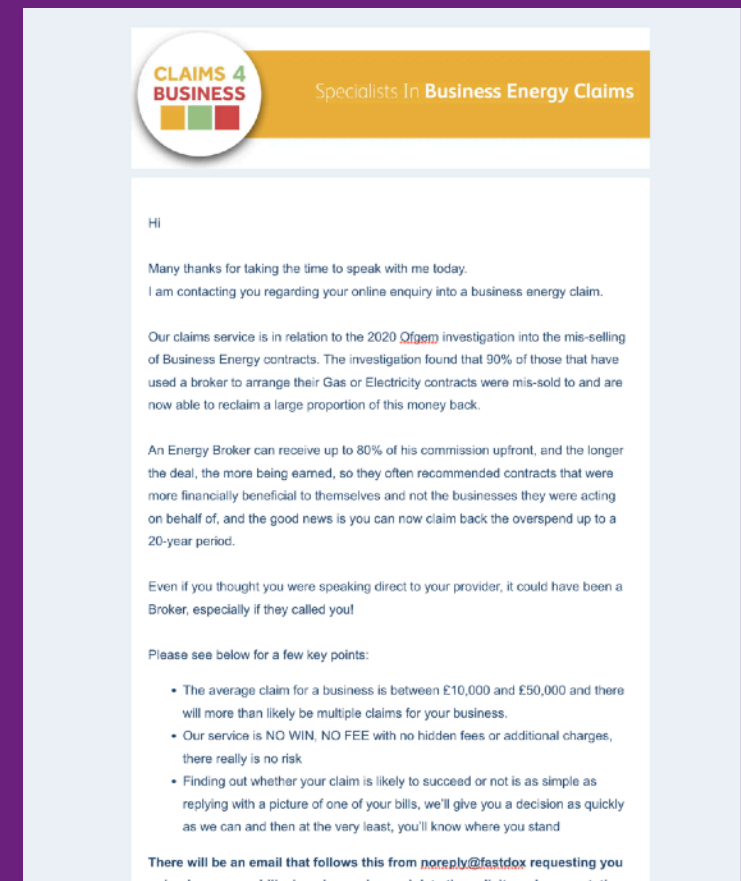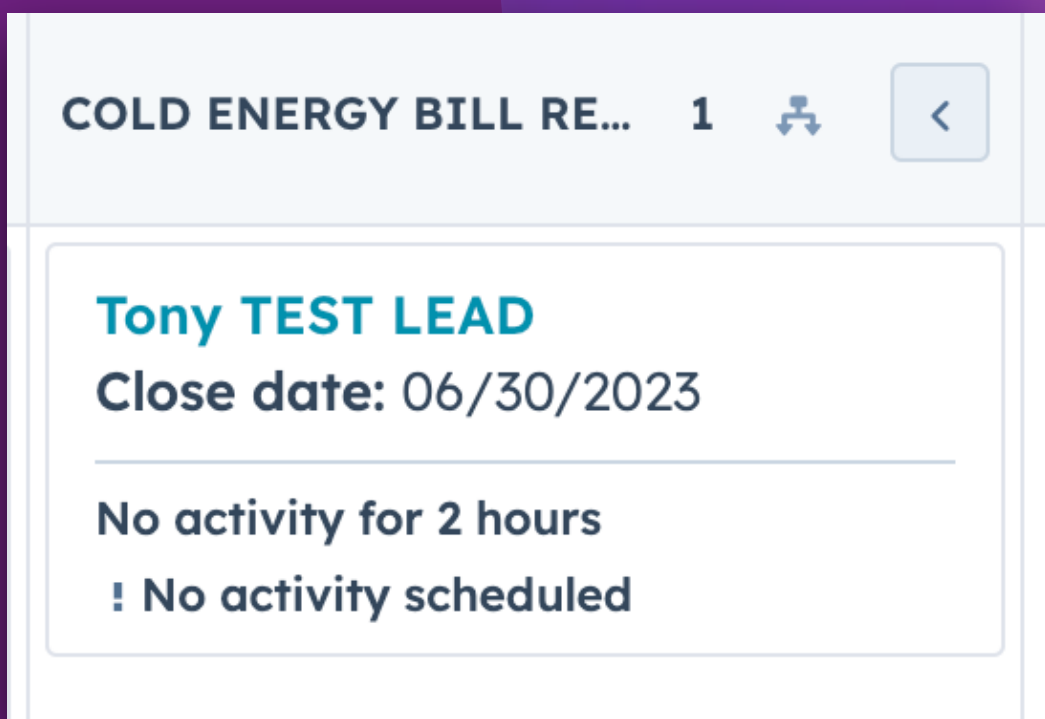
STAGE 1 Example - Deal Pipeline stage tab example
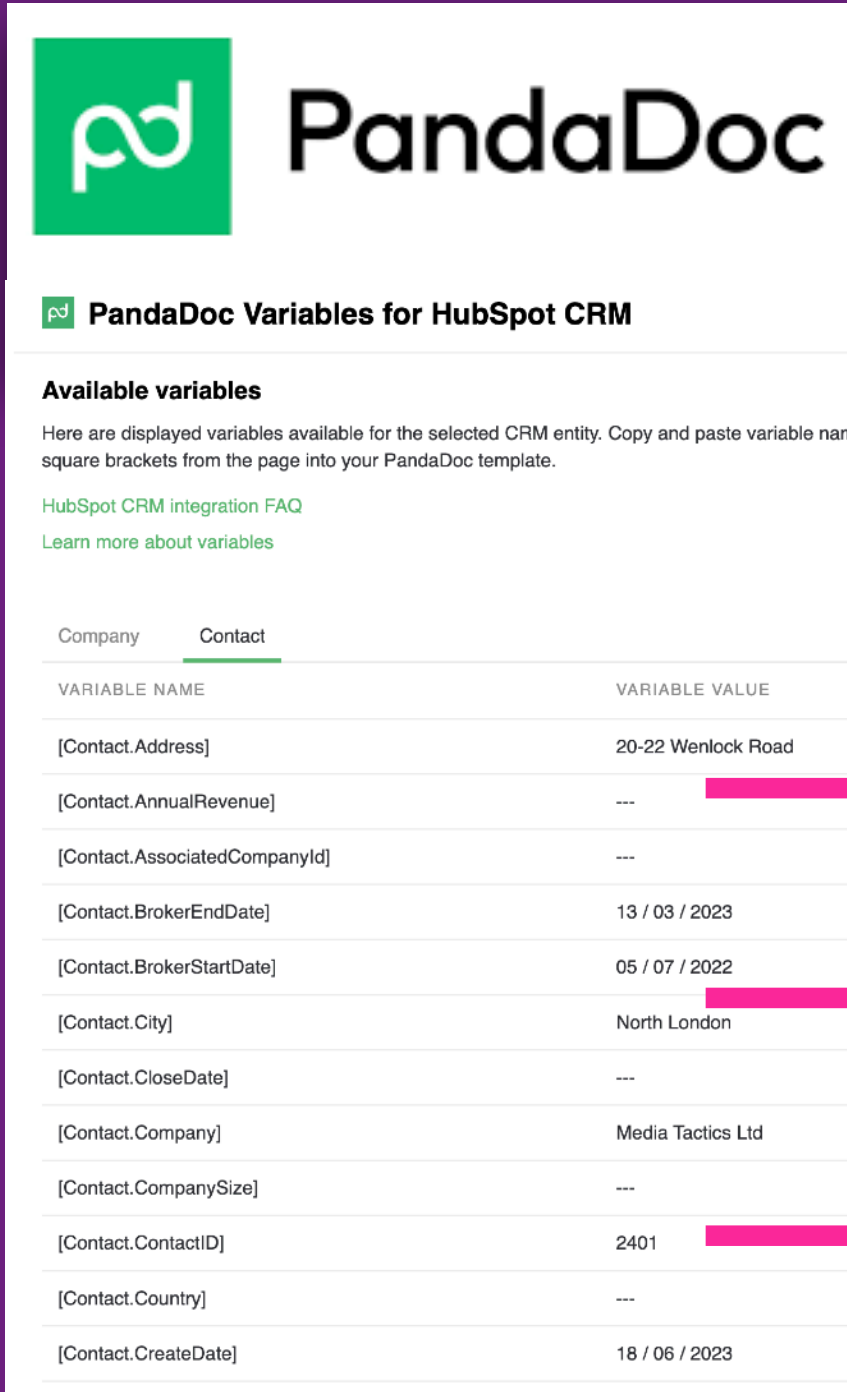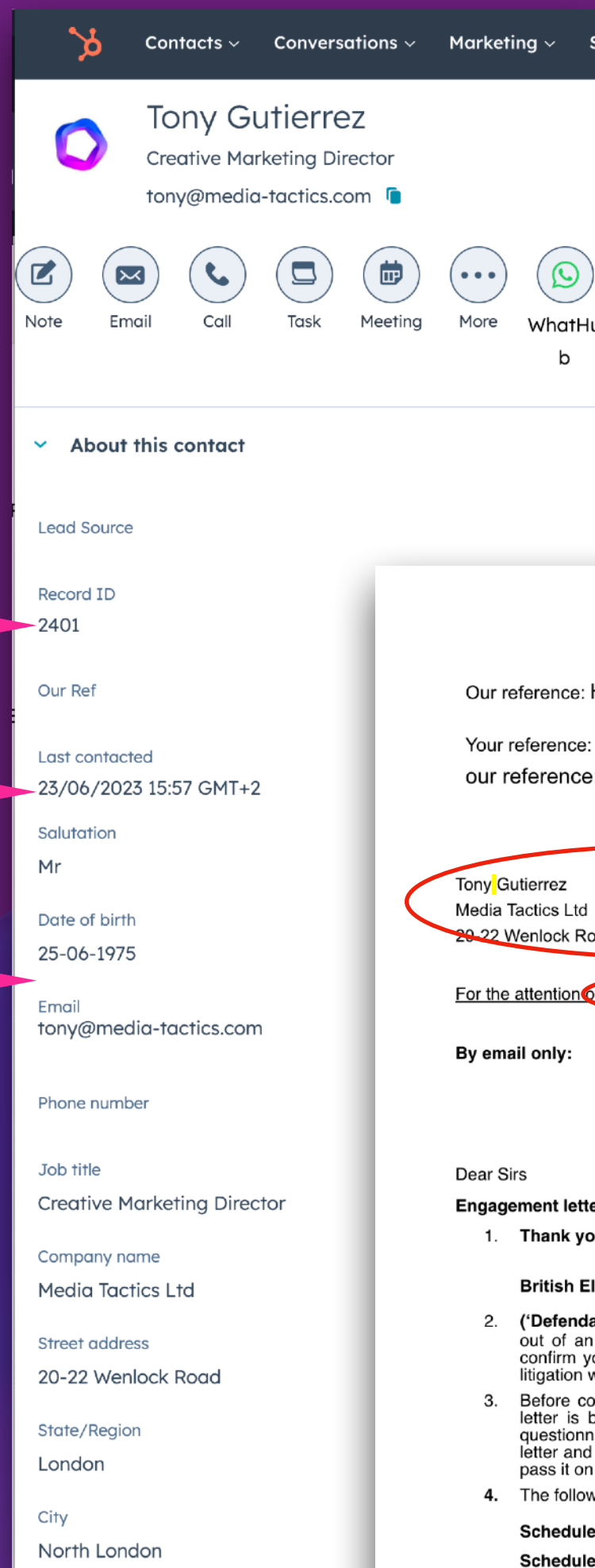**CLIENT ENERGY BILL REQUESTED**

