



# NEWSLETTER

The future is looking bright! | Our **Summer** Newsletter



## WELCOME TO OUR SUMMER NEWSLETTER!

We're really excited to tell you about new packages, changes in the industry and what you can do as a business to help boost your online success.



## UK WATCHDOG TARGETS GOOGLE'S SEARCH DOMINANCE

The UK's Competition and Markets Authority is trying to take steps to regulate Google's dominance in search.

*This could open up fairer opportunities for businesses to appear in results.*

With more transparency and reduced bias toward Google's own services, strong SEO may become a more level playing field and give local and smaller businesses a better chance to compete.

## QR CODES: GETTING POTENTIAL CUSTOMERS TO WHERE THEY NEED TO BE

QR codes are becoming a popular addition to modern marketing strategies. These clever little squares turn anything physical into a direct gateway to your website.

Just one quick scan with a phone and potential customers are instantly connected to your latest offer, booking page or contact form.

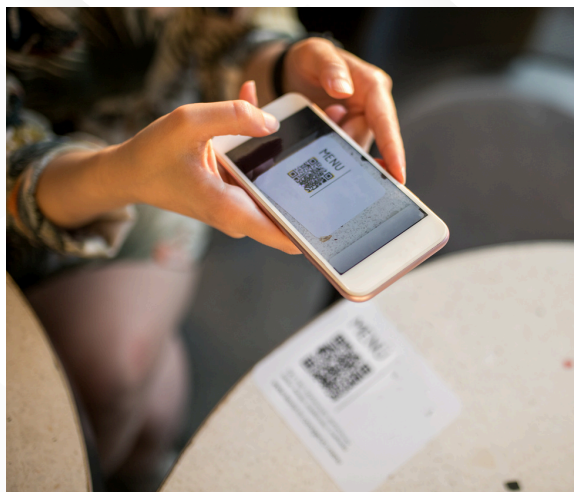
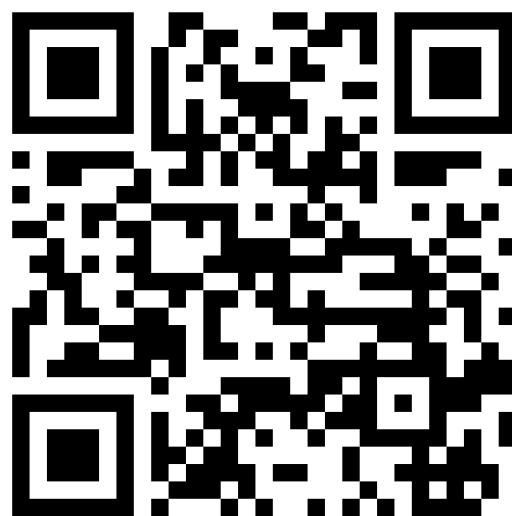
## SPEAKING OF QR CODES...



### OUR NEW QR+ PACKAGE IS HERE!

This package utilises a LinkTree profile that we will create for you to collectively group all your contact details, offers, websites and more into one convenient place!

This is then accessed either by searching for your company on the search engines\* or by our easy-to-use QR code that we send you. You can then print that QR code onto business cards or even add it as a decal to your vehicle, meaning your customers can find your details, even when you're on the move!



The links used in your LinkTree Profile can be amended and changed at any point within the 12 months meaning that it's perfect for seasonal offers and discounts!

Get in touch with your marketing specialist at Unitel today to find out more!

