

Sales Summary 2016 Catrin Hollings

Marketing Report Catrin May 2016

Mailshots sent in May

Postal Marketing

Product	Product Area	Region	Nos	Type of Mailing	Completed Date
Capnograph and VersaStream	Private Ambulances	UK	348	Postal	04/05/16
AlcoTrue	Private Ambulance	UK	348	Postal	10/05/16
AlcoTrue	Drug Rehab	UK	151	Postal	10/05/16
Automotive	Emissions Testing Manufacturers - Sensors	UK	111	Postal	23/05/16

Email Marketing

Product	Product Area	Region	Nos	Type of Mailing	Completed Date
Paediatric MD300 Series	Paediatrics GM Paediatrics Kaltz	UK	40 6 opened 2 bounced 2 clicks 31 0 opened 12 bounced	Email	5/5/16 9/5/16
Radiant Warmers	Theatres GM Theatres Kaltz	UK	56 7 opened 2 bounced 1 unsubscribed 46 4 opened 16 bounced	Email	Kaltz 2/5/16 GM 3/5/16
Automotive	Emissions Testing Manufacturers - Sensors	UK	39 6 opened 4 bounced 1 unsubscribed	Email	11/05/16
Oxygen Sensors	EBME	UK	238 32 opened 5 clicked 13 bounced 1 unsubscribed	Email	27/05/16
Radiant Warmers	Theatres	UK	46 4 opened 16 bounced 56 7 opened 2 bounced 1 unsubscribed	Email	Kaltz 2/5/16 GM 3/5/16
Single Patient Use Oxygen Hoods	SCBU Paediatrics	UK	45 2 opened 2 bounced	Email	17/05/16 16/05/16

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Product	Product Area	Region	Nos	Type of Mailing	Completed Date
			37 1 opened		

Mailshots Sent 2016 to date

Product	Product Area	Region	Nos	Type of Mailing	Completed
Infant Resuscitation Catalogue A5	Maternity Delivery Labour	UK	327	Postal	January 2016
Oxygen Monitoring Catalogue A5	EBME	UK	448	Postal	January 2016
Hb Monitor	Blood Donation Centres	UK	70	Postal	January 2016
Automotive	Intrastats – Potential Distributors	UK	36	Postal	January 2016
Flocap	Theatres	UK	56	Postal	February 2016
Flocap	ICU	UK	122	Postal	February 2016
Posey Products	SCBU	UK	371	Postal	February 2016
Posey Products	Paediatrics	UK	229	Postal	February 2016
Flowsensors	ICU	UK	26	Email	March 2016
Flowsensors	Theatres	UK	86	Email	March 2016
Flocap	Theatres	UK	641	Email	March 2016
Automotive Oxygen Sensors	EUR Distributors	Export	45	Email	March 2016
Capnograph and VersaStream	Resuscitation Respiratory	UK	327	Postal	April 2016
Flowsensors	ICU	UK	122	Postal	April 2016
Phototherapy Oxygen Hoods	SCBU Paediatrics	UK	396 226	Email	April 2016
Posey Products	Kaltz Mailing group - Paediatrics	UK	32	Postal	April 2016
Automotive Lost Customers	Lost Customers – not purchased since 2014	UK	54	Postal	April 2016
Paediatric MD300 Series	Paediatrics GM Paediatrics Kaltz	UK	40 31	Email	5/5/16 9/5/16
Capnograph and VersaStream	Private Ambulances	UK	348	Postal	4/5/16
Radiant Warmers	Theatres	UK	79	Email	Kaltz 2/5/16 GM 3/5/16
AlcoTrue	Private Ambulance	UK	348	Postal	10/05/16
AlcoTrue	Drug Rehab	UK	151	Postal	10/05/16
Automotive	Emissions Testing Manufacturers - Sensors	UK	39	Email	11/05/16
Automotive	Emissions Testing Manufacturers - Sensors	UK	111	Postal	23/05/16

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Oxygen Sensors	EBME	UK	238	Email	27/05/16
Single Patient Use Oxygen Hoods	SCBU Paediatrics	UK	51 40	Email	May 2016

