

Seta Partner Marketing Guide

This guide has been designed to help our partners market the Stanhope-Seta range of products. We hope that by following these guidelines we will ensure a consistent and professional image of our brand and relationship.

Our aim is to help increase your leads and ultimately business, so we would appreciate any feedback on what you feel might improve the guide and make your selling opportunities even easier.

Please send any comments to marketing@stanhope-seta.co.uk.

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Please note the information within this guide is confidential and should not be shared with anyone outside of your company.

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Key Contacts

The Stanhope-Seta office can be contacted directly at:

Stanhope-Seta, London Street, Chertsey, Surrey, KT16 8AP, United Kingdom

Tel: +44 (0)1932 564391 • Fax: +44 (0)1932 568363 • www.stanhope-seta.co.uk



Giles Verity - Commercial Director
E: giles.verity@stanhope-seta.co.uk



Martin Verity - Managing Director
E: martin.verity@stanhope-seta.co.uk

Sales, Application and Marketing Support



Jess Lakin - Head of Marketing
E: jessl@stanhope-seta.co.uk
marketing@stanhope-seta.co.uk



Dolly Verity - Marketing Assistant
E: dv@stanhope-seta.co.uk
marketing@stanhope-seta.co.uk



Gill Davison - Quotations
E: quotes@stanhope-seta.co.uk



Anna Kozicka - Sales Support
E: sales@stanhope-seta.co.uk



Cristiano Garau - Senior Application Engineer
E: cg@stanhope-seta.co.uk



Chris Maddock - Senior Technical Advisor
E: service@stanhope-seta.co.uk



Pierre Phillipps - Africa Market Manager
E: pp@stanhope-seta.co.uk



Eva Yeong - SE Asia Market Manager
E: evayeong@stanhope-seta.sg

Logistics



Gareth Simmonds - Export Administrator
E: gs@stanhope-seta.co.uk



Donna Lun - Export Administrator
E: donnal@stanhope-seta.co.uk



Willem Ehlers - Logistics Manager
E: willem.ehlers@stanhope-seta.co.uk
logistics@stanhope-seta.co.uk



Danielle Teague - Export Administrator
E: dt@stanhope-seta.co.uk



Katie Larner - Customer Support
E: kl@stanhope-seta.co.uk

Accounts



Tina Aspinall - Finance Manager
E: ta@stanhope-seta.co.uk
accountstaff@stanhope-seta.co.uk



Charlotte Ruffle - Accounts Supervisor
E: cr@stanhope-seta.co.uk



Jack Davidson - Sales Ledger Clerk
E: jd@stanhope-seta.co.uk



Lucas O'Brien - Data Entry
E: lob@stanhope-seta.co.uk

Service



Kristopher Smith - Service Coordinator
E: service@stanhope-seta.co.uk



James Greenhouse - Service Manager
E: service@stanhope-seta.co.uk



Oliver Webster - Service Engineer
E: service@stanhope-seta.co.uk



Chris Maddock - Senior Technical Advisor
E: service@stanhope-seta.co.uk



Phil Robinson - Service Engineer
E: service@stanhope-seta.co.uk

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Logo

As a Stanhope-Seta partner, we encourage the use of our logo on your promotional material. Using the Stanhope-Seta logo helps to highlight to customers our relationship and reinforce their decision to do business with you.

However, please pay attention to the following guidelines:

- Where possible, the full logo should be used
- If space is limited, just the Seta roundal can be used
- In colour applications, the blue logo should be used
- In one-colour applications, the positive or negative version should be used
- The logo should never be distorted, skewed or on an angle
- It should never be larger than your own logo
- It should always be used in equal proportion to other partner logos

If you are unsure about using the Stanhope-Seta logo, please contact marketing@stanhope-seta.co.uk.

Logo files can be downloaded from our 'Marketing Assets' available on the Partner Support area of our website.



Full colour



Roundal



Positive



Negative

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Colour Palette

We work hard to ensure the Stanhope-Seta brand is recognisable to customers, proper use of the colour palette ensures that partner materials maintain consistency and allow our brand to be identified at a glance. Using other colours, or colours that are close but not an exact match is confusing and should be avoided.

The standardised colour palette for Stanhope-Seta is shown below.