CLIENT ENERGY BILL REQUEST EMAIL

STAGE 7 Example - Deal stage tab example
SEND CFA HP

CFA HP sent via Panda Doc
Pre completed with clients details

Custom field creation and Panda doc field mapping.
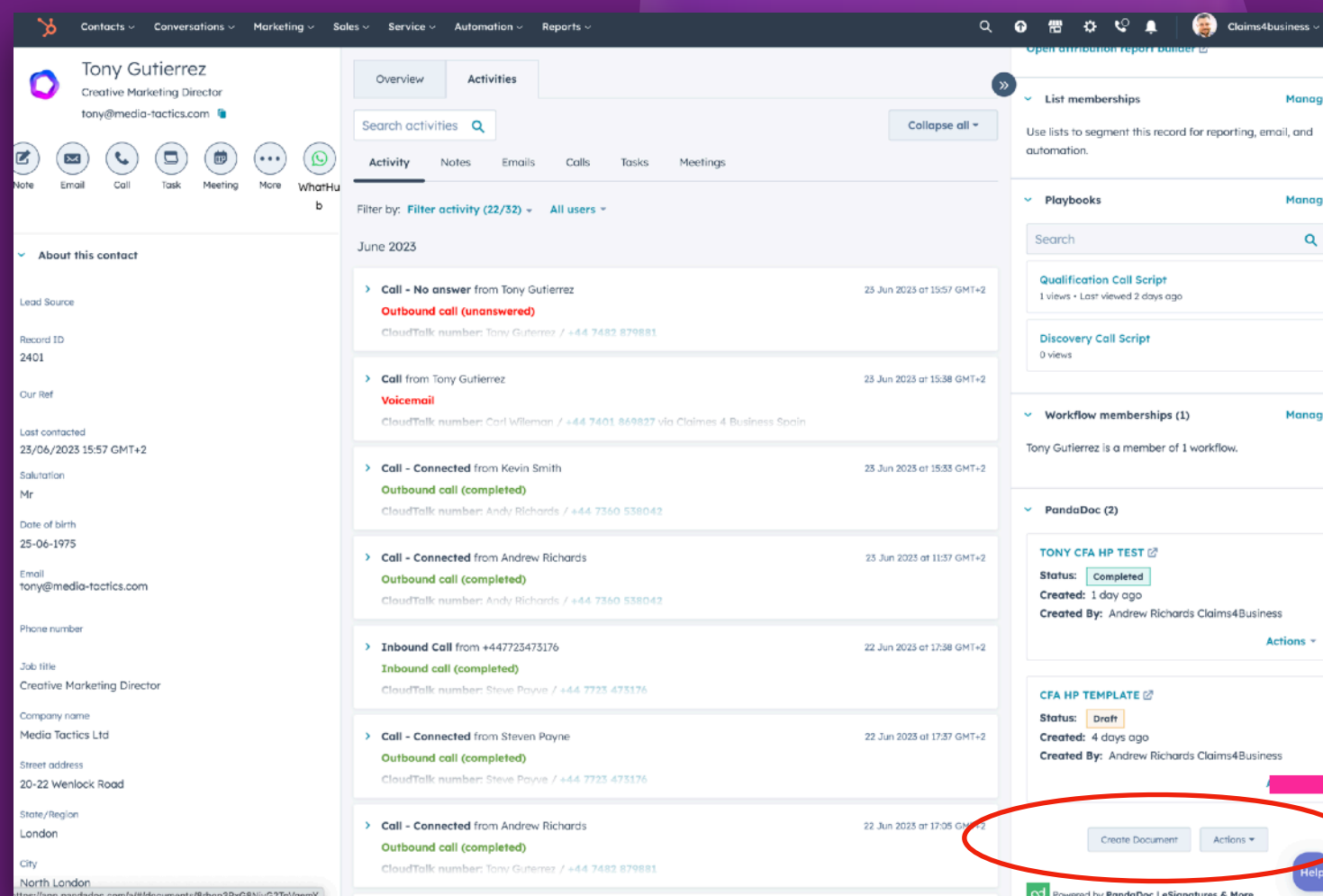
Allow for pre-population of C4B legal docs

Creation of 11 customised templates mirroring current legal docs used.
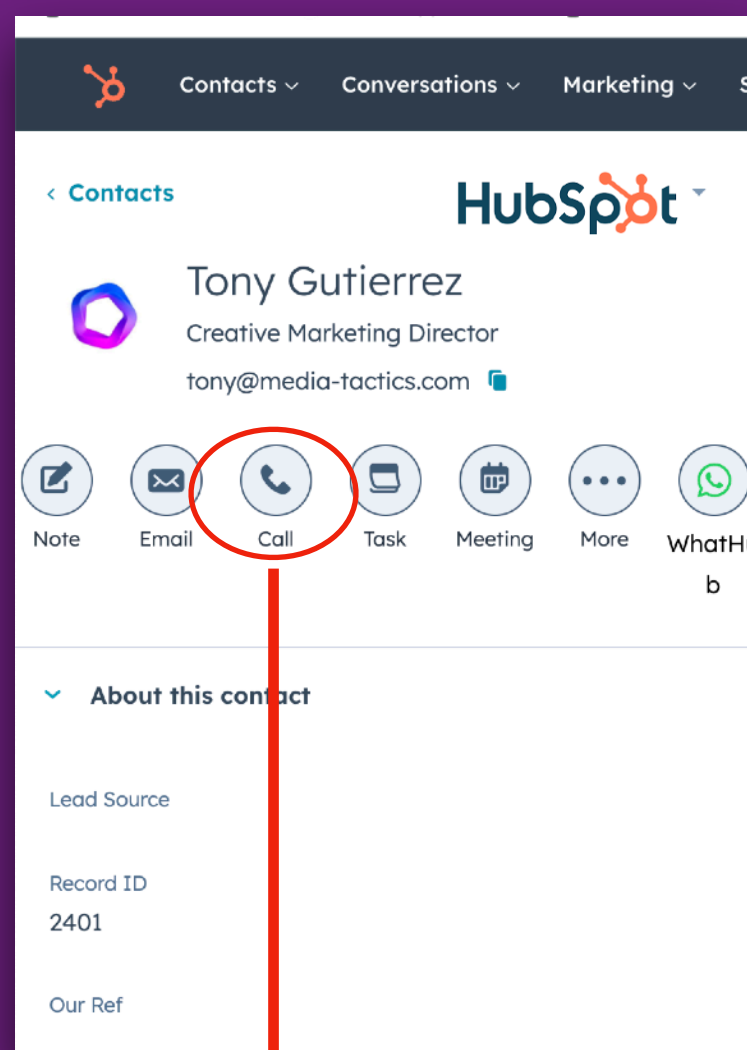
MediaTactics
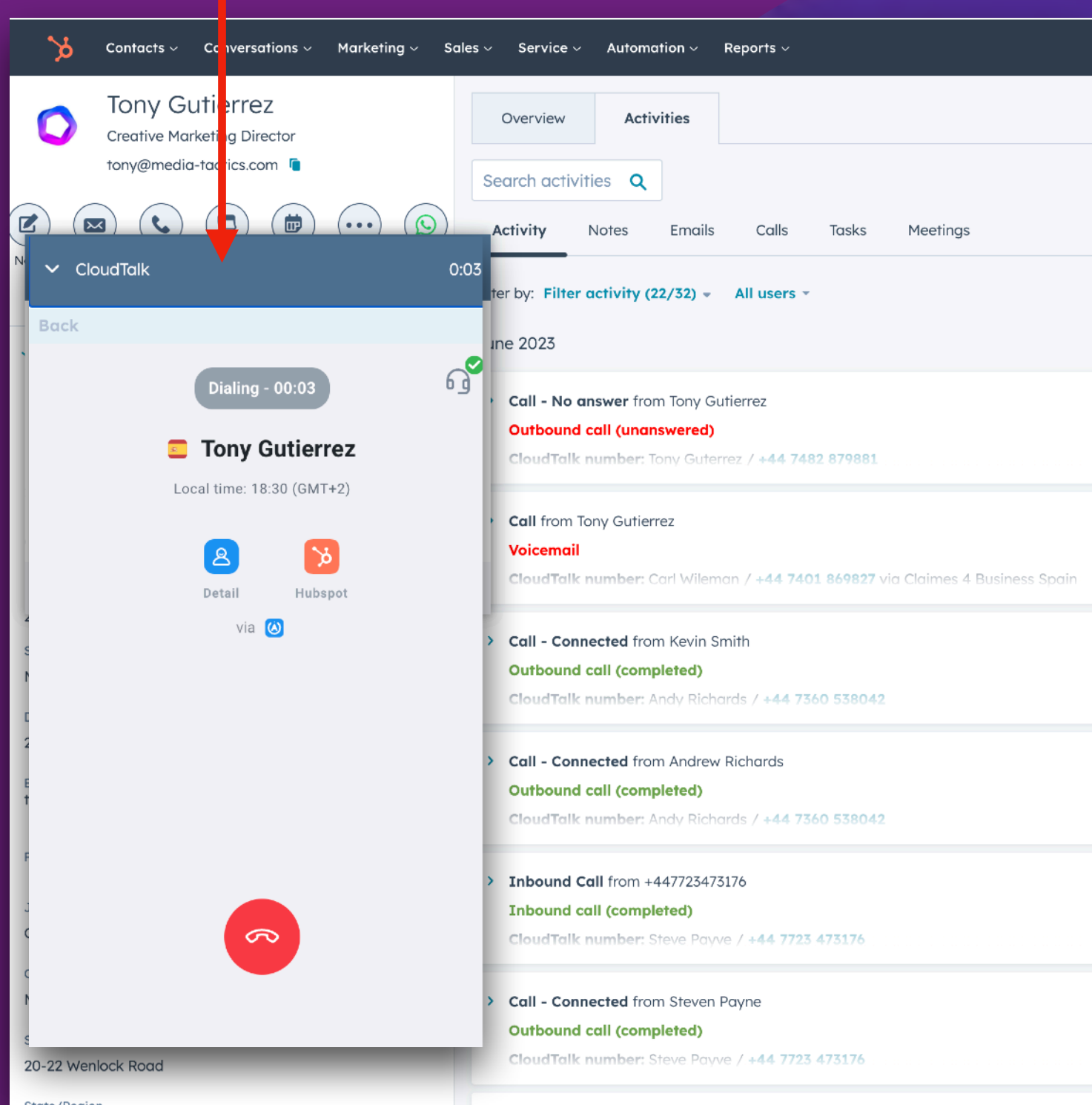
Full integration of CloudTalk calling platform with individual custom mobile numbers resulting in higher pick up rates. Inbound outbound and group functionality controlled via flows and nodes.

