



YOUR AI PROFIT REVOLUTION

WITH
Chris Cardell

The Deadly Danger of a Referrals Based Business



Joy To Pain – The Three Stages of a Referrals Driven Business



- **STAGE ONE:** Pure Joy – Endless Customers and big Profits
- **STAGE TWO:** Mild Concern – Why isn't the business growing as fast as it should
- **STAGE THREE:** Total Panic – Customer flow stops and the business owner decides, too late, to sort out their Online Marketing

THE ONLY SOLUTION:

**You MUST run your Business as if it
had no Referrals. You must have a
complete Digital Marketing system
in place.**

THE LINKEDIN REVOLUTION





ONE BILLION USERS

1

Reach



1 REACH



- 1 Billion Users
- The longest established Social Media Platform – 20 Years
- Growing
- 67 Million Companies

2

Targeting



2 TARGETING



- Job Positions
- Job Titles
- Business Owners
- Company Types
- Turnover
- Location
- Age
- Gender
- Skills

HR managers in all businesses across the UK

←

Free Book 2023 Audiences

Draft

Actions

Step 1
Select Campaign Group

Step 2
Set up Campaign

- Campaign details
- Audience**
- Ad format
- URL Parameters
- Placement
- Budget & schedule
- Conversion tracking

Step 3
Set up Ads

- Message Ad

Step 4
Review & Launch

Back to account

Where is your target audience?

Locations (Permanent)

United Kingdom

Exclude people in other locations

Your audience has their Profile Language set to

English

Your audience size will vary depending on the language selected here. English may be selected to reach all users in the region.

Who is your target audience?

Recommendation applied; be sure to save your campaign.

Include people who have **ANY** of the following attributes:

Job Titles (Current)

Human Resources Manager

Narrow audience further

Exclude people by audience attributes and Matched Audiences

LinkedIn tools may not be used to discriminate based on personal characteristics like gender

Enable Audience Expansion

Target audience size

94,000+

Locations (Permanent)

United Kingdom

Include people who have **ANY** of the following attributes:

Job Titles (Current)

Human Resources Manager

Forecasted results

Target audience size

94,000+

Segment breakdown

Function

Human Resources 95%

Community and Social Services 6%

Operations 4%

Finance 4%

Business Development 4%

Hide segments

CEOs and MDs of all businesses in Manchester

←

Free Book 2023 Audiences

Draft

Actions

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Step 3
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Review & Launch

Back to account

Audience

Saved Audiences

Audiences

Create a new audience

Where is your target audience?

Locations (Permanent)

Manchester, England, United Kingdom

Exclude

 people in other locations

Your audience has their Profile Language set to

English

Your audience size will vary depending on the language selected here. English may be selected as the default language, even in areas where a local language is available, to reach all users in the region.

Who is your target audience?

Recommendation applied; be sure to save your campaign.

Include people who have **ANY** of the following attributes:

Job Titles (Current)

Chief Executive Officer, Managing Director

Narrow

 audience further

Exclude

 people by audience attributes and Matched Audiences

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)

☐ Enable Audience Expansion

Target audience size
17,000+

Locations (Permanent)
Manchester, England, United Kingdom

Include people who have **ANY** of the following attributes:

Job Titles (Current)
Chief Executive Officer, Managing Director

Forecasted results

Target audience size
17,000+

Segment breakdown

Function

Business Development	100%
Operations	4%
Arts and Design	2%
Media and Communication	2%
Sales	2%

[Hide segments](#)

To view forecasted results, fix the error in the Budget & Schedule section.

Finance Directors of all manufacturing businesses in UK

←

Free Book 2023 Audiences

Draft

Actions ▾

Step 1
Select Campaign Group

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Step 3
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Step 4
Review & Launch

Where is your target audience?

Locations (Permanent)

United Kingdom

Target audience size

9,800+

Locations (Permanent)

United Kingdom

W

Recommendation applied; be sure to save your campaign.

Include people who have ANY of the following attributes:

Job Titles (Current)

Financial Director

AND also have ANY of the following attributes:

Company Industries

Manufacturing

Narrow

audience further

Exclude

people by audience attributes and Matched Audiences

Forecasted results ?

Target audience size

9,800+

Segment breakdown ?

Function ▾

99%

10%

5%

5%

2%

ed results, fix the

et & Schedule

Back to account

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)

Owners of all businesses in the UK

←

Free Book 2023 Audiences

Step 1
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Step 3
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- Message Ad

Step 4
Review & Launch

Back to account

Where is your target audience?

Locations (Permanent)

United Kingdom

Exclude people in other locations

Your audience has their Profile Language set to

English

 ?
Your audience size will vary depending on the language selected here. English may be selected to reach all users in the region.

