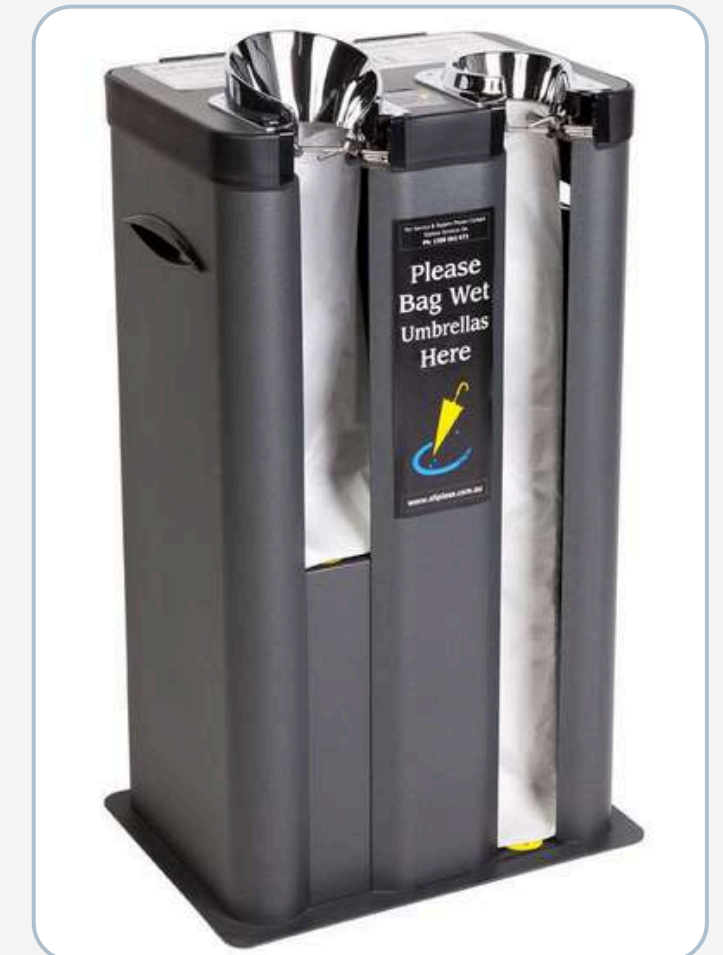


# Slip-Less

Driving Awareness, Conversions & Credibility  
for a Category-Leading Safety Brand

A presentation by Baber Ali

**Note:** Please find a File attached with this for more details.



**Pioneers**

**1000+**  
Facilities  
Protected

**20+ Years**  
Category  
Leader

# The Brand Story Opportunity

Positioning Slipless as the Category Leader

## WHY MUST WE DO THAT?



### OPPORTUNITY:

**Claim the spot** now, position Slipless as the creator of “wet umbrella safety systems” in Australia – **not just a product provider**.

Leverage **first-mover advantage**: Dominate and advertise a space that Slipless created.

Control the narrative: Introduce an **Impact story**, (From the first installation in 2001 to 1,000+ facilities protected)



### ISSUE:

Slipless is the **pioneer** of umbrella bagging machines in Australia – **yet the story isn't told** digitally.



### GOAL:

Communicate as Slipless, the **trusted category-defining safety brand**, not just a product supplier.

**Own the term!**

# How do we get there?

is a question you might ask

MULTIPLE WAYS. FEW ARE HERE!

## ***Communicating:***

*We pioneered slip prevention*

So just like “Salesforce” owned Cloud CRM  
and “Zoom” owned video meetings...



Slipless should own the term: **Wet  
Umbrella Safety System\***

Because people don’t always know what  
“umbrella bagging machine” means but they  
understand safety systems.

Also, more space for product line extensions

## ***Visual Identity***

- Claim certifications
- Showcase logo walls of clients  
in healthcare, retail, education
- Add install map to website –  
show real-world footprint

## ***Brandable Term***

“Slipless – Australia’s Original Wet  
Umbrella Safety System™”

This elevates the product from a  
tool to a value.

## ***Tagline***

“When safety needed a solution, Slipless  
invented one“

“We didn’t enter the category. We created  
it.“

OR

“Preventing 17 million safe steps per year.  
One floor at a time“

## ***Timeline***

Use a simple, credibility-building timeline  
to build credibility and document the  
journey.

2001, 2010, 2015, 2024

# Content Angles

Build Authority, Trust & Awareness

## Category Creator

You didn't join the market. You created it.

Purpose: Claim leadership and reinforce trust

Format: Timeline infographic, founder video, About page, LinkedIn carousel

Examples:

"Slipless: Australia's Original Wet Umbrella Safety System™"

"From 2001 to 1,000+ Safe Entrances – A Legacy of Prevention"

## Slip-Free Stories

Let the customers tell the story.

Purpose: Build trust through proof

Format: Video interviews, short written stories, before/after metrics

Use Cases: Schools (student safety), Aged Care (OH&S compliance), Hotels (public liability)

"Zero slips in 2 years. That's why we trust Slipless." – Facility Manager, Aged Care VIC

## Hidden Risk Campaign

What you don't see could cost you.

Purpose: Position Slipless as a risk-prevention investment

Format: Infographics, awareness videos, email campaigns

Headline Example:

"One Slip Costs \$42,000. Slipless Costs Less."

Create calculators: "How much would a single slip cost your business?"

## Time-Tested Durability

Still working. Still safe. 10+ years later.

Purpose: Reinforce long-term ROI

Format: "Legacy Installations" series – client photos, testimonials, site visits

Example Story:

"Installed in 2012. Still going strong – no replacements, no complaints."

# Campaign Insights

These insights aren't ads — they're campaigns that position Slipless as the memorable brand.

Slipless doesn't need to invent a better product — it needs to tell a better story. These insights tell a story that connects with real-world decision-makers.



Great safety isn't noticed. That's the point.

**Creative Take:**

Position Slipless as the hero behind the scenes — the system that prevents the incidents you never hear about.

Every Step Is a Risk

**Creative Take:**

"You've taken 11 safe steps today — you're welcome."

Slips Are Seasonal

**Creative Take:**

Trigger weather-based email campaigns and ads:  
"Rain this week? Make sure your floors are ready."

One Slip Can Cost \$42,000+

**Creative Take:**

Create ROI-focused campaigns for procurement and OH&S decision-makers:  
"One slip. One injury. One lawsuit. One solution: Slipless."