Each step of the call can be customised. For example you could have an inbound number playing a message routing calls to agents. If and agent is on holiday and wants to route calls to another agent the flow is changed.
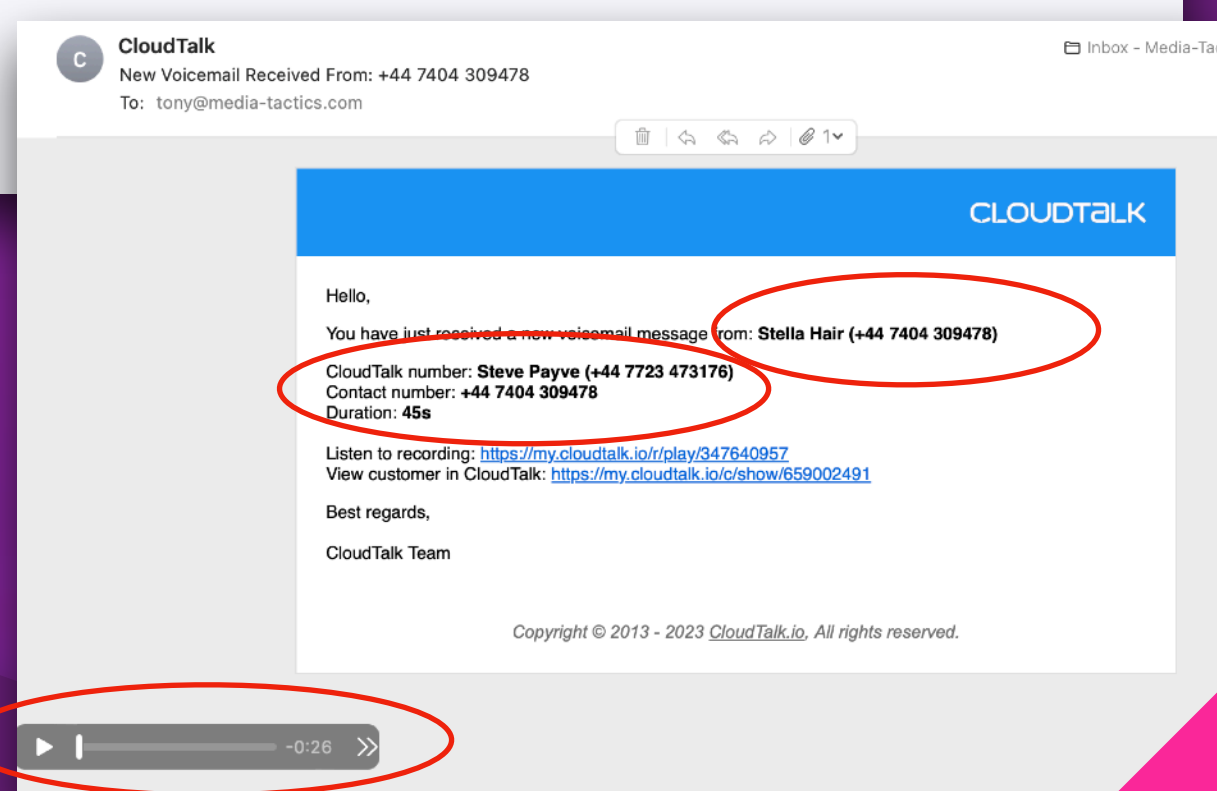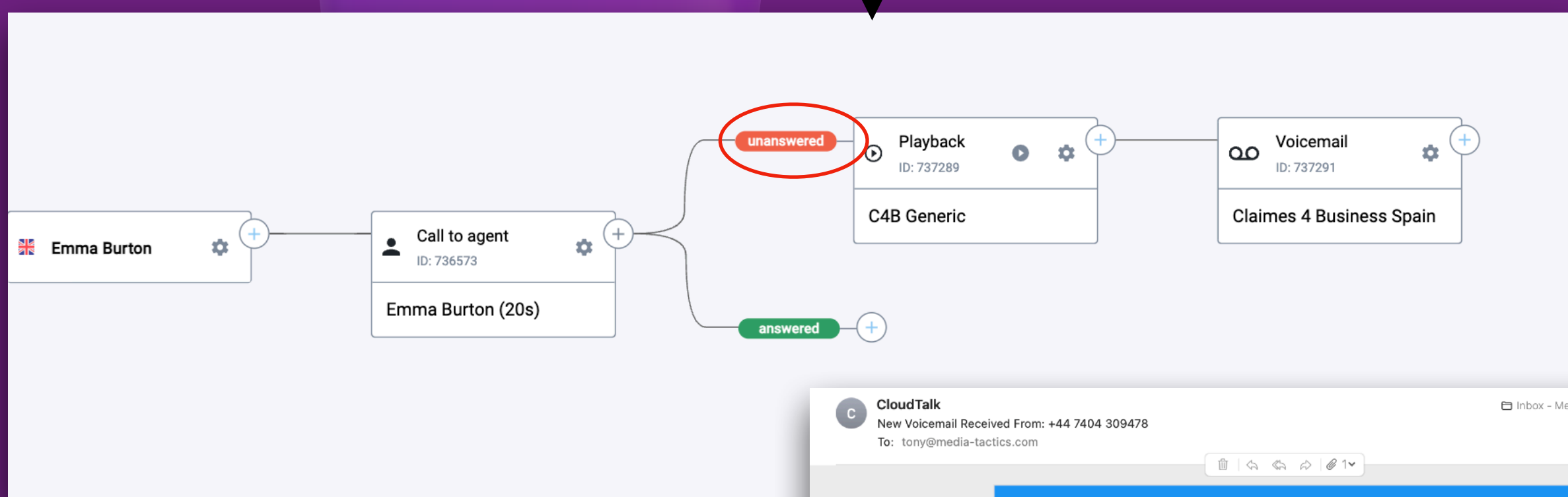
Each agent receives an immediate email notification on any missed call to their number, and if a voicemail is left they receive a copy on email along with clients details!

MediaTactics
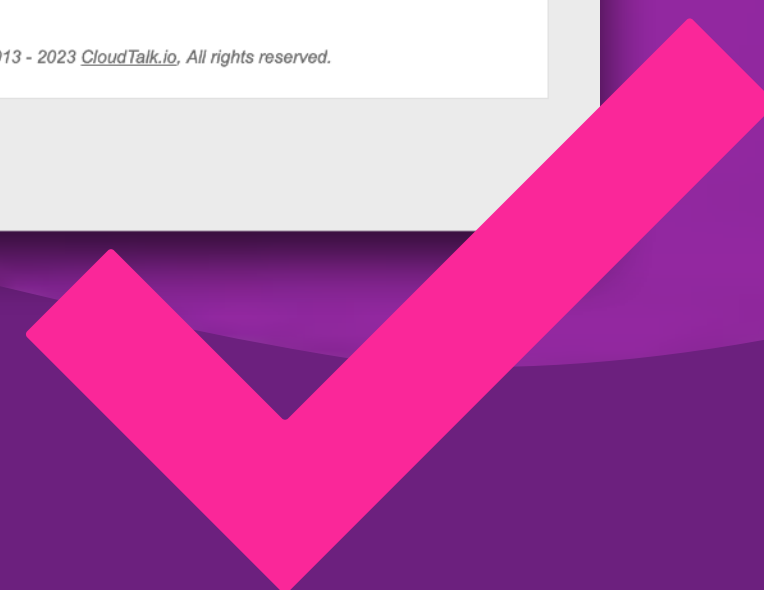
All Call activity of the leads are all tracked and logged in the middle part of the contacts page (Activities) Below you can see the number called, the time an date the call was made, who made the call, the calls duration and disposition notes are also visible if the agents leaves them.
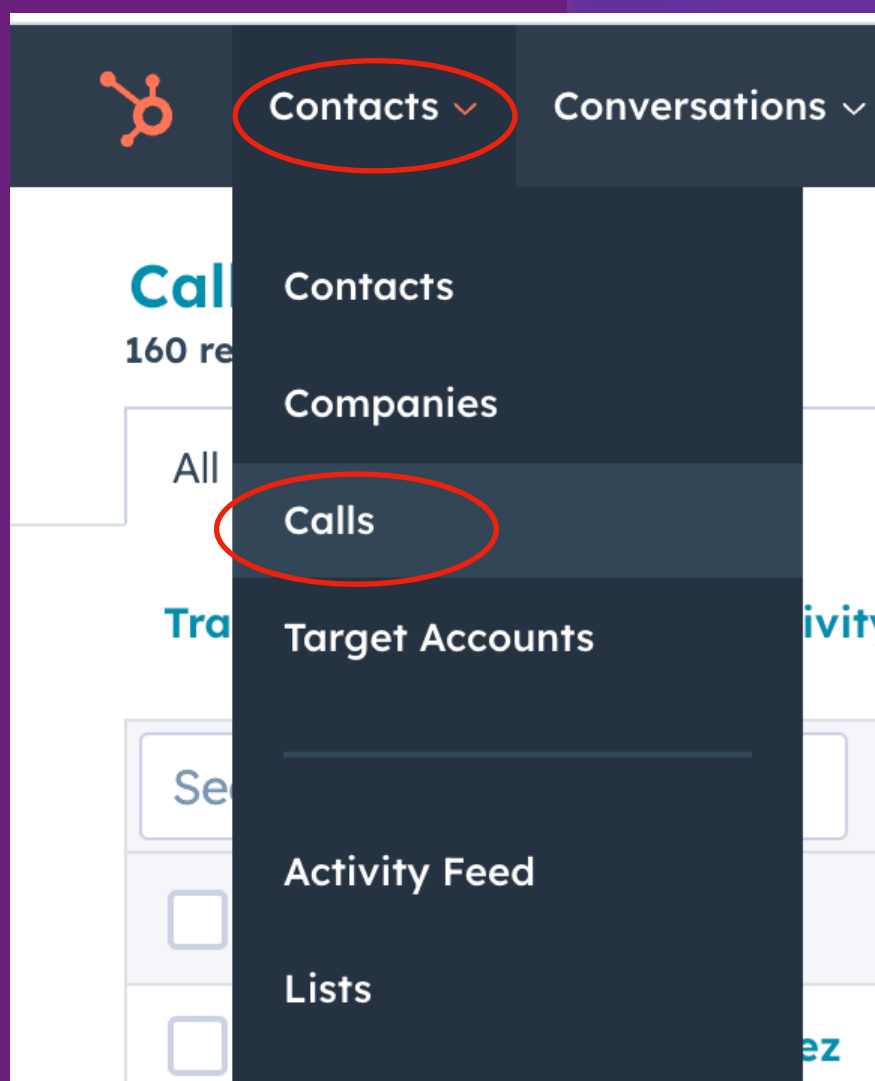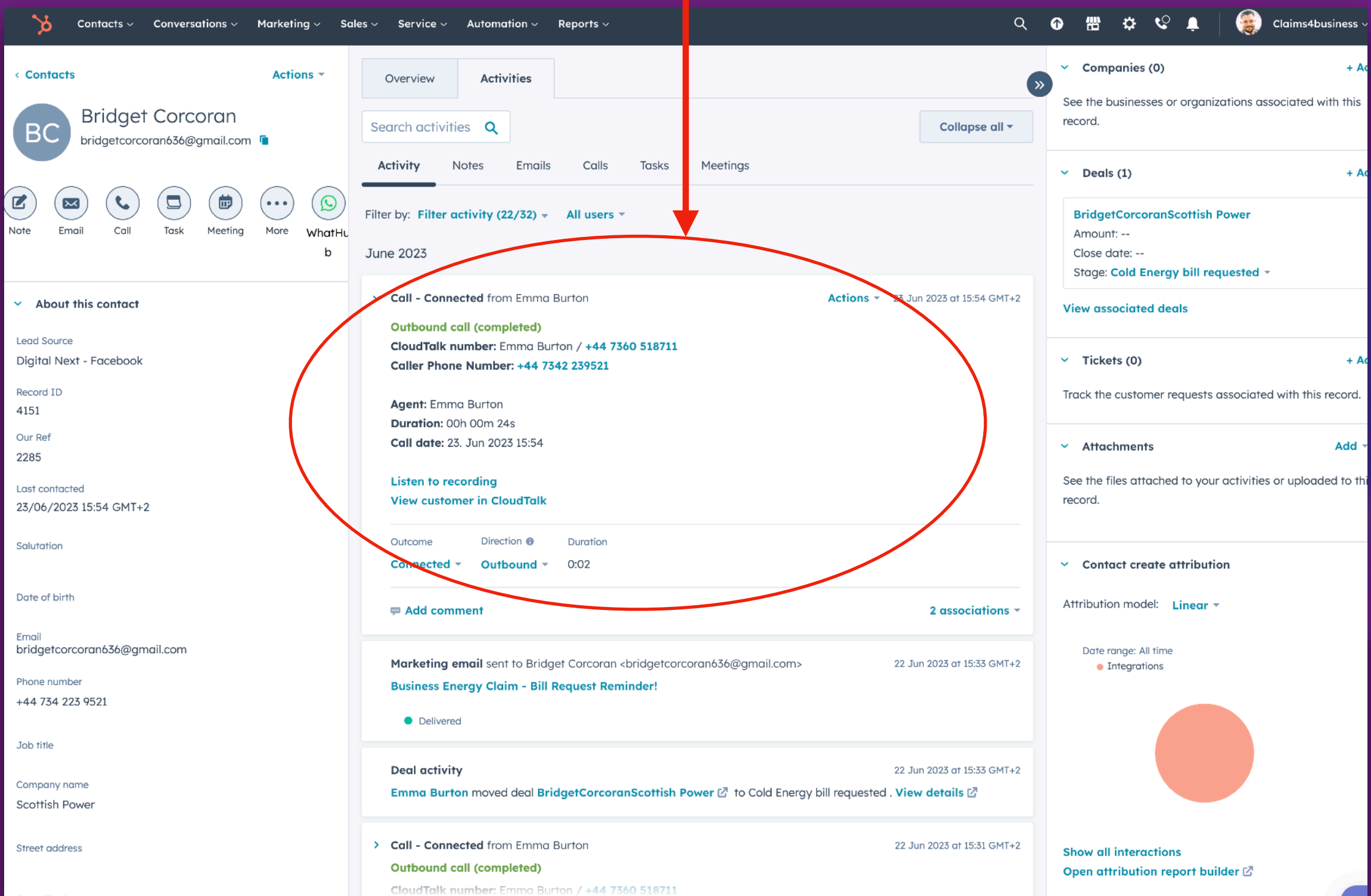
All outbound, inbound calls are further tracked in Hubspot and can be monitored using **HubSpots call page.** We are currently looking to see how we can embed the transcript of each call into the system which allows for fantastic training.