Who is your target audience?

Recommendation applied; be sure to save your campaign.

Include people who have **ANY** of the following attributes:

Job Seniorities

Owner

Narrow audience further

Exclude people by audience attributes and Matched Audiences

LinkedIn tools may not be used to discriminate based on personal characteristics

☐ Enable Audience Expansion ?

Reset audience

View audience summary

Save audience

Draft

Actions

Forecasted results ?

Target audience size
1,200,000+

Segment breakdown ?

Function

Business Development100%

Operations7%

Arts and Design6%

Media and Communication4%

Education3%

Hide segments

1-day7-day30-day

30-day spend
\$12,000.00 - \$21,000.00

30-day message sends
170,000 - 470,000

Key Result

30-day cost per message send
\$0.06 - \$0.09

Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)

Is this helpful? Yes No

2 TARGETING

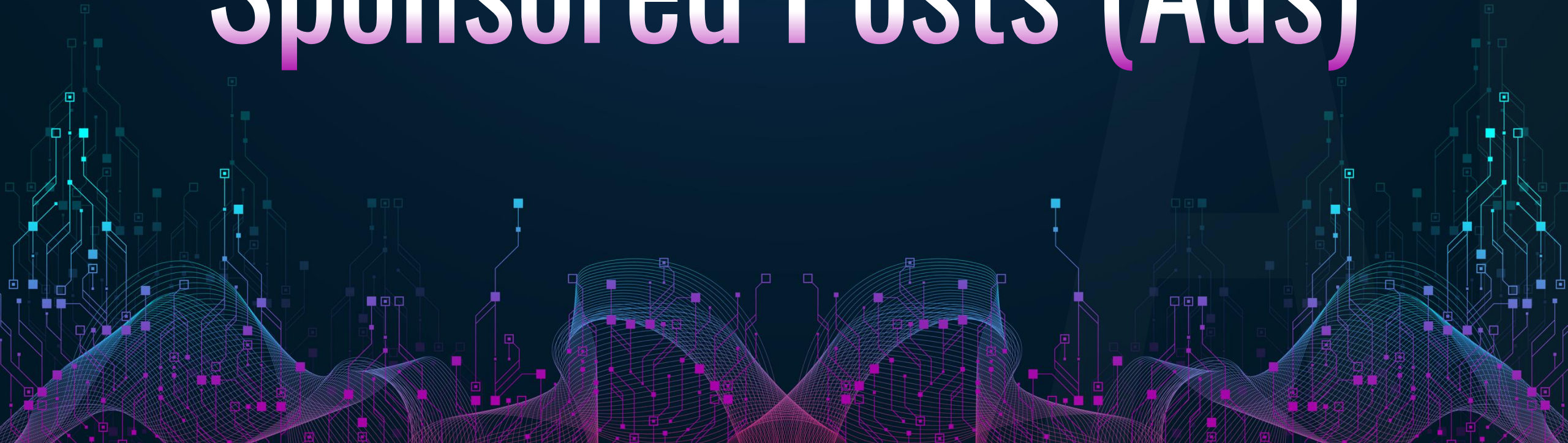


You can also upload your Customer and Leads lists into LinkedIn and target them directly.

3

Marketing Options

Sponsored Posts (Ads)



Why Cyber Threats Can't Be Ignored.

As I am sure you're aware, businesses of all sizes in the UK are under a never-ending series of attacks by cyber criminals.

If you implement these nine recommendations, you will:

- Significantly reduce the number of times your business is disrupted.
- Recover from breaches much faster and more easily with less cost to your business.
- Improve the productivity of your company because these recommendations will also make your technology easier to use and easier to update.

Read the full guide now.

9 Cyber Security Strategies Guide • Preview 3 of 8 pages



9 Essential Strategies to Protect Your Business from Cyber Attacks



Mercury Homesearch

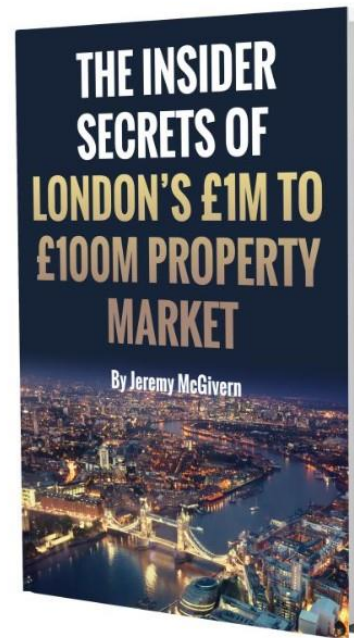
22 followers

Promoted



If you are looking to acquire property in London in the £1 Million to £100 Million range, a significant proportion of those properties are kept hidden from the public and only made available to a select few wealthy individuals.