# Channel Strategy

Placing Our Message Where It Matters Most: In Front of Real Customers and Moving Them Closer to Us.

## LinkedIn

Primary B2B lead gen & credibility builder.

- **Reach:** Procurement officers, OH&S managers, KDMs
- **Format:** Thought-leadership posts, founder story series
- **Strategy:** Grow Slipless AU LinkedIn page

## YouTube

Where visual proof builds belief.

- Short demo videos
- Client testimonials
- "How It Works" content
- **Benefit:** Will build credibility and help with SEO

## Google SEO + Ads

Capture high-intent buyers actively searching for solutions.

- **Focus keywords:** "wet umbrella machine Australia", "OH&S slip compliance", "entryway safety system"
- **Strategy:** Build industry landing pages + retargeting via Google Display

## Email Campaigns

Own the relationship and nurture decision-makers over time.

- Welcome flows, lead magnet delivery (e.g., "Safety ROI Guide"), industry-specific drip emails
- **Strategy:** Segment by role/industry → personalize messaging

## Facebook

Supportive retargeting channel — not a primary discovery platform.

- Retargeting previous site visitors or email opens
- Geo-based reminder ads (e.g. "Still considering Slipless?")
- Brand reinforcement tool, not a lead-generation engine



# PR & Storytelling

To elevate Slipless, use storytelling that is bold, visual, and sticky, turning passive awareness into memorable brand engagement.

## "You Would've Slipped Here" Decals

Guerrilla campaign using floor stickers at client locations.

- ⚠️ Messaging: "You Would've Slipped... If It Weren't for Slipless."
- 📍 Locations: Entrances of schools, malls, aged care facilities
- 📱 QR code leads to case study or safety stat
- 🎯 Outcome: On-site, in-context brand visibility + content shareability

## "Injured Guy" Stunt

Social skit by an actor using a bandaged actor + placard.

- 🧑 Sign Text: "They didn't have Slipless. Don't be like me."
- 🎬 Use in LinkedIn videos and TikTok for humorous but memorable stunts
- 🎯 Outcome: PR buzz, awareness spike, virality potential — use carefully in non-sensitive contexts

## Client Impact Map

Interactive trust-building visual on website or in pitch decks.

- 🌐 Digital map with pins showing verified Slipless installs
- 🏢 Add filters by industry: Aged Care, Retail, Education
- 🖼️ Could be integrated into the homepage or "Why Slipless?" page
- 🎯 Outcome: Establishes category leadership + trust through volume

# Website Optimisation

What's Holding Slipless Back?

Slipless's website **does not** currently reflect the trust, clarity, or **professionalism** required to convert high-intent B2B buyers.

**Key UX and CRO issues** are limiting lead generation, customer understanding, and brand credibility.

## Core Website & UX Pain Points:

### ✗ Outdated Visuals

- Inconsistent image styles (some warm, some grayscale)
- Feels unbranded and lacks the polish expected by facility managers or procurement officers
- Doesn't reflect modern, safety-focused product design

### ✗ Missing Filters, CTAs & Trust Elements

- No visible pricing, action buttons ("Add to Cart" / "Request Quote"), or trust badges
- Visitors can't compare or act quickly — a major conversion killer
- Absence of key buyer signals like "Best Seller" or "OH&S Compliant"

### ✗ Hard-to-Scan Product Pages

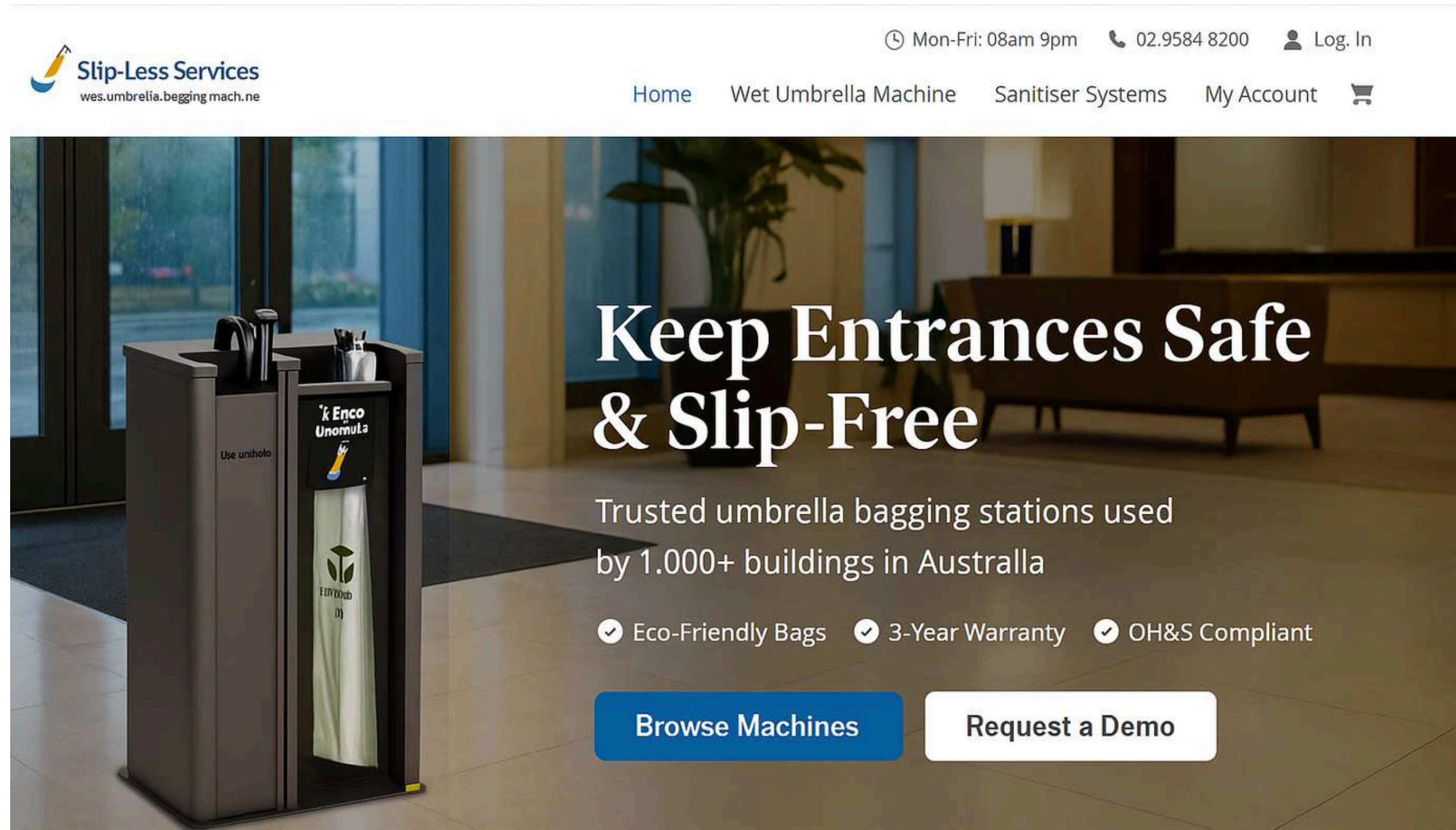
- Product titles and descriptions lack hierarchy or structure
- No use-case summaries or application tags to guide B2B audiences
- No microcopy or short feature lists to help skim-readers