![MediaTactics logo]
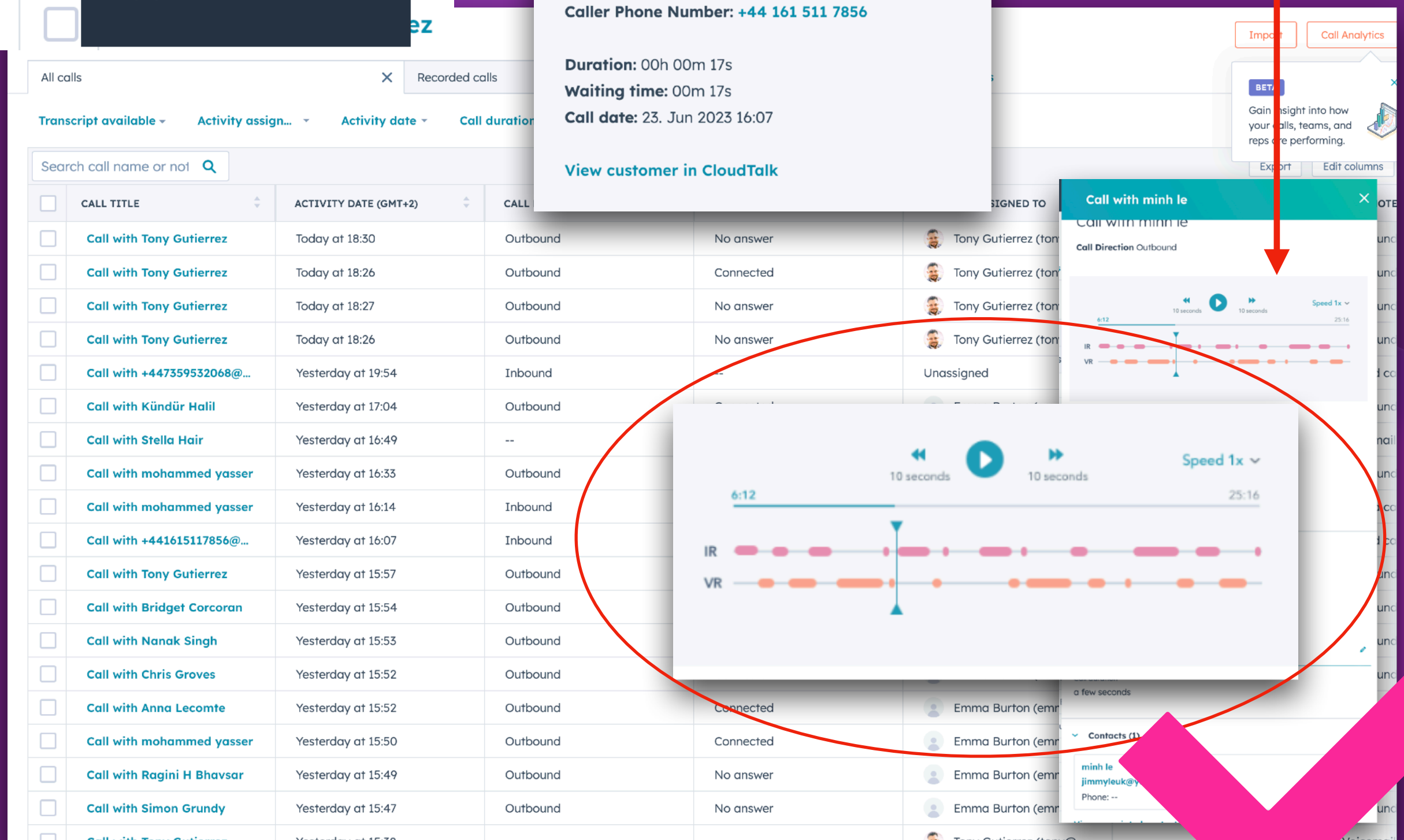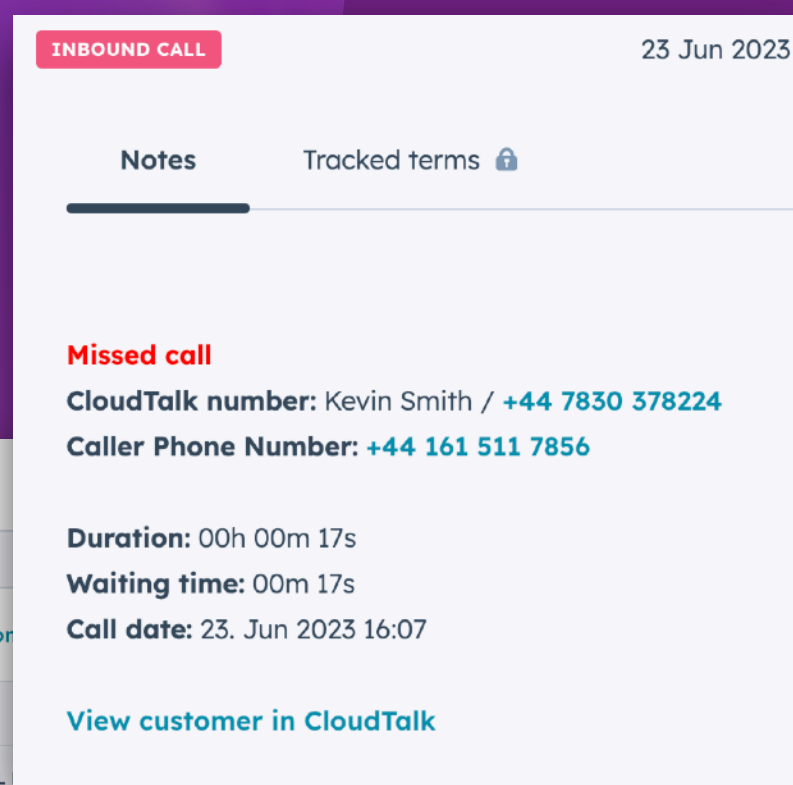
Analytics, Dashboards, Reporting