Mailshots Planned

Product	Product Area	Region	Nos	Type of Mailing	Planned Date
GE Distributors	Export Distributors	Export	RS to complete list	Email	April 2016 May 2016 Awaiting RS to produce group
Pulse Oximetry Catalogue	EBME	UK	448	Postal	Awaiting catalogue to be signed off by SN April 2016 May 2016 June 2016
Pulse Oximetry Catalogue	ICU	UK	122	Postal	Awaiting catalogue to be signed off by SN April 2016 May 2016 June 2016
AlcoTrue	A&E	UK	KE Currently compiling mailing list	Postal	May 2016 June 2016
AlcoTrue	ICU	UK	KE Currently compiling mailing list	Postal	May 2016 June 2016
Oxygen Sensors	EBME	UK	238	Email	May 2016
Single Patient Use Oxygen Hoods	SCBU Paediatrics	UK	51 40	Email	May 2016
AlcoTrue	Police Medical	UK	63	Postal	May 2016
Automotive	Emissions Testing Manufacturers	UK	111	Postal	May 2016
AlcoTrue	Police Medical	UK	6	Email	June 2016
AlcoTrue	Maternity Services	UK	270	Postal	June 2016
Oxygen Sensors	EBME	UK	448	Postal	June 2016
Reusable Oxygen Hoods	SCBU Paediatrics	UK	396 226	Email	June 2016 Cancelled – last completed April
AlcoTrue	Maternity Services	UK	67	Email	July 2016 Scheduled

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Product	Product Area	Region	Nos	Type of Mailing	Planned Date
					03/07/16
AlcoTrue	A&E	UK	KE Currently compiling mailing list	Email	June 2016 July 2016
AlcoTrue	Private Ambulance	UK	104	Email	Scheduled 05/06/16
AlcoTrue	Drug Rehab	UK	105	Email	Scheduled 06/06/16
AlcoTrue	ICU	UK	KE Currently compiling mailing list	Email	June 2016
Capnograph and VersaStream	Air Ambulance	UK	127	Postal	June 2016 Packed ready for sending
CO Screen	Fire Service A&E Ambulance Trusts Air Ambulance Private Ambulance	UK	133 226 149 127 300	Postal	June 2016
CO Check + & Pro Baby	Head of Midwifery Services	UK	270	Postal	June 2016
Radiant Warmers	Theatres	UK	686	Postal	July 2016
Automotive	Motorsport Technicians	UK	KE Currently compiling mailing list	Postal	July 2016
Automotive	Plane Technicians	UK	KE Currently compiling mailing list	Post	July 2016
AlcoTrue	A&E	UK	KE Currently compiling mailing group	Email	July 2016
V1000	EBME	UK	449	Postal	July 2016
Capnograph and VersaStream	Air Ambulance	UK	56	Email	July 2016 Scheduled 01/06/16
Phototherapy Oxygen Hoods	SCBU Paediatrics	UK	368 226	Postal	August 2016

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Product	Product Area	Region	Nos	Type of Mailing	Planned Date
Flocap	ICU Theatres	UK	53	Email	August 2016
Emergency Services Show	Private Ambulances Ambulance Trust	UK	106 126	Email	Scheduled 29/08/16

Total sales eBay Sales	
January 2016:	£621 - consisting of 15 orders
February 2016:	£336 - consisting of 9 orders
March 2016:	£414 – consisting of 13 orders
April 2016:	£199 – consisting of 5 orders
May 2016:	£622 – consisting of 19 orders

Total Amazon Sales	
January 2016:	£139 - consisting of 4 orders
Feb 2016:	£65 - consisting of 2 orders
March 2016:	£345 - consisting of 11 orders
April 2016:	£244 – consisting of 5 orders
May 2016:	£0 - Having issues with the Amazon system, trying to resolve directly with Amazon but currently account has been deactivated.