# Website Optimisation

## 🧠 Strategic UX Gaps:

- No value proposition above products
- Add a line like: “Eco-friendly drying stations for umbrella-heavy entries — no plastic bags, no mess.”
- All product tiles look the same
- No visual cues to help decision-making
- Add filters: price, certification, best use case + highlight “Best Seller”, “Eco Certified”, etc.







### Wet Umbrella Bagging Machine, Dual Chute – S/Stel Satin

\$333.00

- ✓ In stock
- ✓ Prevents wet floors
- ✓ Stainless steel

Add to Cart

Request Deme

Checks and Additional Information



Cleaner Product Pages

See It in Action   Specs   FAQs



Real Life product images

Less Clutter on Product Category Pages, necessary details only

### See it in Action?



**Biodegradable bags provided**  
Biodegradable bags provided with each machine



**No Power Required**  
Manual operation



**Easy for Customers**  
User friendly design



**Reduces Lawsuit Risk**  
Minimizes slip accidents

Highlighted Features

## Wet Umbrella Baggers

Automatically bags wet umbrellas to prevent slips and falls

Learn more



 Eco-Friendly Bags

 3-Year Warranty

 100% Mechanical

 Reduces Hazards



Wet Umbrella Bagging Machine-Steel

**\$850**

View Details



Wet Umbrella Bagging Machine-Black

**\$825**

View Details



Wet Umbrella Bagging Machine Gold

**\$875**

View Details



Wet Umbrella Bagging Machine-Charcoal

**\$825**

View Details



Wet Umbrella Bagging Machine-White

**\$850**

View Details



Wet Umbrella Bagging Junior Size

**\$625**

View Details



## Sanitiser Systems

Shop / Samtsler

Indicate % OFF

## A better structured Cart

Coupon code

ADD COUPON

Subtotal	\$966.50
Coupon <b>WINTER10</b>	-\$99.65
<b>Total</b>	<b>\$869.85</b>

**PROCEED TO CHECKOUT**

### Recommended for You



Add to cart



Add to cart

Filter by

CATEGORY

☐ SanitiSer Sysstems

PRICE

☐ \$300 - \$300☐ \$300 - \$400☐ \$400 - \$500

PRODUCT TYPE

☐ Mobile☐ Standalone☐ Wall-Mounted

**Introducing filters on the Left Side that helps customers in exploring the variety**

Touch-free dispensers to promote health & safety—for schools, businesses, and facilities.



Sanitiser Station with  
Temperature Check  
Contact Tracing &  
Facial Recognition

\$9,350.00 ~~\$88.89~~

10% OFF

### Select Options



Select Options

Sat  $\neq 0\%$ 

\$245.00

Select Options

## Wet Umbrella Dryer · Dries Umbrella As You Walk - No Bags Required

Eco-friendly drying stations for umbrella-heavy entries — no plastic bags, no mess.

Funnel Strategy: Tags make it easier to consider

Slimline



Eco Wet Umbrella Dryer  
Slimline Black

For high-traffic sites

From \$975

[View Product](#)



Eco Wet Umbrella Dryer  
with Custom Branding

For up-fo+syts

From \$975

[View Product](#)

Best Seiler



Umbrella Station Large  
Junior with Crown Bran—

For compact spaces

Show functionality, makes  
decision making easier

[View Product](#)



Eco Wet Umbrella Dryer  
Dries Umbrella As You

No bags No mess

From \$975

[View Product](#)



Wet Umbrella  
Bagging Machine,  
Dual Chute,  
P/Steel – Charool

★★★★★

\$823.50

[Add to cart](#)

[Quick View](#)



Wet Umbrella  
Bagging Machine,  
Dual Chute,  
P/Steel – Gold

★★★★★

\$823.50

[Add to cart](#)

[Quick View](#)



Wet Umbrella  
Bagging Machine  
Dual Chute,  
S/8teel – Satin

★★★★★

\$886.50

[Add to cart](#)

[Quick View](#)



Short, 100%  
Biodegradable  
Pack of 1000

\$96.00

[Add to cart](#)




[Quick View](#)

Product Layouts can be improved,  
by highlighting more useful  
information, that triggers  
customers to make the purchase.