A full range of analytics are available for each module. Sales, Traffic, Contact, Campaign and Custom allowing you to keep an eye on the whole process through easy to read and understand reports and statistics.
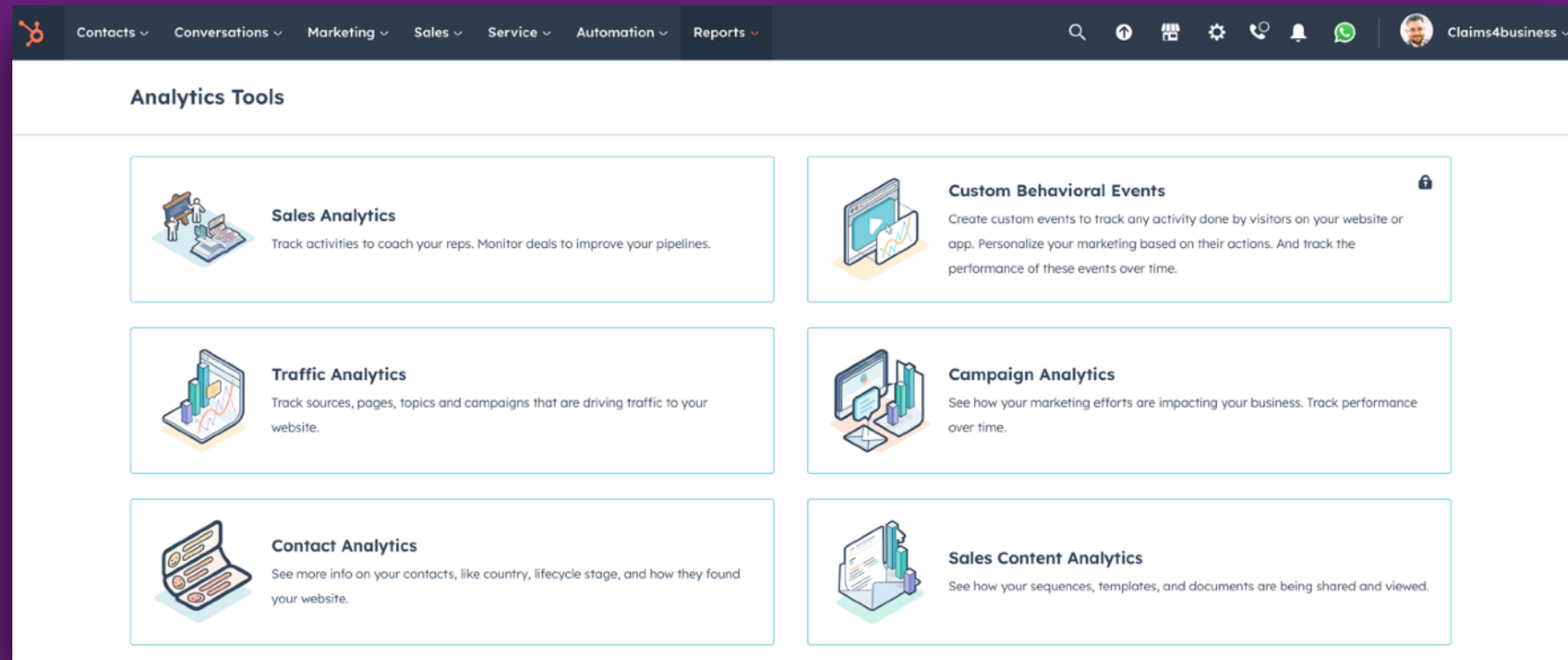
A full Data management tool to allow you to keep any eye on the data and leads you are feeding into the system
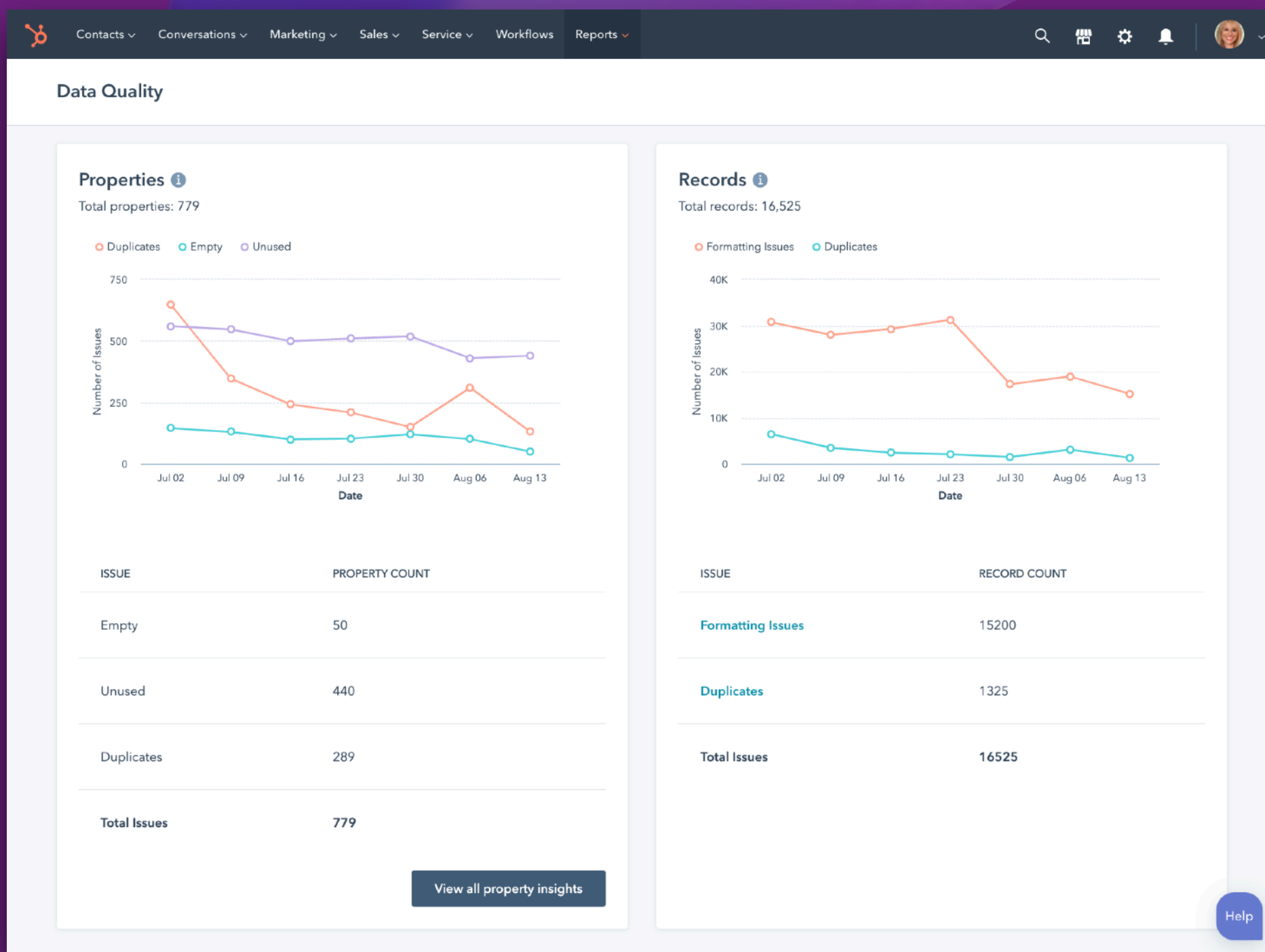
Keep an eye on who's opening and clicking in your marketing emails, auto manage unsubscribes and emails which bounce.
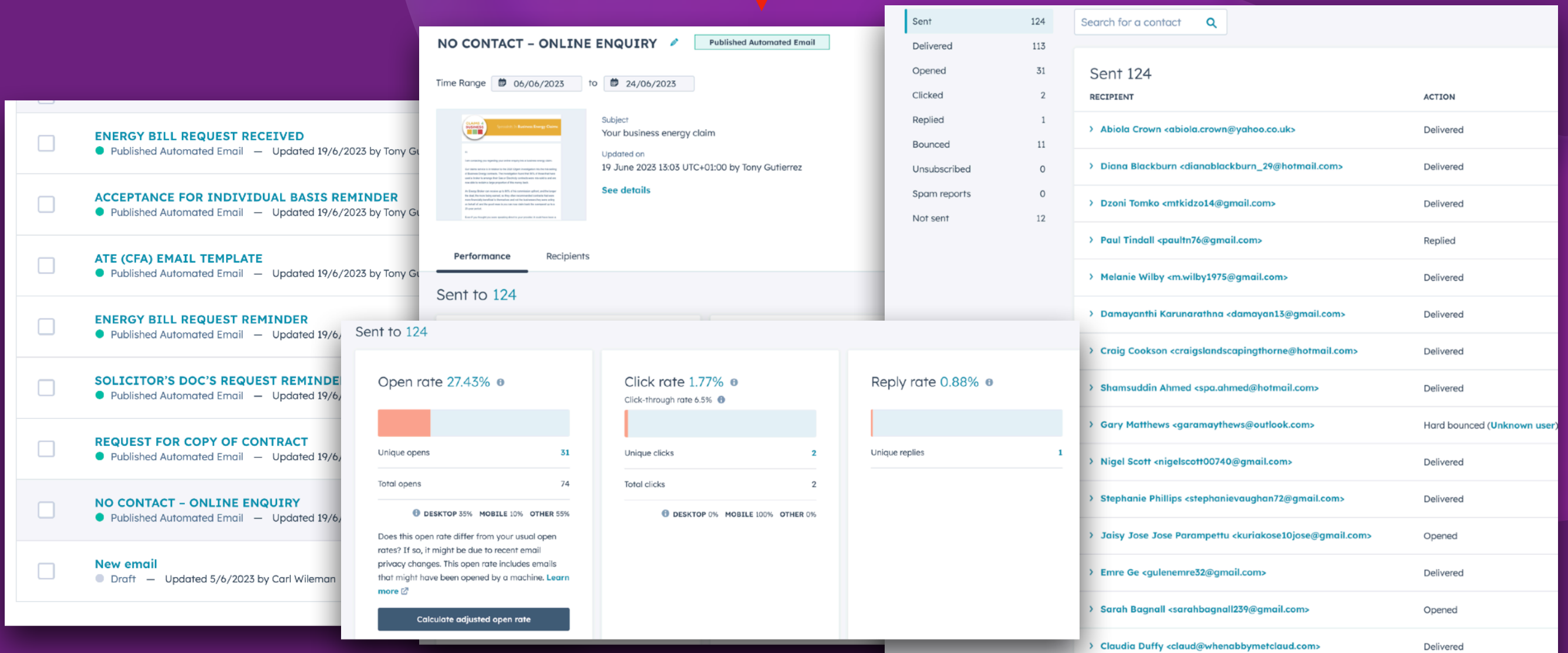
Constantly analysing back-end marketing reports and testing new creatives is crucial for achieving better results in marketing campaigns. By analysing the back-end marketing reports, businesses can gain valuable insights into the effectiveness of their marketing strategies and campaigns. These reports provide data on key metrics such as conversion rates, customer engagement, and ROI, allowing marketers to identify areas of improvement and make data-driven decisions.

Testing new creatives is equally important as it helps businesses stay innovative and relevant in a competitive market. By experimenting with fresh and compelling creatives, marketers can capture the attention of their target audience, stand out from competitors, and improve campaign performance. Testing different variations of ad copy, visuals, and messaging enables marketers to identify what resonates best with their audience and optimise their marketing efforts accordingly.

In summary, continuously analysing back-end marketing reports and testing new creatives empowers businesses to refine their marketing strategies, enhance customer engagement, and achieve better results in terms of conversions, revenue, and overall campaign success. It is a proactive approach that allows businesses to stay ahead of the curve and continuously improve their marketing efforts.

ORIGINAL FIRST EMAIL

UPDATED MARKETING EMAIL

Specialists In **Business Energy Claims**

Dear Tony

Many thanks for taking the time to speak with me today and providing the information regarding mis selling of energy contracts.

Due the high value of your monthly energy bill, Claims 4 Business need to determine that you have a potential claim, and that the correct documentation is sent to you.

Please attach a copy of an energy contract to this email and return. Once we have received the copy of the contract, we can determine the correct documentation to send you

Our claims service is in relation to the 2020 Ofgem investigation into the mis-selling of Business Energy contracts. The investigation found that 90% of those that have used a broker to arrange their Gas or Electricity contracts were mis-sold to and are now able to reclaim a large proportion of this money back.

An Energy Broker can receive up to 80% of his commission upfront, and the longer the deal, the more being earned, so they often recommended contracts that were more financially beneficial to themselves and not the businesses they were acting on behalf of, and the good news is you can now claim back the overspend up to a 20-year period.

Even if you thought you were speaking direct to your provider, it could have been a Broker, especially if they called you!

Please see below for a few key points:

- The average claim for a business is between £10,000 and £50,000 and there will more than likely be multiple claims for your business.
- Our service is **NO WIN, NO FEE** with no hidden fees or additional charges, there really is no risk
- Finding out whether your claim is [likely] ... replying with a picture of one of ... quickly as we can and then at ...

Kind Regards

NO ENERGY BILLS BEING RECEIVED VIA WHATSAPP

Hi

Thank you for filling out our online form regarding your enquiry into a business energy claim.

Our claims service is in relation to the **2020 Ofgem investigation into the mis-selling of Business Energy contracts.** The investigation found that 90% of those that have used a broker to arrange their **Gas or Electricity contracts were mis-sold** to and are now able to reclaim a large proportion of this money back!

Energy brokers have the potential to receive up to 80% of their commission upfront, and the longer the contract, the greater their earnings. Consequently, they frequently suggested contracts that prioritised their own financial gain rather than the best interests of the businesses they represented. **The exciting development is that you now have the opportunity to reclaim the excess expenses from up to a 20-year timeframe.**

Even if you thought you were speaking direct to your provider, it could have been a Broker, especially if they called you!

Find out if you have a potential claim and if its likely to succeed by uploading a copy of your energy bills and we will assess your eligibility and let you know.

Simply **click on the WhatsApp button below to upload it.** it will take approximately 30 seconds to upload a bill. if you prefer you can also email us a copy by replying to this email or sending directly to

UPLOAD ENERGY BILL ON WHATSAPP

Please see below for a few key points:

- The average claim for a business is between £10,000 and £50,000 and there will more than likely be multiple claims for your business.
- Our service is NO WIN, NO FEE with no hidden fees or additional charges, there really is no risk
- Finding out whether your claim is likely to succeed or not is as simple as replying with a picture of one of your bills, we'll give you a decision as quickly as we can and then at the very least, you'll know where you stand.