*\*We cannot guarantee any first page rankings via the LinkTree website.*

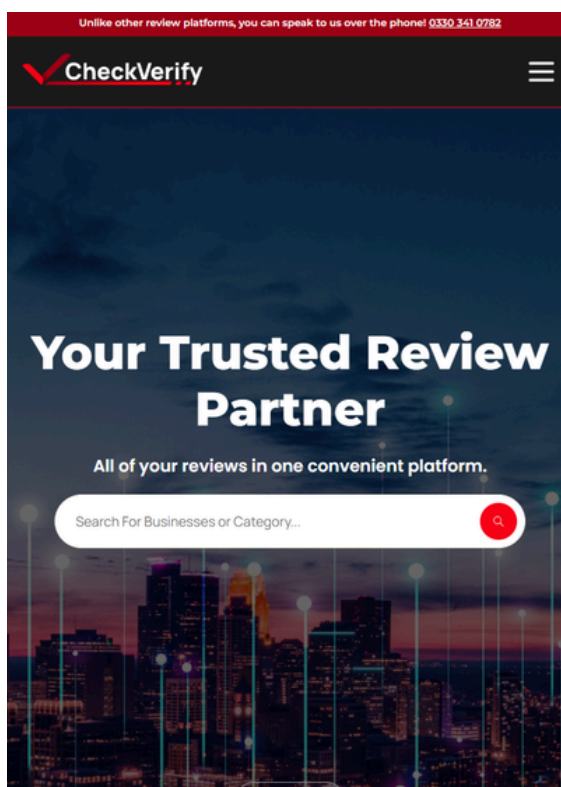




## WE'LL LET YOU IN TO A LITTLE SECRET THAT *WE'VE BEEN ITCHING TO TELL!*

We're just weeks away from launching our brand-new review website CheckVerify! A review platform that puts you as our customer back in control of your online reviews!

With our shiny new decal branding and website icons, we've got everything you need to replace your current review provider! We can even pull existing reviews for your business into our platform meaning you don't need to start all over again (Subject to conditions of your supplier)



We don't want to teach you how to suck eggs, but you'll know as well as we do that reviews are a huge part of the buyer's prior research and almost everyone checks a business's reviews before proceeding to use them, so it's vital that your business has a firm footing for online reviews!

We will be advertising CheckVerify on the internet and potentially even running a TV campaign to spread the word. So having a profile on the website could be crucial to capturing your customer! Don't hang around, build your profile and start capturing reviews!



## A SUCCESS STORY WITH UNITEL

*The wheels of business continue to turn with a new adventure on the horizon.*

### A Partnership Begins: February 2010

It all started back in February 2010! The business relationship between Auto Surgery and Unitel had begun!

Mr Bansal was onboarded with our now retired Rapid 7 package and quickly gained search engine presence that allowed potential customers to find the Car Body Repair Specialist in Birmingham.

### Expanding the Portfolio

After handing the account over to his wife, Mr Bansal then onboarded another business with Unitel. His Alloy Wheel Refurbishment business was a new start up and needed a digital footprint large enough to gather customers in an already busy industry.

Again, targeting the Midlands, Unitel set to work on helping Mr Bansal build his brand online with a swanky new website and marketing to match!

## CONTINUED GROWTH & INNOVATION

After a phenomenal few years of growth, Mr Bansal then approached us to add another account to his growing portfolio of successful businesses.

His new business was brought to life with a state-of-the-art website to match that of the machinery and tools in the organisation's warehouse.

Unitel then completed online marketing for the new organisation and supported Mr Bansal along with his business partners in their online journey.



## CONTINUED SUCCESS

### Looking Ahead: 2025 & Beyond!

Jumping forward to 2025, and it again looks to be an exciting year for our partnership. Mr Bansal has asked us to build an ecommerce store for a new venture he has in the pipeline!



## DEVELOPER INSIGHT:



**Oliver, one of our Senior Developers had this to say:**

"We are hugely looking forward to working on this new project with Mr Bansal, we've become accustomed to his style and how he likes things to work, so we're under no doubt about what we need to pull out of the bag this time.

It's the first ecommerce store we will have built for this customer, so the process is exciting for us both!"



## CLIENT TESTIMONIAL:

*When asked to comment on the business relationship of our two companies, Mr Bansal said:*

*"I've worked closely with Unitel for several years and have a great working relationship with them. The work they have done has been imperative to the success of our online presence. It's been amazing for us as a business to see our digital footprint grow from strength to strength!"*

*Through working closely together and using various strategies suggested by Unitel, we have the capital needed to open new branches and invest in our equipment and training."*



**- MR BANSAL: ALLOY WHEEL REFURBISHMENT**

**FOR ALLOY WHEELS & REFURBISHMENT, CONTACT AWR -**



[alloywheelrefurbishmentuk.co.uk](http://alloywheelrefurbishmentuk.co.uk)



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## CHANGES IN THE INDUSTRY

Security over the last 3 months has seen a surge of businesses pumping thousands of pounds into their online security.

With the recent data breaches & hacking of huge brands such as Adidas, M&S, Dior and the Co-Op more and more people are switching their focus to website security than ever before and internally, we have noticed customers requesting more complex SSL certificates and requesting that we add DNS changes such as DKIM and DMARC commands.

Check out below the analysis of what happened and what we suggest you can do to ensure you don't get hit by similar scams or hacks!



### ADIDAS, APRIL 2025

Adidas has disclosed it's been hit by a cyberattack in which customers' personal information has been stolen.