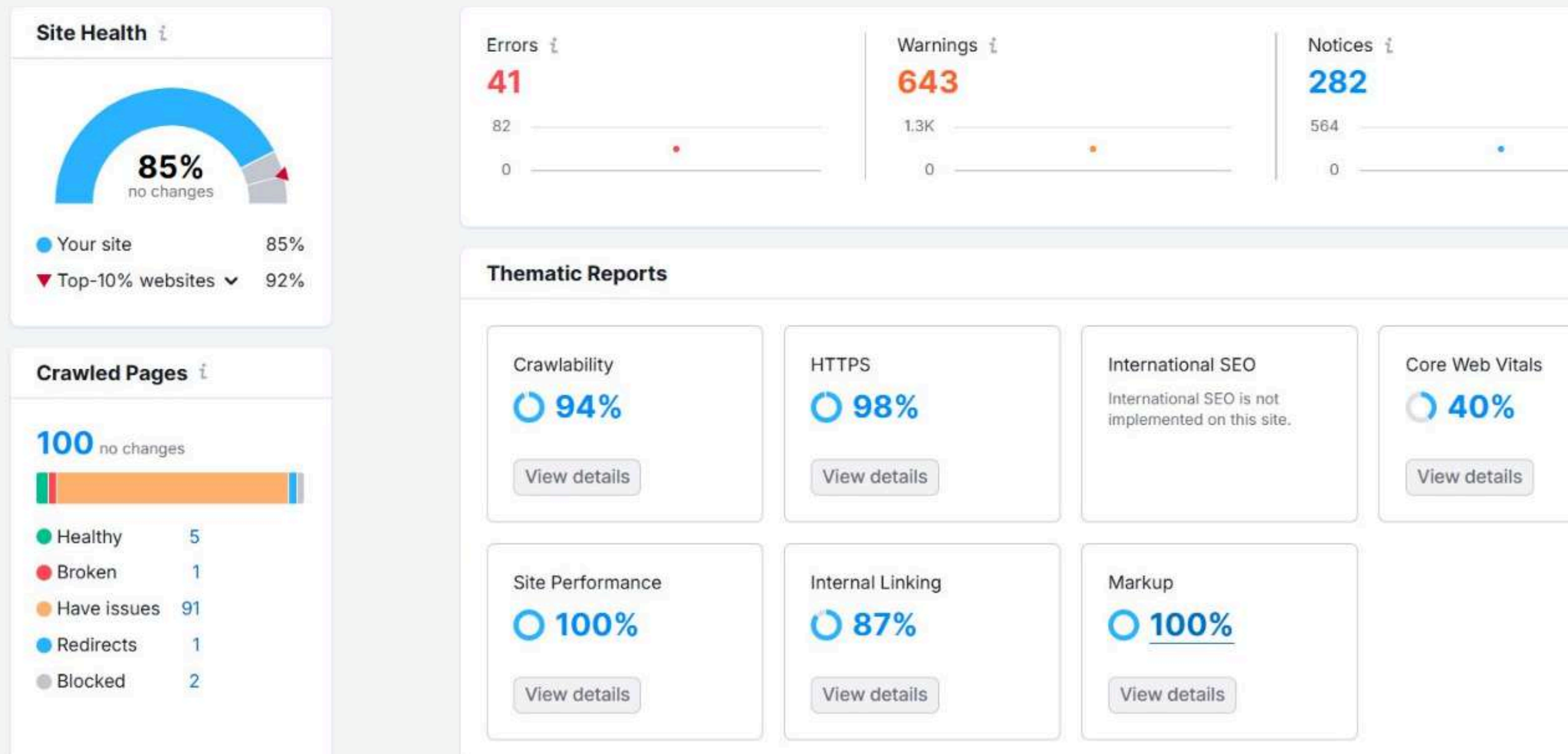
# Key Website Optimisations

These optimizations focus on reducing friction, increasing trust, and improving search visibility — all without a complete rebuild.

 Fix Area	 Optimization	 Why It Matters
Navigation	Add sticky header with simplified menu and visible CTAs	Makes it easier to navigate, improves mobile UX, supports conversion
Product Page Layout	Redesign with pricing, short descriptions, trust badges, FAQs	Supports faster decision-making, answers objections, improves SEO
Hero Image & CTA	Replace generic image with real-world install	Builds immediate trust and communicates key benefits clearly
Contact Page Trust Updates	Add map embed, contact form, trust badges	Increases legitimacy, makes it easy for buyers to reach out, helps local SEO
Filters & Tagging	Add filters by use-case, eco-certification, size, popularity	Improves product discoverability and supports long-tail SEO
Content Blocks with Keywords	Add copy blocks with phrases like “OH&S compliant umbrella machine”	Improves organic rankings and captures high-intent buyers

# SEO

While the overall SEO score of website is good, there are still some areas of improvement