Kind Regards

CUSTOMERS SENDING ENERGY BILLS IN VIA WHATSAPP

ENERGY BILLS NOW BEING RECEIVED VIA WHATSAPP

Newest

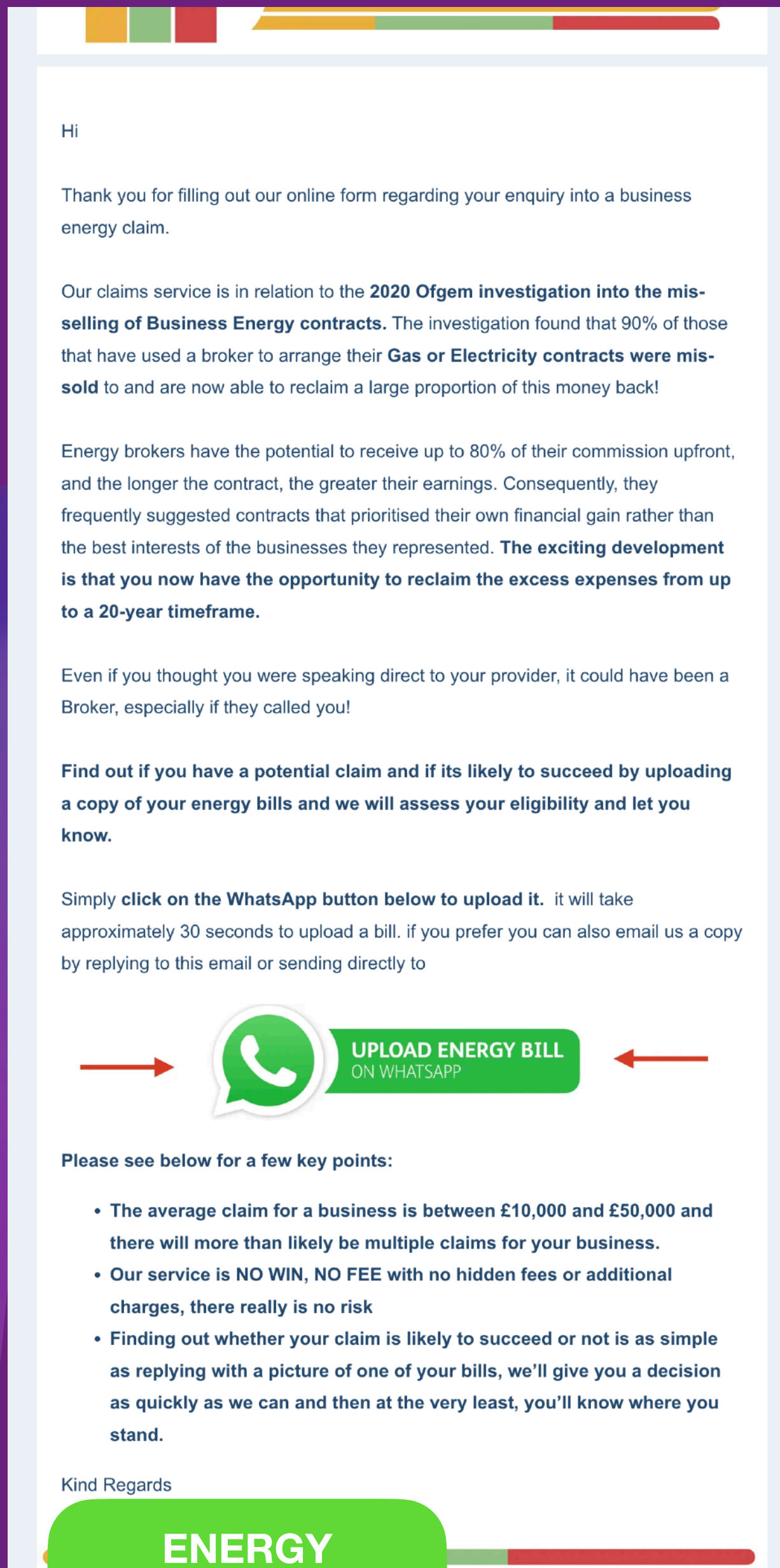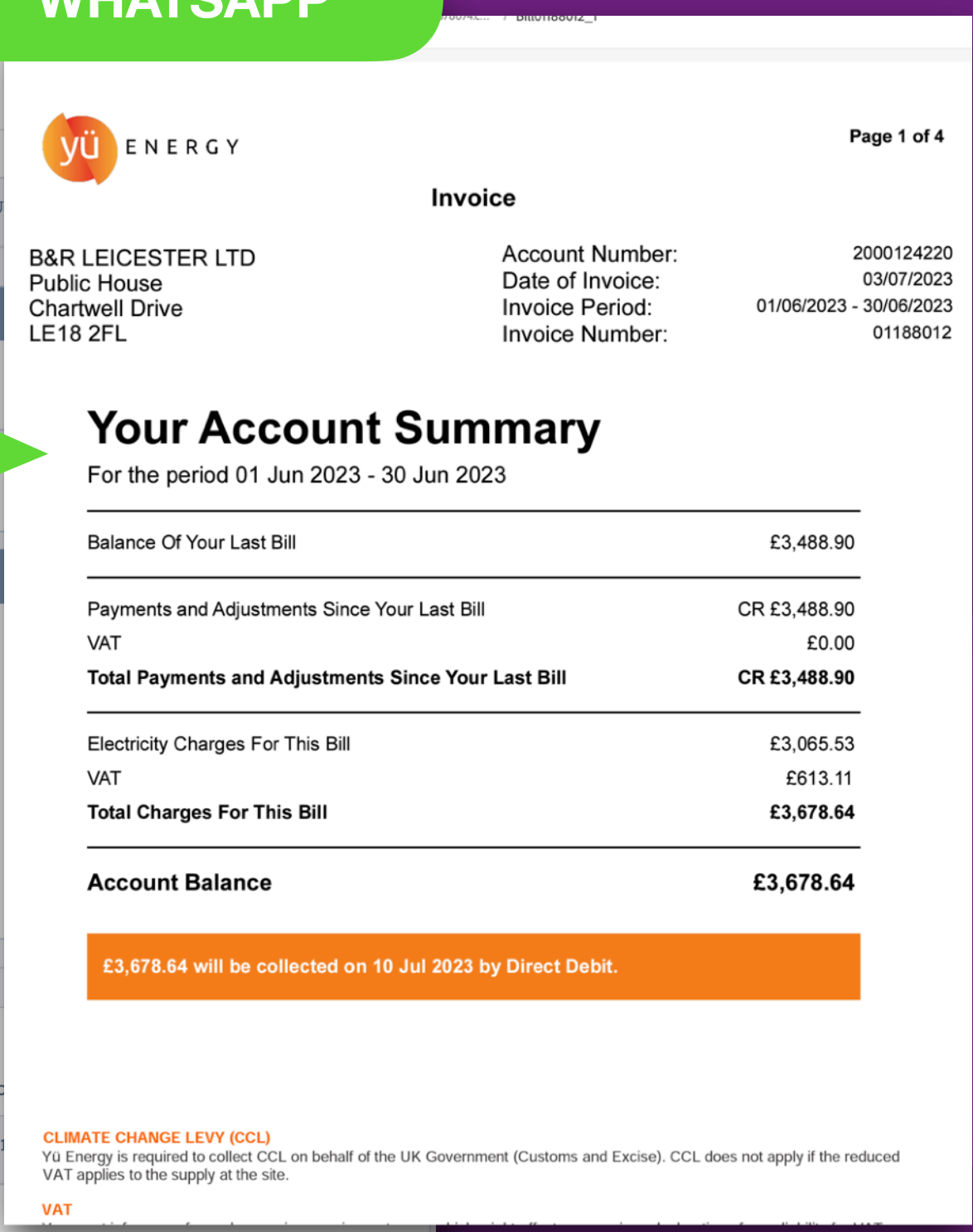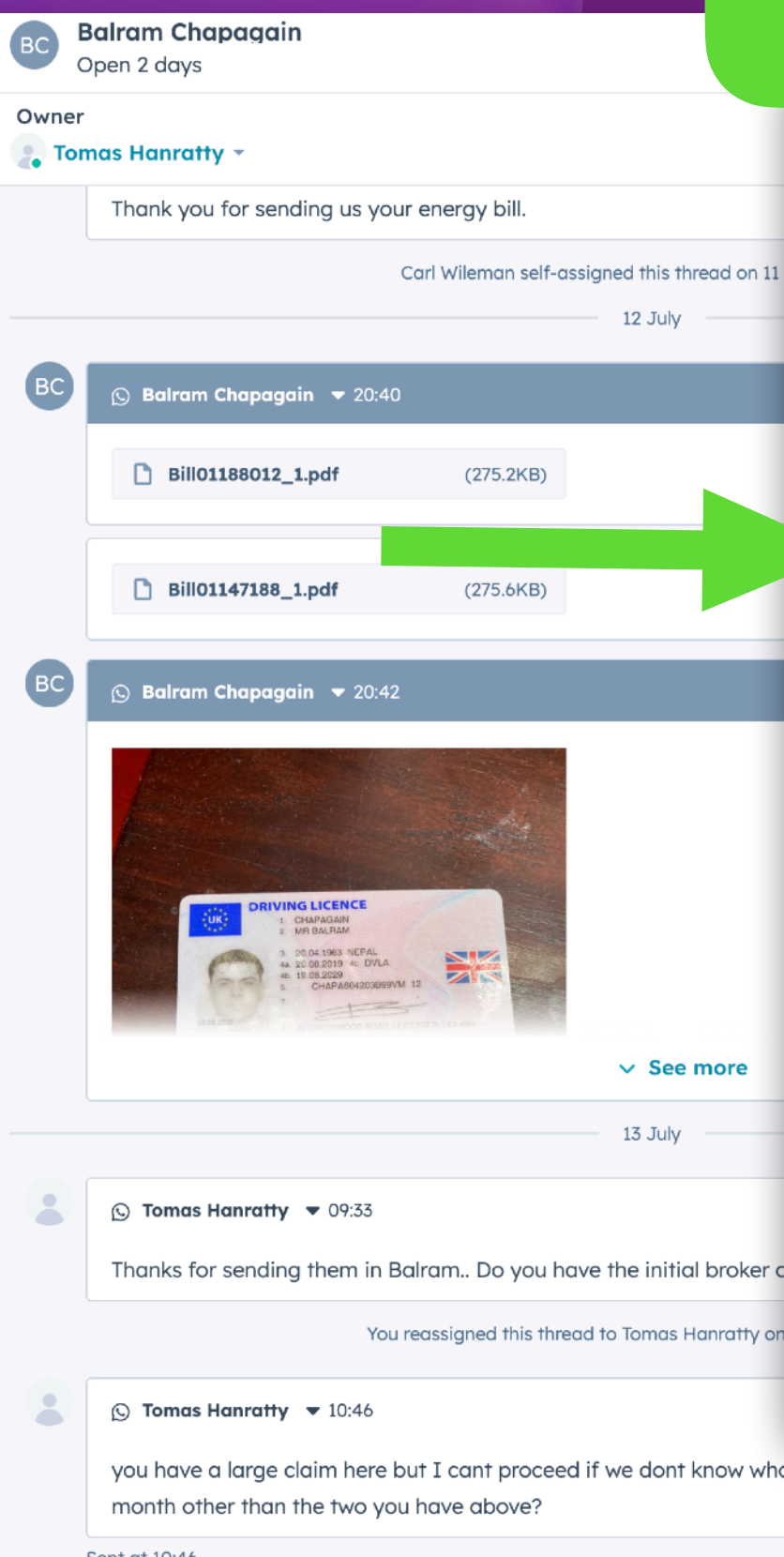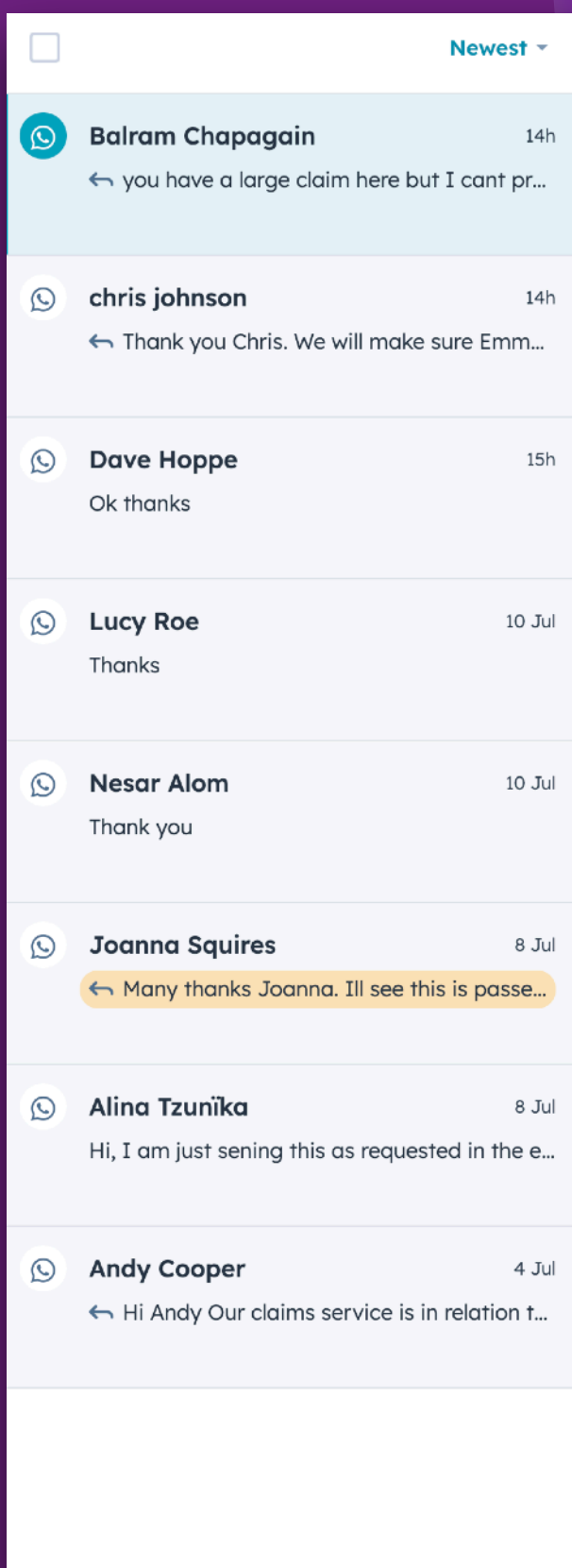|	
Balram Chapagain	14h
← you have a large claim here but I cant pr...	
chris johnson	14h
← Thank you Chris. We will make sure Emm...	
Dave Hoppe	15h
Ok thanks	
Lucy Roe	10 Jul
Thanks	
Nesar Alom	10 Jul
Thank you	
Joanna Squires	8 Jul
← Many thanks Joanna. Ill see this is passe...	
Alina Tzunïka	8 Jul
Hi, I am just sening this as requested in the e...	
Andy Cooper	4 Jul
← Hi Andy Our claims service is in relation t...	