Your Free Guide 'The Insider Secrets of London's £1m to £100m Property Market' gives you everything you need to know to access the world of London's finest off market properties



Exclusive Access to London's Secret Property Market

Download

jmelite10.com

MERCURY



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Repost

Comment as Mercury Homesearch...



Evie Risebro



Westbrook International Ltd

1,499 followers

Promoted

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world-leading **Salesforce Cloud** platform.



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Get In Touch Today

lp.westbrook.co.uk

[Learn more](#)



Lil Packaging

2,933 followers

Promoted



Want to reduce your fulfilment time by 25%? Interested in cutting packaging costs by 30%? Need to remove plastic to meet your sustainability goals?

You've stumbled upon us at the right time.

At Lil Packaging, we push the boundaries of ecommerce packaging manufacture. Our products have replaced over 450 million plastic bags destined for landfill, incineration, or the oceans.

Contact us today to save time, money, and the planet.



A Lil' Goes a Long Way in Packaging

[Learn more](#)



Like



Comment



Repost



Send

Can't wait!

Fantastic idea

Exciting!

Excellent work

Looks gr >

Add a comment...





Cardell Media

1,261 followers
Promoted



If you run your own business, we want to support you during these challenging times. So we are giving away Free copies of our book '77 Ways To Get More Customers.' Acquiring Customers is the foundation of your business. This book will help you.

Get your FREE copy here: https://lnkd.in/e8_mnbWz



FREE Book: 77 Ways To Get More Customers

[Learn more](#)

cardellmedia.com

377

23 comments · 12 reposts

Reactions



Like

Comment

Repost



Comment as Cardell Media...



Most relevant ▾



Richard Ireland · 2nd
Digital Marketing, CMO, co-founder

23h ...

Thought Leader Ads





Thought Leader Ads

Build brand equity by sponsoring your thought leaders' posts.

Create Thought Leader Ads

What you can do with Thought Leader Ads



Build credibility by communicating through a trusted voice



Distinguish your brand as an industry authority



Grow community around your thought leaders



Chris Cardell · 1st

Chris Cardell

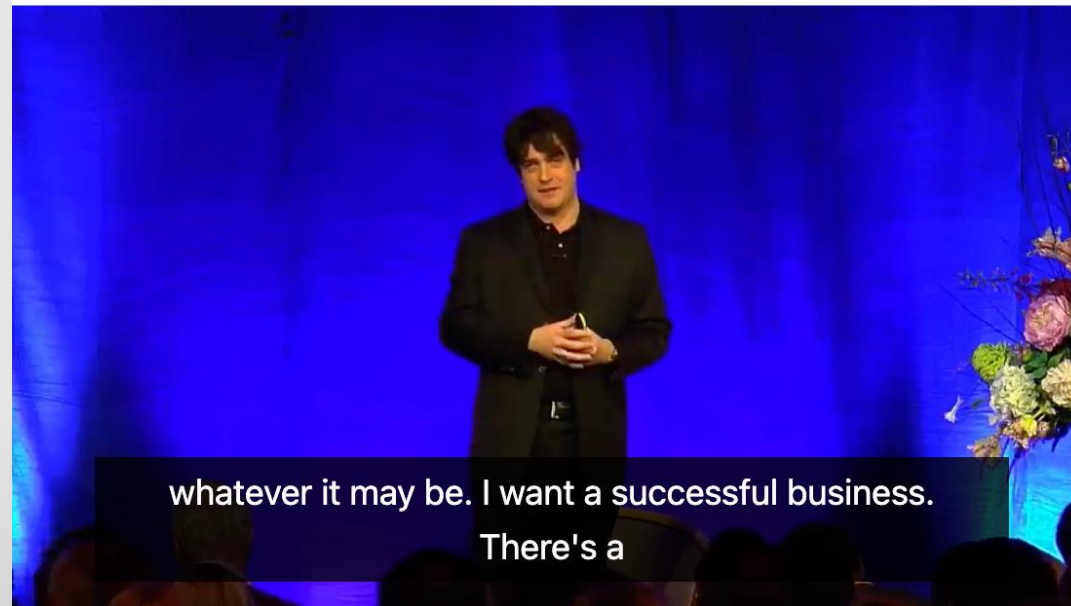
Promoted by Cardell Media



Discover the key to business success with our 3-minute video. It's the game-changer for your business success. Watch now!

