

Folk

THE
FOLK
— TALE —

A SHORT STORY BY

Folk

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nce upon a time, there was a young man who had a shop. People travelled from far and wide to buy his wares, but feared the perilous journey through dark and dangerous woods to reach this wondrous store.

Soon his shop stood deserted, and none of his customers would brave the trip.

Then one day, a mysterious stranger entered the empty establishment.

“Build a website! Build a website and they will come!” cried the stranger. And then he disappeared into the night.



With nothing to lose the man built his own virtual store. But still no one visited. It was a shameful site, dull and lifeless, just like the unloved shop itself.

Mournfully, with all hope lost, the shopkeeper resigned himself to defeat. He was about to close his shop for the last time when he was visited by another mysterious stranger. Lucky for him, this was Marcus, his fairy Godmother from Folk, come to solve all his website woes.

Turning tacky to tasteful and boring to blinding, Marcus showed the man that making a website is a craft and attracting customers can be easy once you realise what they want.

Soon the website was a thing of beauty and his customers started visiting to behold its glorious content. Marcus bid him farewell and set off on his quest to save more pitiful patronage.

*If you need some charm adding to your website,
contact marcusfinnmore@wearefolk.com*



All was well until the shopkeeper realised that despite his customers spending a lot of time looking at his splendid new website, they weren't spending a lot of money. This would never do. What he needed was a simple way for his customers to pay for their goods online.

In a flash his saviour appeared in the shape of Paul, Folk's online payment expert. He taught the man that keeping your payment system fast, simple and secure was the key to a ringing till and contented customers.

The mighty system worked, and soon the prosperous shopkeeper had orders to pack and post, and Paul set forth to remedy more renegade cash registers.

*To position a simple payment system within your online business,
contact paulsheehy@wearefolk.com*

“Success at last,” proclaimed the shopkeeper, sure that these online sales would mean a bountiful business. Now his old customers could buy their favourite things and returned loyally week after week.

The seasons came and went and the shopkeeper enjoyed steady trade thanks to his wonderful new website. But soon it wasn't enough. He wanted more. He wanted new customers.



He had to find a way to reach people who had never thought to visit his shop or even knew it existed. But how could he possibly tell those people where he was?

As if by magic, Dan emerged in a puff of smoke to solve the search marketing strife. Dan was a clever chap who knew that if the website didn't appear on Google, the shopkeeper would never attract the new customers he so yearned for. To make this happen Dan set about promoting the site through organic and sponsored search and crafting poetic SEO content.

Soon they had reached the exalted mounts of the search engine top ten. New customers were flooding in, splurging and spending. Dan knew that the devilish nature of SEM meant he couldn't rest on his laurels and pledged to return to the shopkeeper's site for determined reinvention. But with his work done for now, Dan left the site an exemplary example of modern marketing.

If your business needs a marketing maestro, contact danhills@wearefolk.com



With more customers than he'd ever dreamt of, the shopkeeper found it hard to please everyone. They weren't buying what he thought they would, and were jumping around the site, flitting from page to page. Things were getting out of hand. His customers were just not behaving.

He needed a site that suited his new customers. The architect for this baffling build was none other than Tom from Folk. By talking to customers and analysing current traffic through the site, Tom designed a harmonious balance for both customer and trader. The new website reflected how the customers wanted the pages to be organised, so they could purchase their favourite products easily, but also allowed the shopkeeper to showcase products to encourage sales. Genius!

Before you could shout product placement, the usability was undeniable. So Tom took his leave to battle other turbulent traffic.

*If you want a website that works hard for you and your customer,
contact tomwittlin@wearefolk.com*

Now the noble and sparkling website shone brighter than all its adversaries. Sales soared and business boomed. To his surprise the shopkeeper was once again visited by the valiant troupe at Folk.



“Times have changed and so must you,” they cried, and began to explain the wonders of social media, PR and mobile access. The man was thrilled as he was desperately lonely and wanted as many friends, virtual or not, as he could get.

New mysterious cliques called Facebook and Twitter had arrived, the fellows from Folk explained, and the shopkeeper could use these chatty sites to talk to his customers and champion his merchandise.

Soon he had his own profile page, was promoting his excellent products to all his friends and followers, and tweeting his love for Cheryl Cole every Saturday night.

Dan explained that many of the shop’s customers would also be using their mobile phones and social sites to tell their friends where they were, using Foursquare and Facebook Places. This made them look very busy and important, but it also meant that the shopkeeper could locate potential clients, enticing them to the shop with vouchers or brilliant offers.



Drawing customers in with tasty incentives sounded like a great plan, and Dan explained it could work with some of his neighbours too. The shopkeeper persuaded the townsfolk to spread the word and tell all their family and friends about his great shop. Some of his favourite magazines and newspapers even started endorsing his goods. This worked a treat, and to say thank you to all those great gossipers and encourage the tongues to wag, the shopkeeper gave ample commission on anything he sold which had been championed by his affiliates.

Being Folk's partisan of digital PR, Paul set about using the web to target people who were extremely well liked and respected by their peers. Paul pronounced "If we can forge relationship with bloggers and important online writers, they can seriously increase the amount of people who know about the store."



With a little bit of back scratching the bloggers cried "What a scoop," and they began singing the shopkeepers praises on their pages. Their readers were a savvy bunch and knew that if the hacks said something was great then it was, so they too swarmed to the online treasure trove.

Marcus miraculously refurbished the website so the same illustrious patrons could access their shopping baskets on the go, ensuring the pages fit comfortably into their new tiny screens. Now the website catered to everyone, at home and away. The shopkeeper was pleased, and so were his lucky customers. Surely now, the man concluded, his comrades at Folk would be content that they had transformed his business and made an unequalled ecommerce site? But no, they had yet more stupendous tricks up their sagacious sleeves.



"Video didn't just kill the radio star," exclaimed Marcus, "it polished off out of touch ecommerce websites too!" Marcus explained that consumers liked to know as much about the things they bought as possible, and that online videos allowed the shopkeeper to showcase his products and let customers see them in greater detail.

That way they were certain it was what they wanted, and spent more willingly.



With a little help from Folk the shopkeeper had remoulded his dilapidated business into a retail triumph. As new fangled technology arrived and trends evolved, the shopkeeper could always rely on Folk to help revive his trusty website to stay ahead of the competition.

And they all lived happily ever after.

THE END





To make your very own Folk Tale come true, get in touch.

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Folk

Folk
20a Station Road
Poole
Dorset
BH14 8UB

01202 289 000
hello@wearefolk.com

WWW.WEAREFOLK.COM