Balram Chapagain
Open 2 days

Owner
👤 Tomas Hanratty ▾

Thank you for sending us your energy bill.

Carl Wileman self-assigned this thread on 11 J...

12 July

Balram Chapagain ▾ 20:40

📄 Bill01188012_1.pdf   (275.2KB)

📄 Bill01147188_1.pdf   (275.6KB)

Balram Chapagain ▾ 20:42

See more

13 July

Tomas Hanratty ▾ 09:33

Thanks for sending them in Balram.. Do you have the initial broker co...

You reassigned this thread to Tomas Hanratty on ...

Tomas Hanratty ▾ 10:46

you have a large claim here but I cant proceed if we dont know who the broker was? also i need one more month other than the two you have above?

Sent at 10:46

---

yü ENERGY

Page 1 of 4

Invoice

B&R LEICESTER LTD
Public House
Chartwell Drive
LE18 2FL

Account Number: 2000124220
Date of Invoice: 03/07/2023
Invoice Period: 01/06/2023 - 30/06/2023
Invoice Number: 01188012

Your Account Summary

For the period 01 Jun 2023 - 30 Jun 2023

Balance Of Your Last Bill	£3,488.90
Payments and Adjustments Since Your Last Bill	CR £3,488.90
VAT	£0.00
Total Payments and Adjustments Since Your Last Bill	**CR £3,488.90**
Electricity Charges For This Bill	£3,065.53
VAT	£613.11
Total Charges For This Bill	**£3,678.64**
Account Balance	**£3,678.64**

£3,678.64 will be collected on 10 Jul 2023 by Direct Debit.

CLIMATE CHANGE LEVY (CCL)
Yü Energy is required to collect CCL on behalf of the UK Government (Customs and Excise). CCL does not apply if the reduced VAT applies to the supply at the site.

VAT

MediaTactics

BACK EN REPORTING ON DOCUMENTS SENT VIA **PANDADOCS - SNAPSHOT 1 July to-date**

PandaDoc's back-end reporting provides valuable visibility into the **lifecycle of documents sent** through the platform. Users can track and monitor the progress of their documents, from the moment they are sent to when they are viewed and eventually completed. This comprehensive reporting feature allows us to gain insights into document engagement, enabling them to identify potential bottlenecks, measure client responsiveness, and make informed decisions. By having access to real-time data on document views and completions, PandaDoc empowers users to streamline their workflows, improve communication, and achieve greater efficiency in their document management processes.

Testing new creatives is equally important as it helps businesses stay innovative and relevant in a competitive market. By experimenting with fresh and compelling creatives, marketers can capture the attention of their target audience, stand out from competitors, and improve campaign performance. Testing different variations of ad copy, visuals, and messaging enables marketers to identify what resonates best with their audience and optimise their marketing efforts accordingly.

In summary, continuously analysing back-end marketing reports and testing new creatives empowers businesses to refine their marketing strategies, enhance customer engagement, and achieve better results in terms of conversions, revenue, and overall campaign success. It is a proactive approach that allows businesses to stay ahead of the curve and continuously improve their marketing efforts.

MediaTactics

UPDATED FACILITY TO ALLOW FOR SINGLE AND **MULTI PACKS** TO BE SENT OUT

PandaDoc allows users to send **multiple documents to be signed in a single email.** This feature streamlines the document signing process and simplifies communication with recipients. Instead of sending separate emails for each document, users can include multiple documents in a single email, making it convenient for recipients to review and sign all the necessary documents in one go. This functionality saves time for both the sender and the recipients, ensuring a more efficient and seamless document signing experience.

HubSpot Social Platform

Time-saving tools to help you prioritise your social interactions so you can connect with the people who matter most.
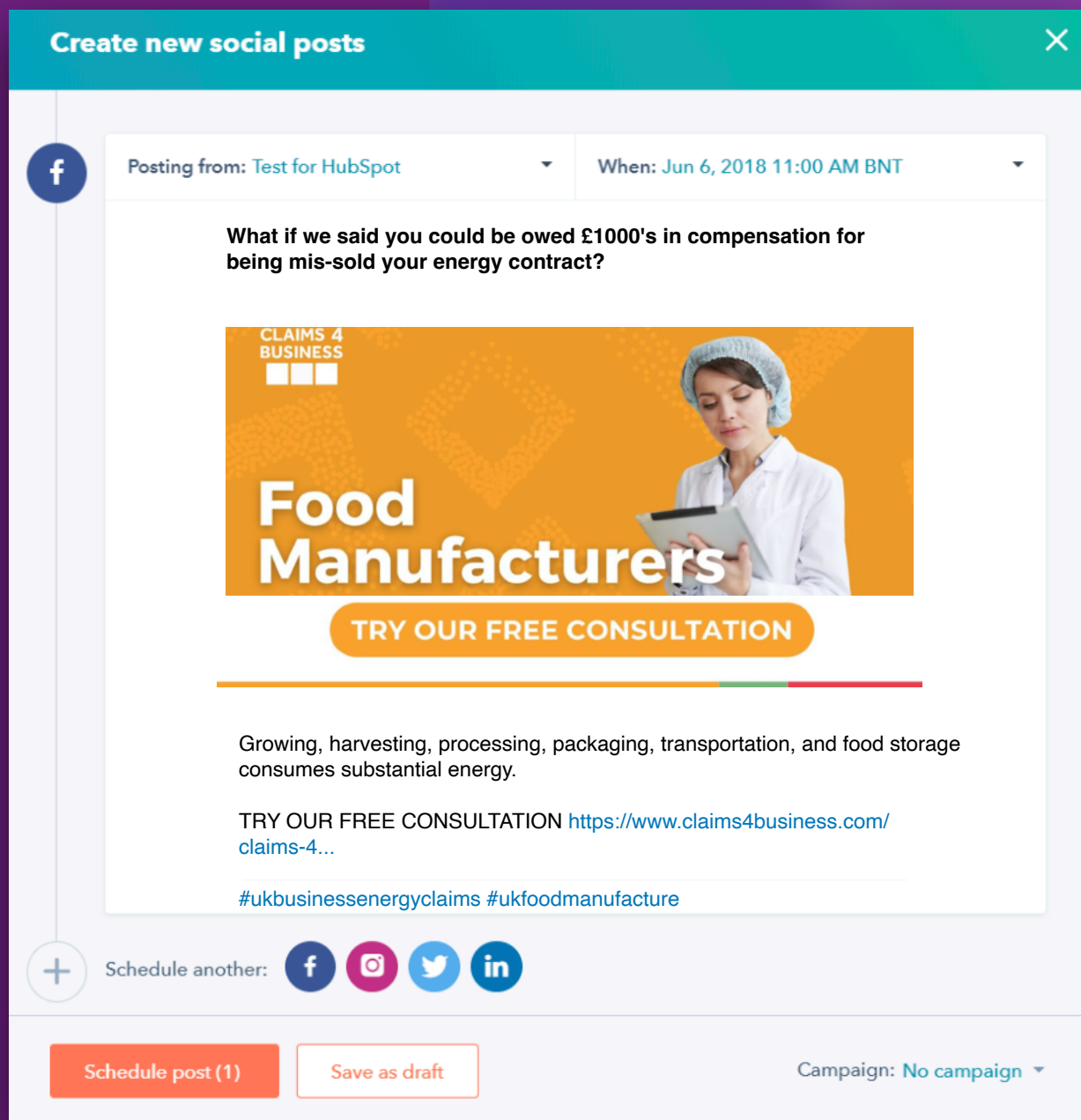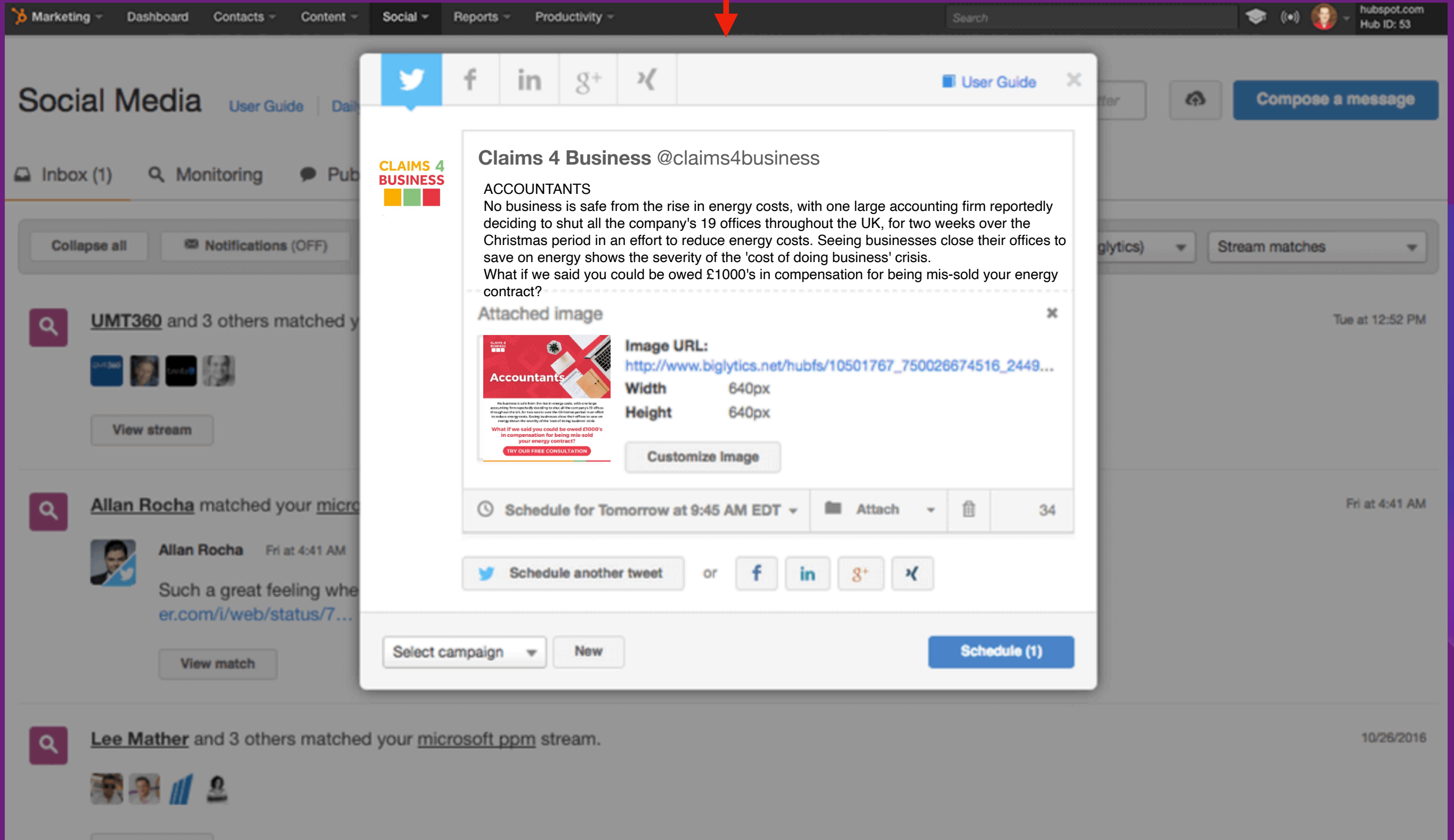
Connect with people you care about on each social platform.