 <https://lnkd.in/e6XmpGeH>

[#Entrepreneurship](#) [#SuccessSecrets](#) [#FreeResource](#)

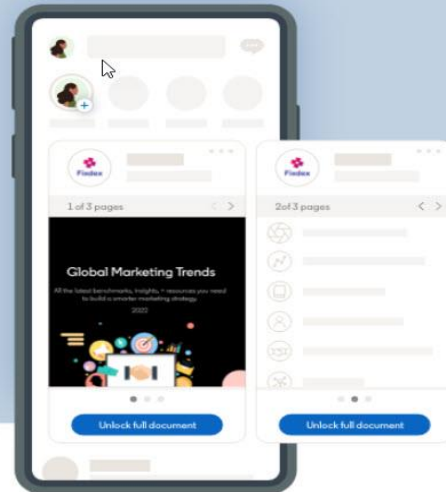


   70

8 comments · 3 reposts

Nurturing 'Document Ad' Campaigns





Document Ads

Inspire audiences with thought leadership or collect leads at scale with your documents.

Create Document Ads

What you can do with Document Ads



Collect quality leads

Capture interested audiences by gating your content with a LinkedIn Lead Gen Form.



Measure audience interest in your content

Learn how much of your document is read and downloaded to inform your strategy across all phases of the marketing funnel.



Build awareness and nurture key audiences

Build trust and warm key audiences through educational content and inspire them with your thought leadership.

InMail Messages





Jim Simpson



Sponsored

Feb 26

Cyber Attack Update

Download



Jim Simpson

Dear Peter,

This is Jim Simpson, author of the forthcoming book 'The Cyber Secure CEO.'

Given the dramatic rise in Cyber Attacks in the UK – and the number of CEOs and senior managers whose positions have been made vulnerable by such attacks, I have produced a special guide on the vital and urgent steps you need to take to protect your business.

It's called "9 Essential Strategies to Protect Your Business from Cyber Attacks" and shows you why the protection put in place by many companies is proving no match for the committed cyber attacker.

It also shows you the simple but highly effective steps you can take to protect your business – and your reputation.

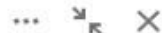
You can download your free guide here:

<https://freebook.ziptechservices.co.uk>

Time is not on our side as the people behind these attacks are



Chris Cardell



Sponsored

Jan 24

Your Book

[Send Me My Free Book](#)



Chris Cardell

Hi

Chris Cardell here. I'm the author of the book '77 Ways To Get More Customers.' You may have seen me on BBC, ITV and Sky News. I was wondering if I could send you a Free copy of the book (you can also buy it for £20 on Amazon) so that I can introduce you to my work. The book shows you the 77 best ways to get customers into your business, including the latest on LinkedIn marketing, Social Media, Instagram and Google. Also, how to increase the conversions on your website and the five best ways to increase your prices without losing customers, plus dozens of extra ways to get more customers.

'If you would like a Free copy of '77 Ways To Get More Customers' you can get it here:

<https://www.cardellmedia.com/gl/li-free-book/>

All the best,

Chris Cardell

[Send Me My Free Book →](#)



Neil Williams



Sponsored

Jan 19

Get Ready For Your Next Golf Event

[To The Website!](#)



Neil Williams

Hi Hollie,

I just wanted to reach out to you.

If you have a **golf event** coming up, you should check our latest offers and pricing.

You can even place your order now, ready in plenty of time for your event.

Or call us to discuss your options in detail, we would love to hear from you.

Use the code LINK5 if you would like 5% off.

Best wishes,

Neil

[To The Website! →](#)



Edward Marquis



Sponsored

Jan 19

Our Amazing St. Barths Offering

[Enquire Now](#)



Edward Marquis 

Hi Hollie,

Expand your offering and encourage your clients to explore St. Barths—it's been a hot spot this year with a surge in bookings!

Make use of our exclusive selection of prestigious European Villas, including some incredible options in St. Barths. Your clients will love the luxury and exclusivity.

We've found that offering additional concierge services free of charge on high-value bookings can really boost your numbers.

Show your worth through these extra services. Booking through us means full concierge support, including private chefs, helicopter and yacht transfers, maid and nanny services, and much more.

Visit our website for more details and feel free to reach out to me directly at edward@sardinianluxury.com.

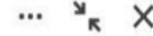
I look forward to helping you discover the epitome of luxury.

Need help? Let's chat!

[Enquire Now →](#)



Marcus Pattison



Sponsored

Sep

Air Quality and Emissions Event - Free Invite

[Register](#)



Marcus Pattison 

Hello Hollie,

I would like to invite you to the AQE Air Quality and Emission Monitoring conference and Exhibition over at the NEC on the 9th & 10th October.

I thought AQE would be of interest and value for you and your colleagues..... **Plus it's Free to attend!**

If you are interested, you can register below.

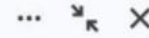
I hope you are able to join us in October.