Blue

Pantone 294c
C100 M58 Y0 K21
R0 G80 B146

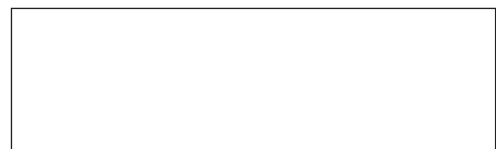


Green

C30 M0 Y100 K20
R170 G181 B0



Black



White

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Stanhope-Seta Website

www.stanhope-seta.co.uk

The Stanhope-Seta website is designed to help both you and your customers by displaying our full product range with an easy search function. We try to keep product information, brochures, test methods etc as up to date as possible but if you come across anything out of date or incorrect, please do let us know.

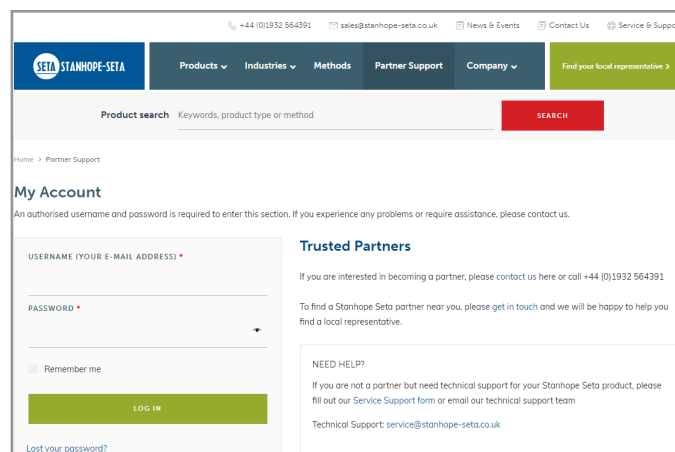
We receive a high number of visitors to our website each month with many quote enquiries coming directly through the site, however we are always working to further improve these numbers.

www.stanhope-seta.co.uk/partner-support/

If you do not already have login details for the Partner Support area of our site, please contact marketing@stanhope-seta.co.uk.

Within this area you are able to view our latest marketing literature such as brochures and application notes. Important resources such as operating manuals and service schedules can also be downloaded.

If there is anything we are missing on the Partner Support area that you would like to see, please let us hear your feedback. We want to ensure you have all of the necessary resources available in order to sell our products.



The screenshot shows the Stanhope-Seta website interface. At the top, there is a navigation menu with links for Products, Industries, Methods, Partner Support, and Company. A search bar is located below the navigation menu. The main content area is titled "My Account" and contains a login form with fields for Username (Your E-Mail Address) and Password, a "Remember me" checkbox, and a "LOG IN" button. To the right of the login form, there is a "Trusted Partners" section with contact information and a "NEED HELP?" section with technical support contact details.

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Partner Websites

Our expectations:

- Stanhope-Seta should feature on the homepage of your website so customers are immediately aware our products are available from you. When using our logo, please refer to the guidelines on page 3
- Every quarter the Stanhope-Seta products displayed on your site should be updated inline with the Stanhope-Seta website, we will follow up to ensure this has been actioned. We will always keep our 'Partner Marketing Pack' available on the Partner Support area of our website up to date with the most recent images, brochures, videos etc available for download
- For each product displayed the latest imagery, brochure and link to the Stanhope-Seta site should be available

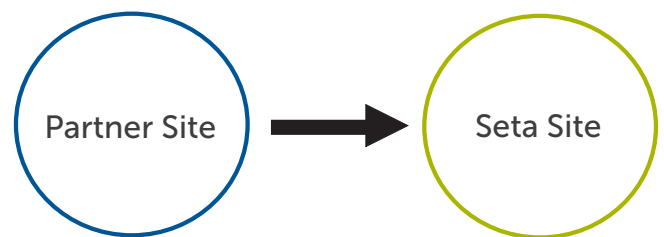
Linking to www.stanhope-seta.co.uk

A key way of increasing traffic to the Stanhope-Seta website is through external links. The more external links our website has, the higher it will appear in search engines. The higher a website appears in search engines, the more visitors a site receives.

Therefore we encourage all partners to **link from their website to ours**, this will not only increase

the number of visitors to the Stanhope-Seta website but also the number of enquiries we receive and then refer on to you, ultimately resulting in more business.

Please spend some time linking the Stanhope-Seta listings on your website to the appropriate pages on our site.



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Search Engine Optimisation

We work hard to ensure the Stanhope-Seta website appears at the top of listings on search engines when customers search for specific phrases, such as “flash point testing” or “laboratory testing equipment”.