Spend less time monitoring social media, and more time nurturing relationships.

HubSpot's social media management software publishes content to social networks from the same place you build campaigns; set up keyword monitoring so you never miss a mention; and link all your interactions back into the CRM

Report on social media marketing ROI.

Out-of-the-box social reports compare the performance of different platforms, campaigns, and publishing times. Because HubSpot integrates with your CRM, you can see the visits, leads, and customers social media is generating for your company.
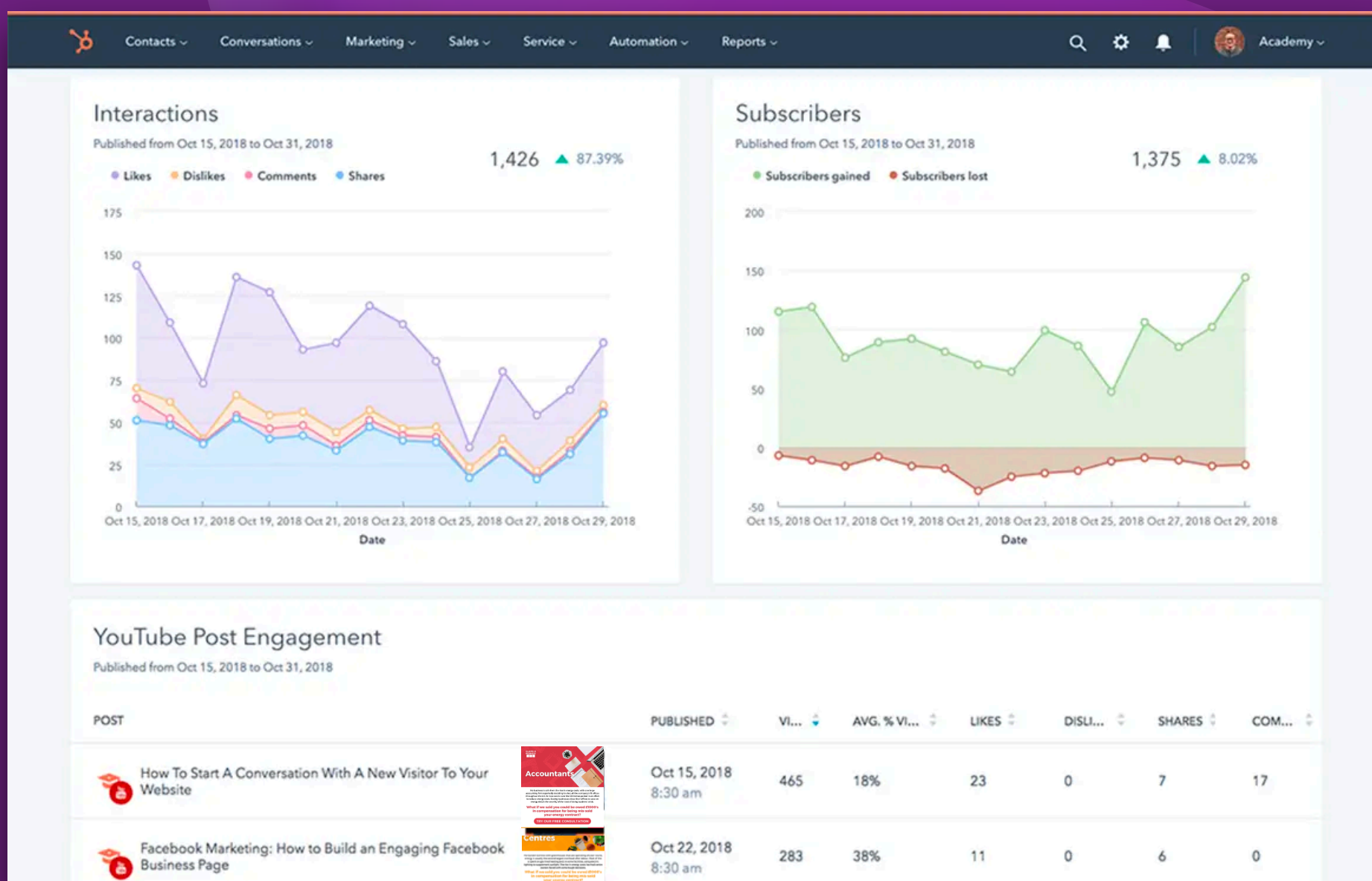
Disruptive Technology - Open AI & Chat GPT Virtual assistant

An AI virtual assistant focused on energy bill reclaims offers numerous benefits to individuals seeking to reclaim money from their energy bills. Firstly, it provides a convenient and accessible platform for users to interact and seek assistance at any time. The virtual assistant can effectively guide users through the process of reclaiming money by answering questions, providing step-by-step instructions, and offering personalised advice based on individual circumstances.

Additionally, the AI virtual assistant can quickly **analyze energy bills**, assess eligibility for reclaims, and provide accurate calculations, saving users significant time and effort. With its ability to handle a large volume of inquiries simultaneously, an AI virtual assistant chat ensures efficient and prompt responses to users' queries, enhancing customer satisfaction.

Ultimately, the use of AI technology in energy bill reclaims simplifies the process, improves accessibility, and maximises the chances of successful reclaims for users.

Specialists In Business Energy Claims — Call Us Today: 0330 174 2036

Claims 4 Business
MFN Claims

ENERGY CLAIMS 4 BUSINESS

01:57

Download Our Free Guide To Learn How Much You Could Be Losing Out On!

Sign up to find out how it works. Our average client receives £25,000!

Enter Your First Name

Enter Your Last Name

Enter Your Business Name

Enter Your Mobile Number

Enter Your Email Address

Download Now

BUSINESS ENERGY CLAIMS (NO WIN NO FEE)

When you signed up to a Business Energy contract through a broker, it's likely they charged you a higher rate AND increased the contract length JUST so they could earn more commission.

My name is "**Claimisa**" and I am a Claims4business Virtual Assistant.

I will engage with potential customers using My powerful **Chat GPT and Open AI skills.**

I will help potential customers and website visitors find information about making potential claims and I will even help them upload their energy bills.

Then ill take that information and **import It into the contacts ID within HubSpot.**

MediaTactics

Boost Conversions conversions by transforming online success with an **AI Virtual Assistant**

1. **Engaging User Experience:** A well-designed AI virtual assistant can enhance user experience by providing personalised, interactive, and timely assistance, leading to **increased engagement and conversions.**

2. **Improved Customer Support:** Virtual assistants can address customer queries and provide support in real-time, which can positively impact customer satisfaction and lead to **higher conversion rates.**

3. **Lead Generation:** AI virtual assistants can collect user information, qualify leads, and assist in lead generation activities, potentially increasing the conversion rate by capturing valuable customer data.

4. **24/7 Availability:** Virtual assistants can operate around the clock, ensuring that visitors to the website always have access to assistance, which can lead to **higher conversions by reducing response times and providing instant support.**

5. **Tailored Recommendations:** AI virtual assistants can leverage user data and behaviour patterns to offer personalised recommendations, **increasing the likelihood of conversion** by presenting relevant options to users.

6. **Continuous Improvement:** Virtual assistants can learn from user interactions and refine their responses over time, leading to improved effectiveness in converting website traffic as they become more knowledgeable and accurate in their assistance.

CLAIMS 4 BUSINESS

H, my name is Clamisa. How can I help you?

How do I know if I have a claim?

Please send us a copy of your energy bills and one of our advisors will assess your bill and let you know if you have a valid claim, and how to proceed!

You can upload your bill **here here** or **here**

Type your question!

Claims4Business does not warrant the accuracy, reliability or completeness of any information provided by Ask Claims4Business tool and assumes no liability or responsibility whatsoever for any errors or omissions in such information. Use of Ask Claims4Business tool is at your own risk. Please do not insert personal data.

yü ENERGY

Page 1 of 4

Invoice

INDIAN MEMORIES LTD
79
Bristol Road
GL2 4NE

Account Number: 2000124833
Date of Invoice: 10/07/2023
Invoice Period: 01/06/2023 - 30/06/2023
Invoice Number: 01210884

Your Account Summary
For the period 01 Jun 2023 - 30 Jun 2023

Balance Of Your Last Bill	£200.80
Payments and Adjustments Since Your Last Bill	CR £200.80
VAT	£0.00
Total Payments and Adjustments Since Your Last Bill	**CR £200.80**
Gas Charges For This Bill	£1,895.34
VAT	£379.07
Total Charges For This Bill	**£2,274.41**
Account Balance	**£2,274.41**

£2,274.41 will be collected on 17 Jul 2023 by Direct Debit.

CLIMATE CHANGE LEVY (CCL)
Yü Energy is required to collect CCL on behalf of the UK Government (Customs and Excise). CCL does not apply if the reduced VAT applies to the supply at the site.

VAT
You must inform us of any changes in your circumstances which might affect any previous declaration of your liability for VAT. There are two rates of VAT applicable to supplies used for business or non-domestic purposes the standard rate and the reduced

Contacts ⌄   Conversations ⌄   Marketing ⌄   Sales ⌄

‹ Contacts   Actions

NA   Nesar Alom
indianmemories1@gmail.com

Note   Email   Call   Task   Meeting   More

⌄ **About this contact**

Full Name
Nesar Alom

Lead Source
Digital Next - Facebook

Record ID
19951

Our Ref
3100

Email
indianmemories1@gmail.com

Phone number
+44 755 151 9373

Job title

Company name
Indian Memories Ltd

Street address
79 Bristol Road

State/Region
Quedgeley

City
Gloucester.

ENERGY SUPPLIER 1
YÜ ENERGY