Marcus

[Register →](#)



Fred Lill



Sponsored

Sep 6

Cutting packaging costs by 30%

[Learn More](#)



Fred Lill

Hi Hollie,

Interested in cutting packaging costs by 30%?

Need to remove plastic to meet your sustainability goals?

Want to reduce your fulfilment time by 25%?

Here at Lil Packaging, we've got you covered.

We push the boundaries of ecommerce packaging manufacture.
Our products have replaced over 450 million plastic bags
destined for landfill, incineration, or the oceans.

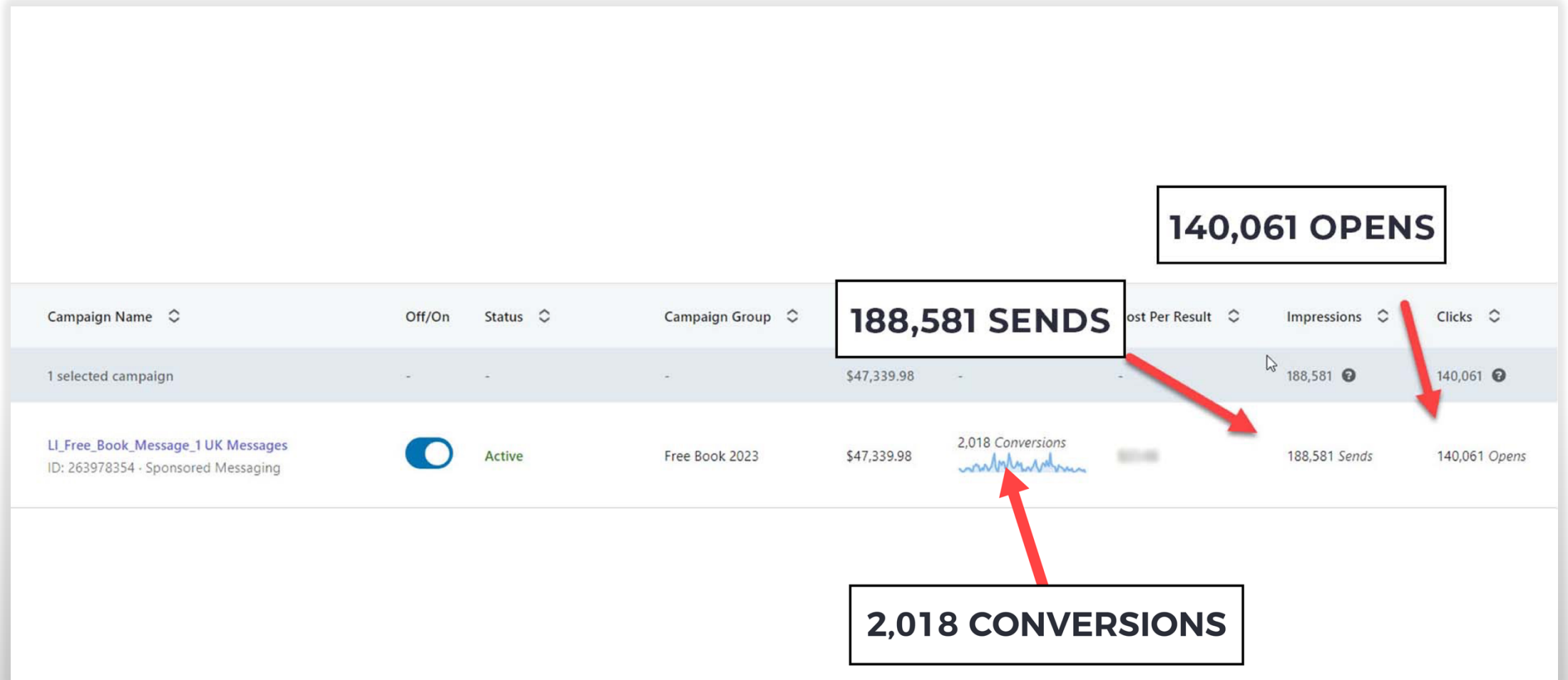
Reach out today to discuss how we can help you save time,
money, and the environment.