Leaflets / Documents updated		
February	VM-2400 Hb Monitor	updated
February	Maxtec Flocap	Remove quote from NAP4 guidelines
February	V1000 Foetal Heart Monitor	patent removed, updated leaflet
March	Capnograph Leaflet	updated to include IRMA holder and ISA holder.
March	VersaStream	Luer Lock Leaflet and Selection Guide, short-term option removed – awaiting sign off.
March	Product Portfolio	New products have been added, awaiting text from BP regarding SMARTsat.
March	Catalogue – Choicemmed Low Cost Finger Oximeters	New - awaiting print quantity confirmation
March	Automotive EUR distributor price list	Updated and emailed to customers with 30 days' notice.
March	V1000 Case Cover Artwork	Completed
March	Microstim Cover Artwork and Manual	Completed
April	V1000 Case Layout	Completed
April	Microstim Case Layout	Completed
April	Automotive Catalogue	Completed
April	Saudi Health	Arranged Certificate of Origin, freight and furniture
April	Updated Website –	Completed

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	Include Saudi Health	
April	AlcoTrue Leaflet and Tech Sheet	Updated
May	CO Screen Leaflet	Designed and Signed off by Manufacturer
May	CO Screen Covering Letter	Written and Signed off by Manufacturer
May	CO Check + Baby and Check Pro Baby Leaflet	Designed, awaiting sign off
May	CO Check + Baby and Check Pro Baby Covering Letter	Written, awaiting sign off
May	Translation: Letter of Authorisation Translated to Spanish	Requested with Omnilingua
May	Translation: VM-2500 Quick Start Guide to Danish	Requested with Omnilingua
May	Introduce New Product: CO Screen and CO Check	Background information inputted into Intrastats including CE certificate, also requested training material and DoFC from manufacturer. Market research. SN provided basic introduction training to three members of office admin and CH.
May	Viamed Email Mailing List	Order insert designed and printed to encourage customers to sign up to the electronic mailing list.
May	V1000 Manual	Updated and printed
May	Microstim DB3	Outer labels ordered for new boxes
May	Translation: TT-480 Instructions for Use to Danish V1000 Manual to French	Supplied and signed off. Printed in-house for customer order. Awaiting quote from Translation Company.

Marketing activities	
February	<p>Internal Staff Training:</p> <p>Goods In Introduction Goods Out Introduction Pulse Oximeters Introduction VST Introduction VST Customer Service Capnograph Introduction Email PDF Invoices Infant Resuscitation Cabinet Introduction Repair Processing AlcoTrue Introduction Flocap Clinical Introduction</p>
March:	<p>Over the last 12 months the sales office have also been searching for new distributors for Export, this month (March) has been focused on Switzerland, we are currently awaiting responses.</p> <p>Previously completed: Vet Distributors: France, Netherlands, Germany, Scandinavia, Belgium.</p> <p>Planned searches - Medical:</p>

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	<ul style="list-style-type: none"> • April – Austria • May – Estonia • June – Latvia and Lithuania • July - Turkey
April:	<p>Internal Staff Training Royal Mail Services Automotive Oxygen Sensors and Nitrogen Analysers – Postponed until May</p> <p>Medical Distributor Search Austria – Initial Search completed, awaiting RS to filter.</p>
May	<p>Training: Automotive Oxygen Sensors and Nitrogen Analysers, not provided. (SN) Carbon Monoxide Poisoning, CO screen. (SN)</p> <p>Exhibition: Saudi Health, Riyadh</p> <p>Photography: Precision Medical and Tenacore Blender Images.</p> <p>Distributor Search: Austria, Estonia, OEM Patient Monitoring manufacturers.</p>
June	<p>Training: Automotive Oxygen Sensors and Nitrogen Analysers (SN)</p>
July	
August	<p>Advertising Space Booked: Emergency Services Times, highlighting involvement with Emergency Services Show in September.</p>

Vandagraph

May	<ul style="list-style-type: none"> • John Book cover resupplied • Produced list of Diving Magazine to utilise for book press release
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VST

May	<p>Photography DiveSoft 8010020 Sensor</p>
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