"The sportswear giant said criminals had obtained "certain consumer data" which "mainly consists" of the contact information of people who had been in touch with its help desk.

Adidas said passwords and credit card and other payment data were not compromised.

"We remain fully committed to protecting the privacy and security of our consumers, and sincerely regret any inconvenience or concern caused by this incident," it said in a post on its website, external.

"Adidas customers will understandably be worried that their personal data has fallen into the hands of hackers who might try to exploit it, so it is vital that Adidas provides clear and timely updates to affected shoppers and supports them in taking steps to protect themselves," said Lisa Barber, from consumer group Which?

She advised people who might be affected to keep a close eye on bank accounts and credit reports for suspicious activity.

She added they should also be wary of unexpected phone calls, emails or social media messages purporting to relate to the hack as these could be from scammers trying to take further advantage of the cyber attack"

Source - The BBC: <https://www.bbc.co.uk/news/articles/c071m82v80po>



## M&S, APRIL 2025

"Marks & Spencer has admitted that customer data was stolen in a cyber attack that has crippled the retailer.

The high street giant said it would be writing to millions of customers on Tuesday to inform them that some of their personal data had been taken more than three weeks after it first confirmed the incident.

Stuart Machin, the chief executive, said: "As we continue to manage the current cyber incident, we have written to customers today to let them know that unfortunately, some personal customer information has been taken.

"Importantly, there is no evidence that the information has been shared and it does not include useable card or payment details, or account passwords, so there is no need for customers to take any action."

*M&S declined to comment on how many customers had been affected.* However, The Telegraph understands it will be writing to all customers that have details on its systems to warn them of the breach.

*This includes all members of its Sparks loyalty programme and anyone who has shopped on M&S.com"*

Source - The Telegraph: <https://www.telegraph.co.uk/business/2025/05/13/ms-customer-data-stolen-in-cyber-attack/>



## DIOR, MAY 2025

"Luxury French fashion brand Dior is the latest high-profile retail firm to be hit by a cyber attack.

In a statement, Dior said customer data was accessed as a result, however, no financial information was impacted. The incident comes in the wake of a number of UK retailers, including Marks and Spencer and Co-op, being hit by hackers.

The scale of the breach remains unclear, but the company is in the process of informing affected customers "where necessary".

"The House of Dior recently discovered that an unauthorised external party accessed some of the customer data we hold," Dior said.

"We immediately took steps to contain this incident. The teams at Dior, supported by leading cybersecurity experts, continue to investigate and respond to the incident. We are notifying all the relevant regulatory authorities."

Source - The Independent: <https://www.independent.co.uk/news/business/dior-cyber-attack-customer-data-breach-b2751719.html>



## OUR SUGGESTION:

We recommend that you always use strong, lengthy passwords that combine letters, numbers, capitals and special characters! We also recommend that you login regularly to your websites to check for any suspicious users.

We can only do so much as your marketing provider and whilst we take internal steps to ensure your website is as secure as possible, you can help us protect you by following the steps outlined above and informing us as soon as possible if you see anything irregular.

## CONTACTING US

You can contact us if you feel you need a more secure SSL certificate, we suggest upgrading if you own an ecommerce store or a website that takes payments online.

Our specialists are always on hand to speak to you if you've got any questions.



## WHAT YOU CAN DO AS A BUSINESS OWNER TO HELP BOOST ONLINE SUCCESS!

Let's talk about what you can do to boost your online presence. Depending on the package you have with us will depend on what services we complete for you.

One important tip is to keep your social media updated. Share current trends, special offers, or highlight the products and services you provide.

If you are a plumber, you could share recent work with photos and a short description, or let people know about any appointment slots you still have that week. If you run a clothing store and have a percentage discount running, post a clear image and a short description of the offer.

Using a range of platforms to showcase your business helps build trust and makes it more likely that people will choose your service.





### CLOSING STATEMENT:

“At Unitel, we’re always looking for ways to help our customers succeed! We’ve been in business for over 20 years and in those 2 decades we’ve seen a vast shift in not only in how marketing works but how buyer behaviour has changed. If you don’t stay up to date, you’ll be left behind.

We have a fantastic range of packages to offer our customers, and we have no intention to slow down the design and innovation of our services.”

– **Oliver McCarthy**, Senior Management Team.

*Note: All our contracts last for 12 months, and we must receive between 30 and 45 days’ notice if you wish to cancel otherwise your contract will be automatically renewed for a further 12 months.*