Fred

[Learn More →](#)

3 MARKETING OPTIONS

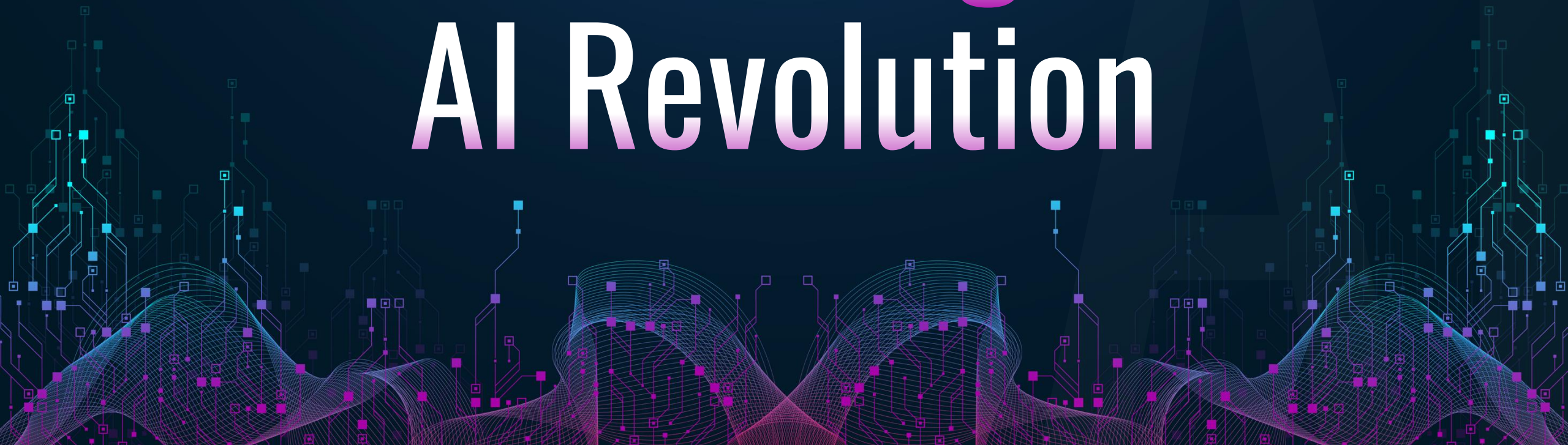
InMail Messages



3 MARKETING OPTIONS



Your Google AI Revolution



The 6 Driving Principles For Google Ads Success in 2026



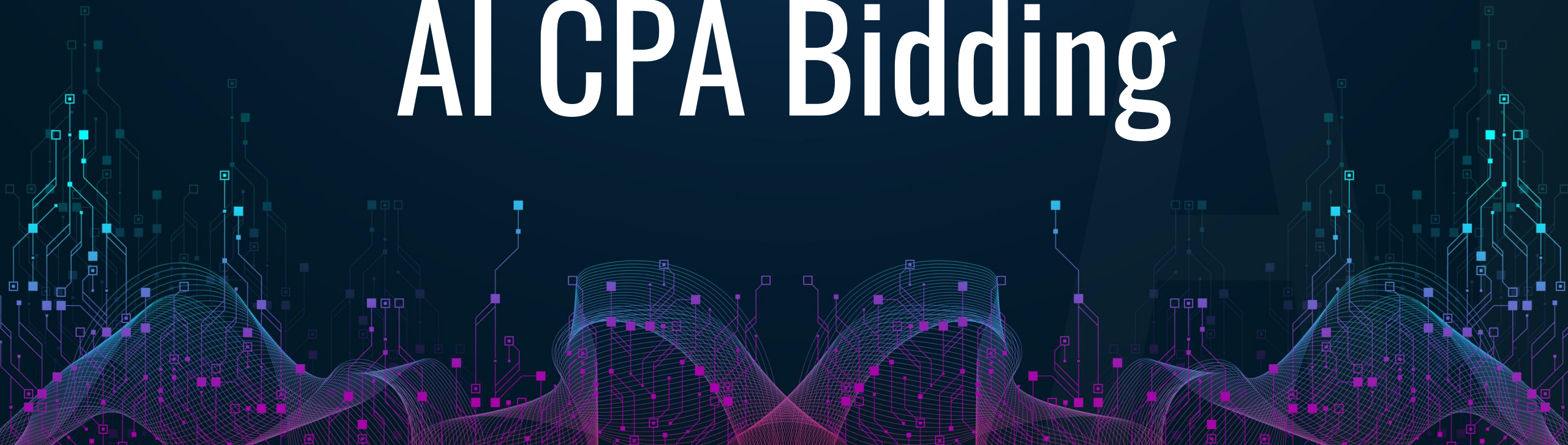
1

The Decision



2

AI CPA Bidding



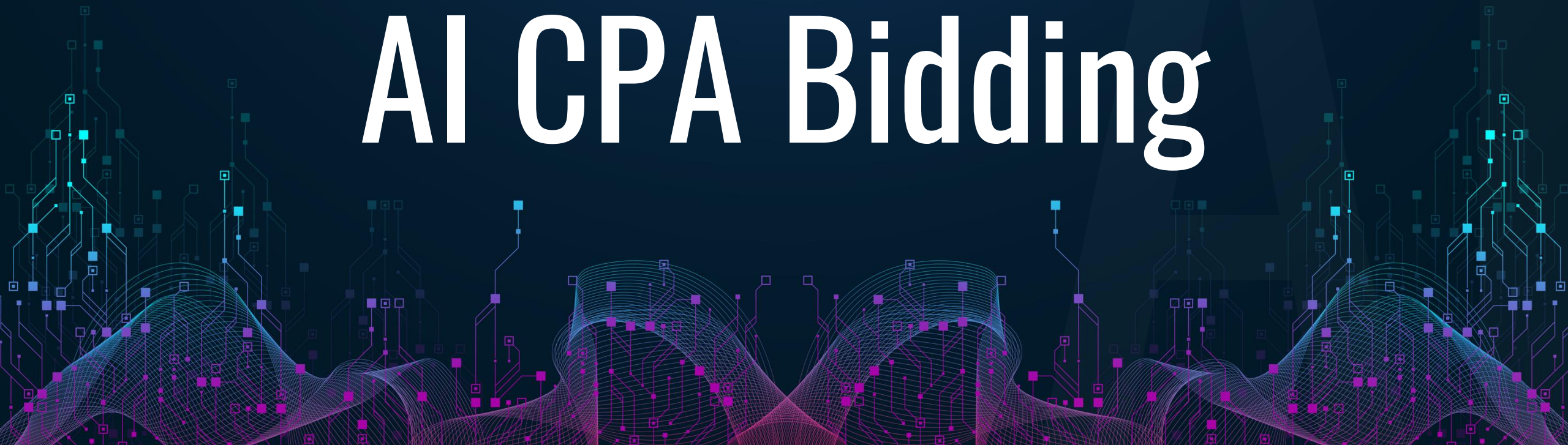


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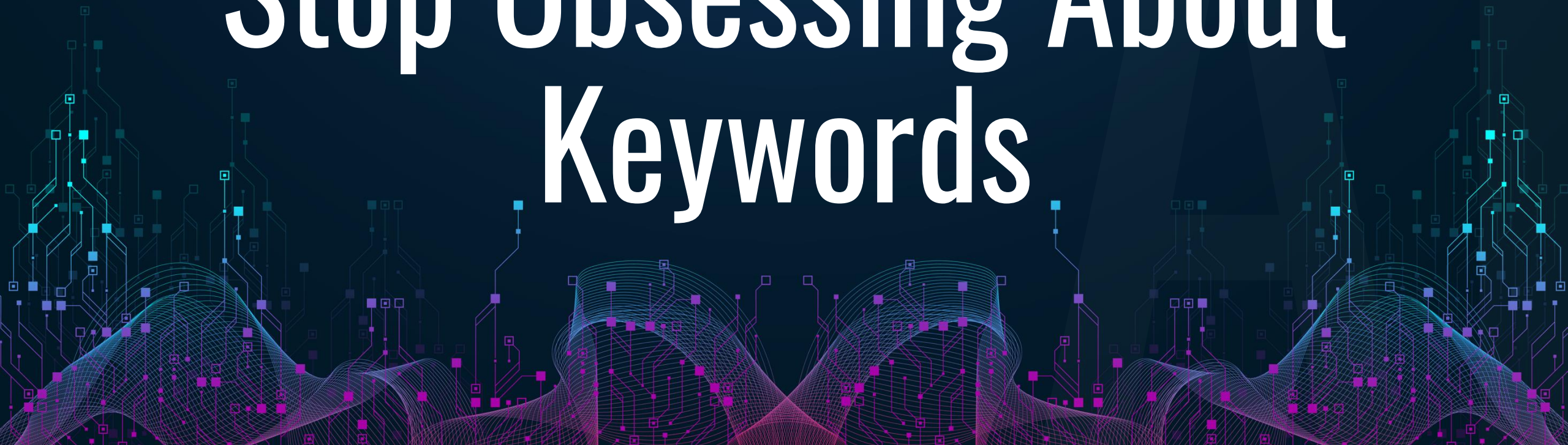
2

AI CPA Bidding



3

Stop Obsessing About Keywords



3 Stop Obsessing About Keywords

**Google now understands
your Customer's INTENT**

4

Do It Now So You're Ready For
Google's Switch To AI Search

✦ AI Overview



Maximize your Rome trip by [booking Colosseum and Vatican tickets weeks in advance](#), [staying in central areas like Navona or Pantheon for walkability](#), and [using the Metro or walking over taxis](#). Carry a refillable water bottle, wear comfortable shoes, and keep valuables secure in crowded spots to avoid pickpockets. [🔗](#)

Top Tips for Visiting Rome

- **Tickets & Sightseeing:** Book Colosseum, Roman Forum, and Vatican Museums tickets months in advance to avoid long lines or sold-out dates. Consider a 72-hour RomaPass for transport and attraction discounts.

