



**YORKSHIRE
BUILDING
SOCIETY**

**Agency Proprietor
Feedback**

**Monthly Digest and
Growth Series**

July 2020

Here's what proprietors said

- **71%** response rate for feedback forms (10 out of 14 emailed)

- Easy to follow/no jargon
- Love the categories/signposting
- Great access to blogs

- More insight from people within the sector
- Less reflective – more focus on future
- Examples of agency case studies/best practice
- More autonomy for local marketing

What have we found?

- **60%** open in a pane view
- **100%** find navigation easy
- **89%** felt the length was right
- **78%** access the blog from the digest
- **33%** said no improvements could be made
- suggestions included more agency case studies, agency related topics, continue with articles on growing business, recruitment and marketing.
- **88%** said they gained value from the Digest
- **60%** scored the value of the GS content 8+

Future Content Suggestions

- Mortgages and how YBS are changing
- What good looks like/case studies
- Making T&C more inspirational
- League tables/performance data
- CV19 recovery
- How to grow YBS Business
- YBS Digital and Agencies in harmony – benefits for both
- Bigger YBS picture (strategic and operational)
- Support with mortgage referrals

Suggestion for future marketing

- More advert sizes

We'll always try to accommodate bespoke requests. The A5 current adverts are the most commonly requested format and can be found on the agency hub, tailored to your agency.

- Radio adverts

There won't be any local radio advertising this year. The acquisition team will consider the best opportunities with the budget available for 2021.

- Branch screens/events/displays

- Social Media – local control

We appreciate this is difficult for agencies without a non YBS business at the present time.

- Local community influencing – check out the Growth Series library there are some great articles on what you can do in your local community. Type 'community' in the search bar.

- Help to push membership and mutual benefits

- YBS complimenting a local business offering F2F in the community, unlike big players

- Business retention in a low interest world