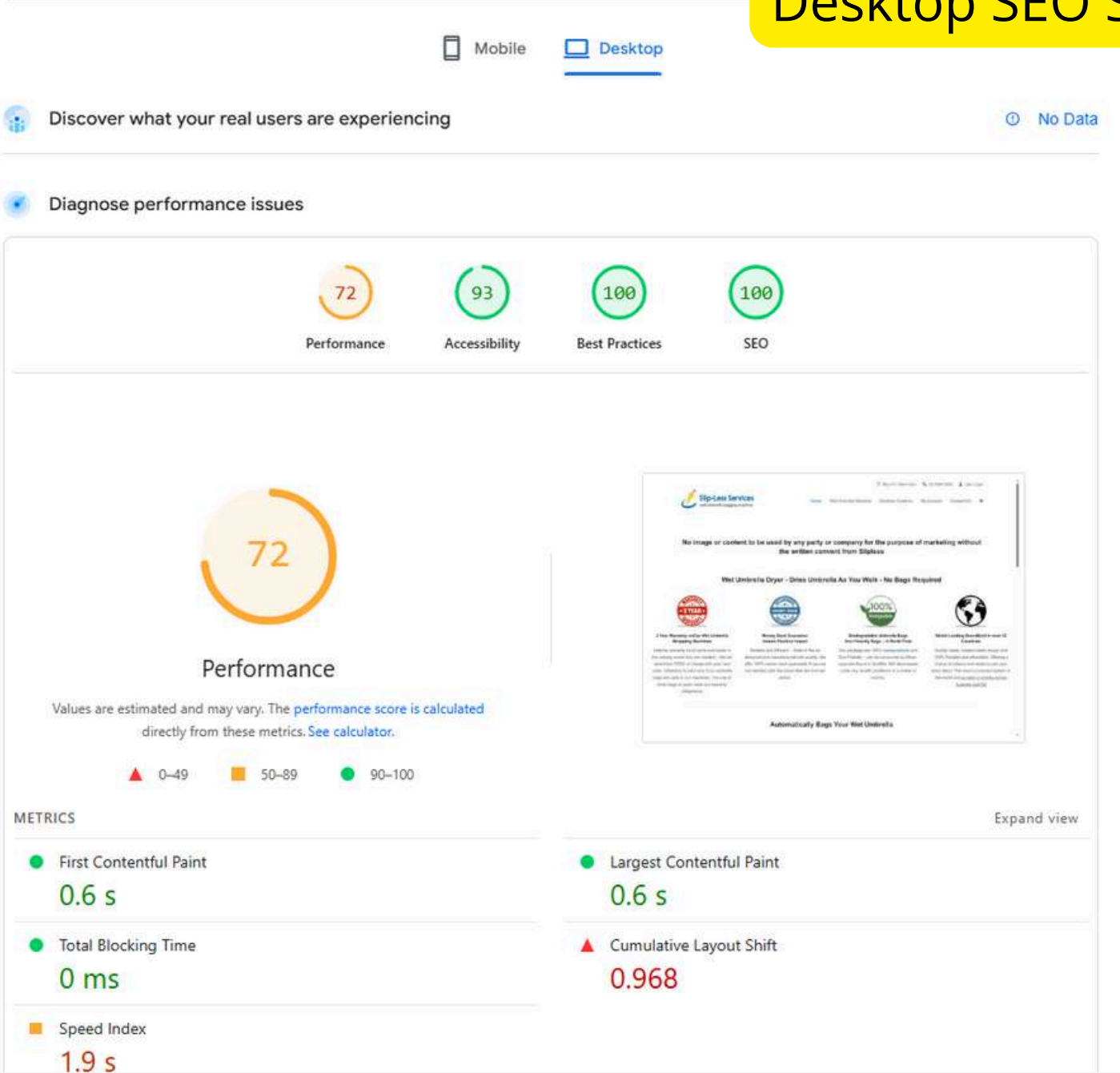




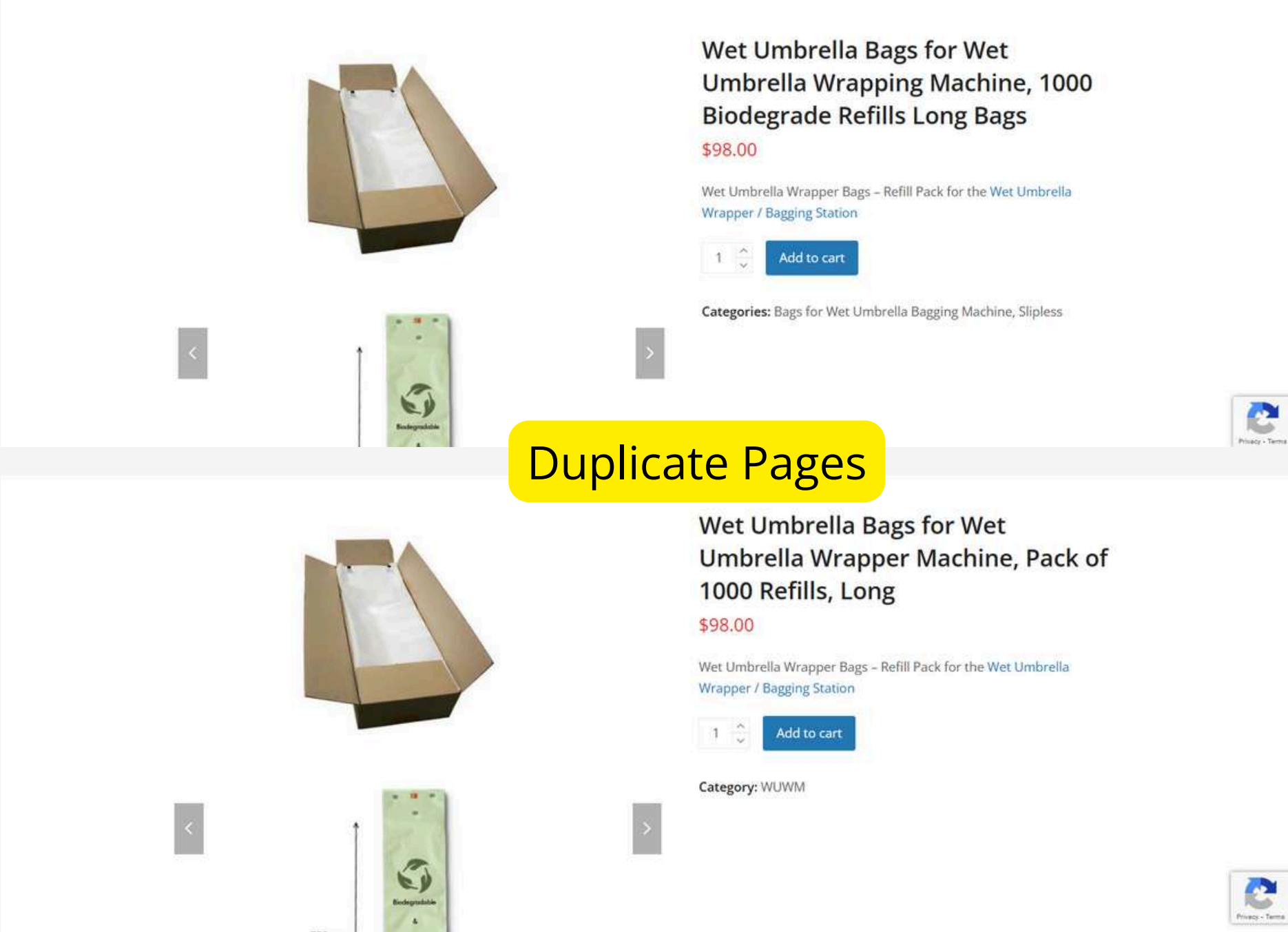


# SEO

## Desktop SEO Score



## Duplicate Pages



# SEO Analysis

Issue	Recommended Fix
Duplicate Meta Descriptions	Rewrite with keywords + benefits (e.g. “OH&S Compliant Entry System”)
Thin Product Content	Add 300–500 words: specs, FAQs, reviews, trust proof
Duplicate Title Tags	Use canonical tags + differentiate by size, use case, variant
Image Optimization	Convert to WebP, preload hero/banner assets
Layout Shift (CLS)	Reserve space for lazy assets, avoid jumping UI elements

## Keyword Targets (High Intent – AU Volume):

wet umbrella stand commercial – 150

umbrella bagging machine – 90

entryway slip prevention – 80

anti-slip aged care – 60

OH&S entrance safety – 70

## 📍 Next Step:

Optimize product pages for long-tail search traffic and build supporting content around industry-specific search terms.

# UX + SEO Synergy

Great design alone won't drive traffic. And great SEO alone won't convert it.  
Every visit should be easy to find and easy to act on. Real growth happens where SEO traffic meets seamless UX.