There are a number of ways you can implement search engine optimisation into your own website:

- Add **keywords** into the content of your pages. Keywords are words and phrases that make it possible for people to find your site via search engines
- Include **meta data** on each web page. Meta data works behind the scenes of your pages, it speaks directly to search engines from each page to help communicate important information

If you are unsure about how to implement search engine optimisation into your site, please speak with your website developer, or Seta Marketing.

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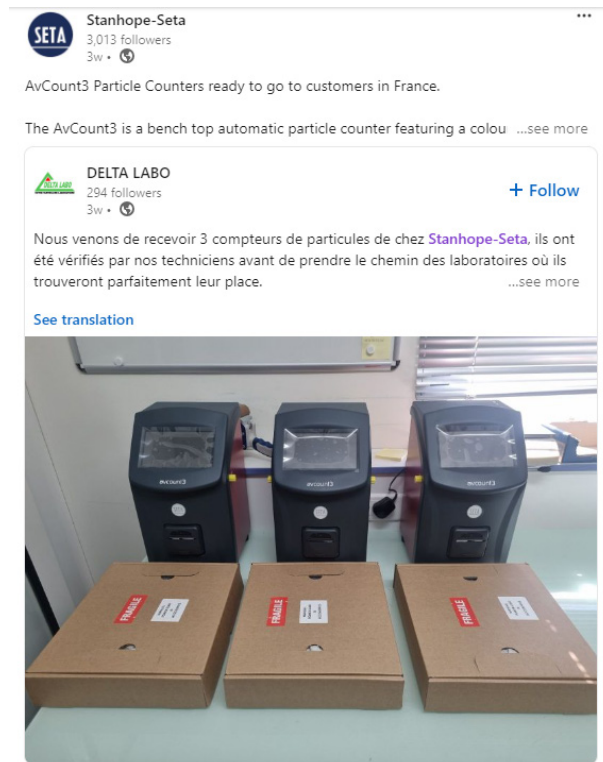
Social Media

Stanhope-Seta have a company LinkedIn page.

www.linkedin.com/company/stanhope-seta

We regularly post company updates, product information, product launches and event information.

If you have a personal or company LinkedIn profile, we encourage you to follow us to stay up to date. We also encourage you to share our posts to your own audience. And we'll do the same! Tag us in your relevant posts and we will share to our own profile. The more interaction a post has the better for all.



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Email Communications

We want to ensure you are kept up to date with all of the latest Stanhope-Seta information. We therefore send regular emails such as the one shown to the right, to let you know about new products, application notes, industry trends etc.



Using Constant Contact software, we are able to track these emails to see who has opened them and who has clicked through to the links included in the content. If you think you are not receiving these emails, please let marketing@stanhope-seta.co.uk know.

All emails are kept as simple as possible with a short headline and link to further information, we encourage you to use these emails to forward on to the relevant customers within your territory.

We will follow up our email communications and ask for feedback from partners as to interest your customers have shown in the new product or application etc.



SETA STANHOPE-SETA
www.stanhope-seta.co.uk

NEW H2S Analyser with Vapour Phase Processor SA4000-4

Stanhope-Seta is pleased to announce the launch of the brand new H2S Analyser in full compliance with ASTM D7621; IP 570; ISO 8217; ISO/PAS 23263.

ASTM D7621; IP 570; ISO 8217; ISO/PAS 23263

- 0-250 mg/kg H2S (0-250 ppm)
- Built in Vapour Phase Processor
- Small lab bench footprint
- Low operator time
- Small test volume
- Integral camera to aid sample input
- Real time graphical display of test progress
- Custom result reporting
- LIMS and network compatible
- Weighing balance connectivity and automation
- Automated gas calibration
- Statistical Quality Control software
- In-field verification and calibration



GBP 34950.00

> [Download H2S SA4000-4 brochure](#)

> [H2S Spares and Accessories pricing](#)

> [Request a quotation for the H2S SA4000-4](#)

If you have any questions or need further information on the new H2S Analyser, please do not hesitate to email marketing@stanhope-seta.co.uk

 THE QUEEN'S AWARDS FOR ENTERPRISE:
FOR INNOVATION 2014
FOR INNOVATION 2019

www.stanhope-seta.co.uk

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Marketing Collateral

A number of product profiles are available to partners in a printed brochure format. If you require these for visits to your customers or when attending events we are happy to organise the shipping of the required profiles to you.

Please email marketing@stanhope-seta.co.uk for a full list of the available product profiles.

We can also provide these in Word format for translation purposes.