⚙️ SEO Factor	🎯 UX Dependency	📈 Why It Matters
Bounce Rate	Clear CTAs, intuitive layout	High bounce = low relevance in Google's eyes
Dwell Time	Scannable content, useful video, smooth navigation	More time = more value = better rankings
Mobile-First Indexing	Responsive design, thumb-friendly menus	Google ranks mobile UX first — poor layout hurts visibility
Page Speed	Optimized images, clean code	Fast pages rank higher and reduce abandonment
Structured Data (Schema)	Clear product info, FAQs, reviews, pricing	Rich results in Google → higher CTR & credibility

# SEO – Content Strategy

## Industry-Specific Landing Pages

Tailored pages for:  
Aged Care Facilities  
Schools & Universities  
Shopping Centres  
Corporate Offices  
Hospitality & Hotels

### Why it works:

Matches buyer language, improves SEO relevance, supports personalized outreach.

## Blog Topics

“What is an umbrella bagging machine & who needs one?”

“OH&S compliance: Wet floor risks and how to prevent them”

“Eco-friendly facility upgrades in 2025: Quick wins”

“Case study: How a hotel reduced slip incidents by 90%”

“Top 5 products to improve school entryway safety”

### Why it works:

Captures top/mid funnel traffic, builds brand authority, supports internal linking.

## PDF Downloads + Internal Linking Strategy

Safety ROI Guide  
Buyer’s Checklist: Wet Area Compliance  
Installation FAQ Sheet  
OH&S Certification Summary

### Why it works:

Collects emails, nurtures leads, improves time-on-site with internal link flow



# Social Campaign Ideas

## Footprint Campaign

**Concept:** Visual comparison of wet floors vs. dry floors with Slipless installed.

**Execution:** Split-image or reel format showing before/after entryways.

**Goal:** Highlight effectiveness and drive shares among facility managers.

## Invisible Hero Series

**Concept:** Spotlight on unsung safety innovations (like Slipless) that prevent harm silently.

**Execution:** Mini interviews or reels from OH&S officers, janitorial staff, and school heads.

**Goal:** Build emotional connection and industry respect.

## Rain Alerts

**Concept:** Geo-targeted content or stories posted during local rain forecasts.

**Execution:** "Rain today in Sydney? Protect your floors with Slipless."

**Goal:** Drive contextual relevance and tap into urgency.



# Storyboard

## Idea Summary:

A powerful short film that shows great safety is invisible — until it isn't.

## Story Flow (60s Film):

Calm daily scenes: nurse, schoolchild, hotel guest, businessperson — all safe.

One scene repeats — but without protection. Someone slips. Silence.

Message appears:

“Great safety isn't noticed. That's the point.”

Slipless — The Invisible Hero Behind Safer Entrances.

## Tagline:

“Great safety isn't noticed. That's the point.”

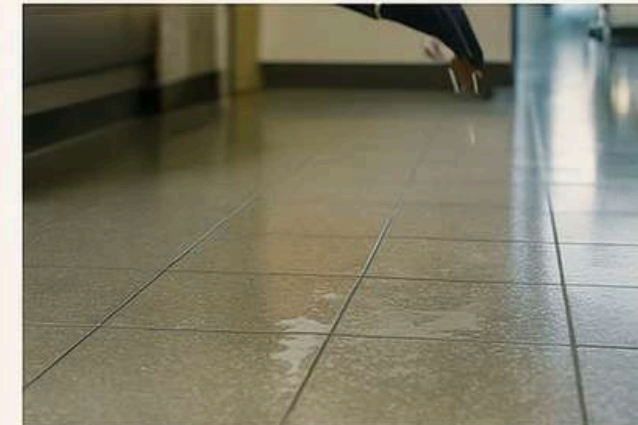
## The Invisible Hero



A nurse wheels a patient



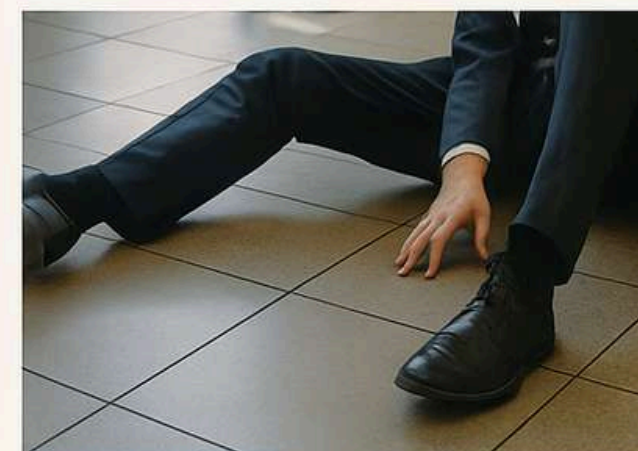
A child walks down a school hallway



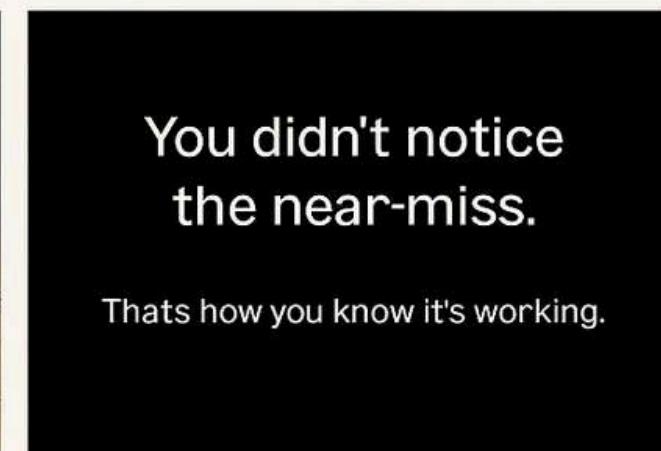
A businessman enters a lobby



A hotel guest checks in



A wet floor. A man slips.





# Sample Posts



Rain on the forecast?



Yours just activates Slipless.

- ✓ Dry floors
- ✓ No bags scattered

- ✓ Guests feel safe

## "Rainy Day, No Delay"

### Caption:

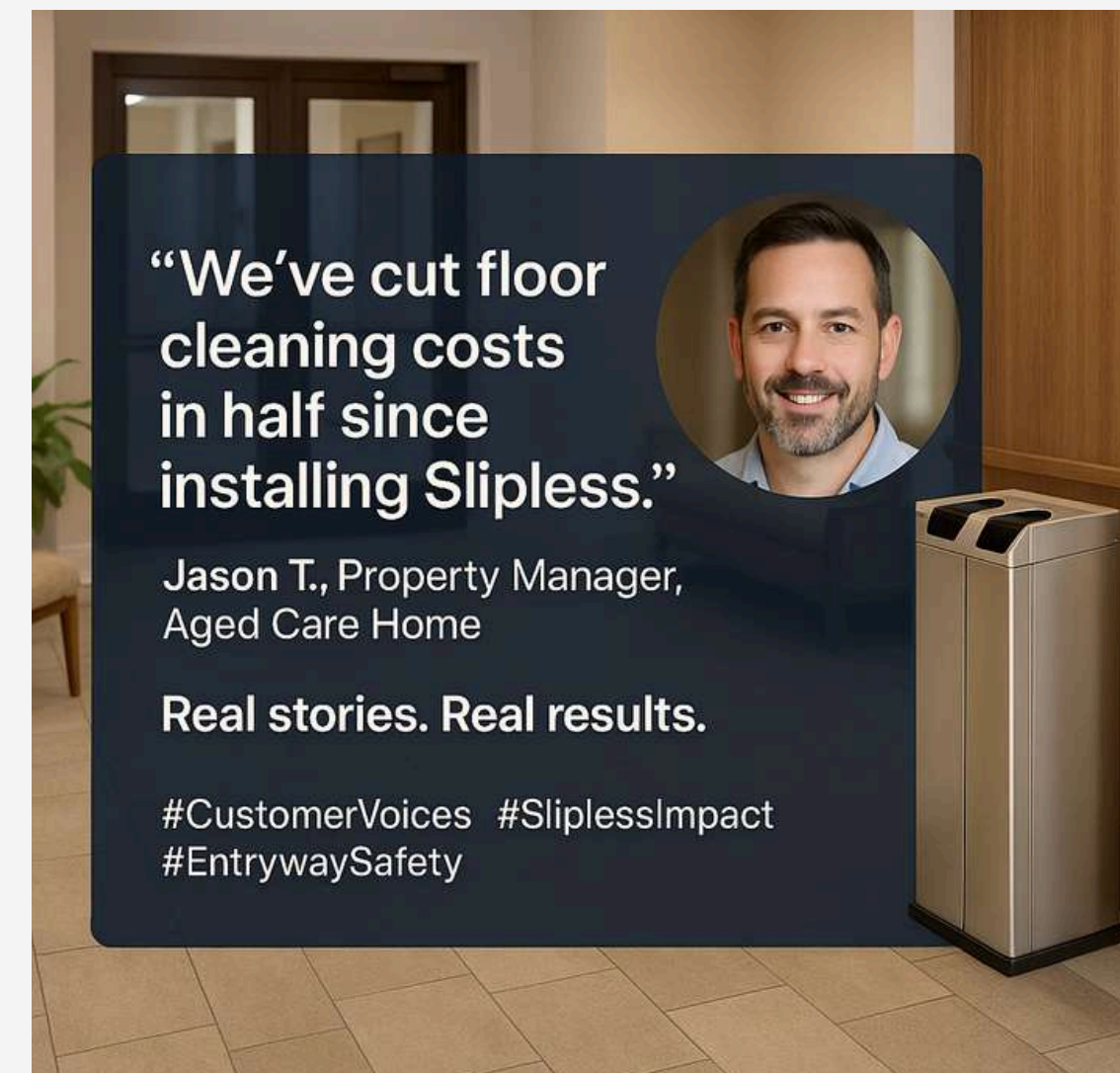
Rain on the forecast?  
Most buildings panic.  
Yours just activates Slipless.

- ✓ Dry floors
- ✓ No bags scattered
- ✓ Guests feel safe

Built for buildings that don't take chances.  
#FacilityManagement #RainReady  
#SliplessAU

### Visual Idea:

Side-by-side image: wet floor chaos vs. clean entry with Slipless. Add rainfall animation overlay.



"We've cut floor cleaning costs in half since installing Slipless."

Jason T., Property Manager,  
Aged Care Home

Real stories. Real results.

#CustomerVoices #SliplessImpact  
#EntrywaySafety

## "Testimonial Spotlight"

### Caption:

"We've cut floor cleaning costs in half since installing Slipless."  
— Jason T., Property Manager, Aged Care Home

Real stories. Real results.  
#CustomerVoices #SliplessImpact  
#EntrywaySafety

### Visual Idea:

Pull-quote style image with Jason's headshot, Slipless install photo in the background.

# Sample Posts



"What If We Told You..."

**Caption:**

What if we told you...

You can stop 90% of wet floor slips with a machine that uses zero power?

Meet Slipless: Australia's silent OH&S superhero.

#SlipPrevention #OHSAware #EcoSafety

**Visual Idea:**

Bold, text-on-image post with large "What if we told you..." as hook. Clean product shot below.



# Facebook Ad Concept

## **Target Audience:**

Facility decision-makers, property managers, OH&S officers, school and aged care administrators, procurement leads.

## **Campaign Angle:**

"Proactive Safety = Peace of Mind"

Position Slipless as the quiet hero that prevents problems before they happen.

## **Ad Copy (Primary Text):**

"Slip accidents don't warn you — they just happen.

Protect your staff, guests, and floors with Slipless Wet Umbrella Machines.

✓ 3-Year Warranty

✓ No Power Needed

✓ OH&S Certified

Used by 1,000+ facilities across Australia."

## **Visual Direction:**

Background: Real-life photo of a Slipless unit in action (hotel lobby, aged care center, or school)

## **CTA Variants (For A/B Testing):**

Shop Now - A

Protect My Facility - B

Get a Safety Quote - C

## Protect Your Entrances.

Slip accidents don't warn you — they just happen. Prevent the next one with Slipless Wet Umbrella Machines.

✓ 3-Year Warranty

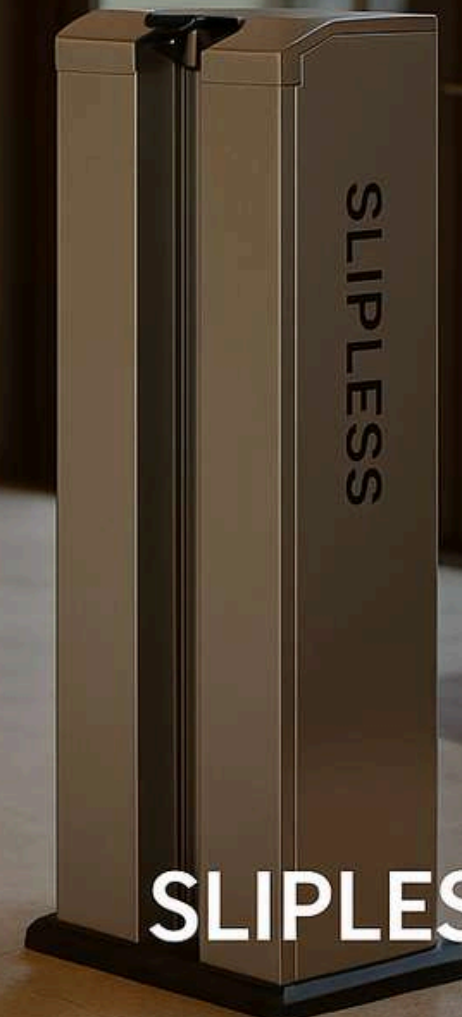
✓ No Power Needed

✓ OH&S Certified

Used by 1,000+ facilities across Australia

[Shop Now](#)

**SLIPLESS**

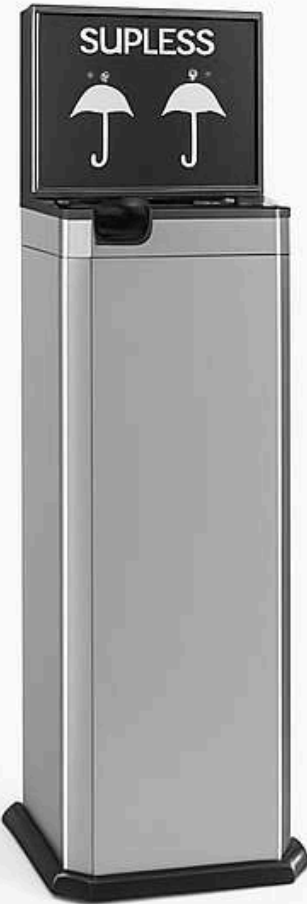


# Conversion Rate Optimizations

Slipless product pages currently hide urgency, trust, and ease-of-purchase. These CRO-focused fixes bring clarity, persuasion, and buying confidence to the forefront.

Element	Fix
Title Section	Add short benefit subtitle: <i>“Bag umbrellas. Prevent slips.”</i>
Gallery	Add zoom, real-world installs, and hover thumbnails
Bullet Features	“No Installation”, “Eco-Friendly”, “3-Year Warranty”
Pricing Visibility	Display bundle savings & per-unit breakdown
CTA	A/B test: “Add to Cart” vs “Protect My Facility”
Tabbed Info	Specs · Reviews · FAQs · How It Works
Trust Block	“Free Delivery in 3–5 Days” · “100% Refund” ·
Quote Request CTA	“Bulk Order? Request a Quote” button beside cart
Datasheet Download	Safety specs PDF under every product
Chat Support	“Talk to a Safety Advisor” embedded chat bubble
Value Reinforcement	“Includes 1,000 biodegradable bags” · “ready to use”
Scarcity Trigger	“Only 3 left – Order by 3pm for same-day shipping”
Payment Options	“Pay in 4 interest-free installments” with Klarna/Afterpay
Bonus Offer Section	“Bundle with refill packs and save 15%”





## Wet Umbrella Bagging Machine, Dual Chute – Stainless Steel

Bag umbrellas. Prevent slips.  
No power needed.

\$850.00

Only 2 left in stock. Order by 3pm,  
same day shipping.

Add to Cart

Request a Quote

- ✓ Free Delivery in 3–5 Days
- ✓ 100% Refund Guarantee
- ✓ OH&S Compliant

### Specs   Testimonials   FAQs

Material	Polished Stainless Steel	Height	90 cm
		Dual Chute	Compact & large umbrellas
		Bag Capacity	Up to 1,000 bags

No Power Needed

Complies with OH&S

Sustainable

## Starter Bundle: Umbrella Bag Machine

Biodegradable bags + mechanical system for high-traffic entries

★★★★☆ See 64 reviews

\$825

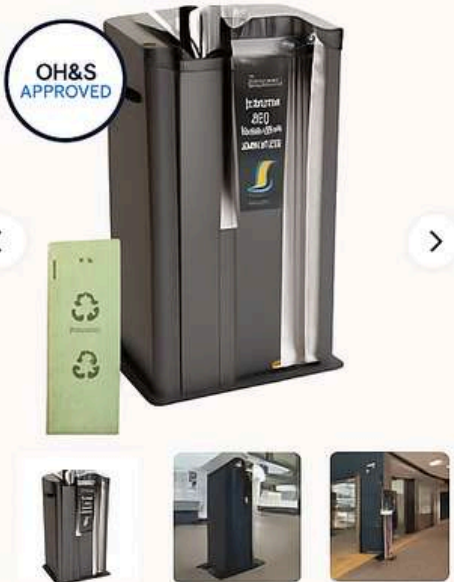
Save 15%

- ✓ No installation
- ✓ Free lifetime support
- ✓ Reduces falls by 90%

Quantity 1

ADD TO CART

- 🚚 Free delivery in 3–5 days
- 🛡️ 30-day refund, support available



- ✓ Duinstall-tlation
- ✓ Free lifetime support
- ✓ Reduces falls by 90%

### What's included?

- ✓ Dual chute bag machine
- ✓ Pack of 1000 bags



Dual chute bag machine



Pack of 1000 bags

How does it work?



# Final Thoughts

Slipless has already done the hardest part — pioneering a category. Now is the time to claim market leadership before others catch up.

## Key Points

### ✓ First-Mover Advantage Needs Activation

Slipless introduced the product to Australia. The next step is to own the category in minds and search results — before someone else does.

### ✓ The Product Is Ready — The Marketing Isn't (Yet)

The solution is proven. But visibility, storytelling, and lead generation haven't caught up. Modern marketing can unlock massive scale.

### ✓ Slipless Can Be Synonymous with Safety

With the right UX, SEO, social, and PR strategy, Slipless doesn't just compete. It leads the industry again.

This isn't just about website upgrades or content — it's about telling the story of a brand that made Australian entryways safer.

Now let's make sure everyone knows it.