[Show more](#) ▾

Reddit · r/TravelHacks

120+ comments · 3 years ago

Tips, suggestions and tricks for visiting Rome, Italy

Avoid street vendors, keep wallet in front pocket. Lower expectations when it comes to pizza, however the lasagna and other pastas are amazing. [Read more](#)

What are some underrated **tips** for **traveling to Rome** ... 138 posts 27 Mar 2025

Rome: Tips and Tricks from a first timer North ... 13 posts 25 Feb 2023

More results from www.reddit.com

People also ask

Tips, suggestions and tricks for visiting Rome, Italy - Reddit

13 Dec 2022 — Wear sunglasses and don't make eye contact with the street vendors. Carry a water bottle, it's safe to refill...

Reddit

[20 travel tips every first-time Rome visitor should follow](#)

18 Jan 2024 — Always be mindful of your bags on public transportation and around key touris...

Time Out Worldwide

[Super Simple Rome Travel Guide 2025: We Wish We'd Have ...](#)

1 Feb 2025 — and for us this is not...

YouTube · Your Golden Moment





Hi Chris, what's on your mind?

Ask anything



- 🔍 What are smart ways to save money on groceries?
- 🔍 Running routes near me with a 5k loop
- 🔍 Give me some ideas for a low-key housewarming party

GOOGLE AI ADVERTS VIDEO



5

Beyond Google Search – The True Power of Google

YOUR GOOGLE BREAKTHROUGH

Why Online Marketing = GOOGLE





6

Remarketing – Your Business EVERYWHERE

REMARKETING TRIAD



Google

Google Search



You Tube

This Could Be You!





Royal Tunbridge Wells: 01892 362981

Orpington: 01689 663180

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£20 FREE GIFT VOUCHER ON YOUR FIRST VISIT

Not valid with any other offer

[BOOK NOW](#)

Google Ads

Cardell Media

McQueens

Overview

Recommendations

Insights and reports

Campaigns

Campaigns

Ad groups

Ads

Experiments

Campaign groups

Conversions
145.00

Last 30 days

h for a page or ca

Refresh Help Notifications

Last 30 days Dec 21, 2024 – Jan 18, 2025

View details

Google AI is experimental. [Ter](#)

Conversions ▾	Cost / conv. ▾	Avg. CPC	Search impr. share ▾
145.00	£24.54	£0.90	27.88%

Dec 21, 2024 Jan 18, 2025

Diagnostic insights

Want to know more: we would love you hear from you. To provide your details, so we can get straight back to you, please [contact us now](#).

core
fulfilment

01270 758000 [Customer Login](#)



About us.

At Core Fulfilment, our purpose is simple: **to serve our customers better.**



Overview

Phone call leads
74.00

Last 30 days

Last 30 days

+ New campaign

Phone call leads ▾

74.00

Search impr. share ▾

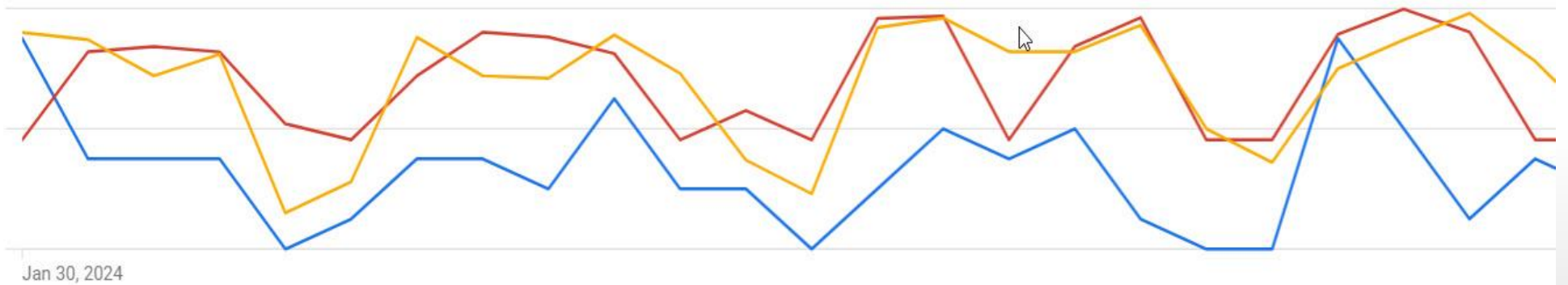
13.90%

Clicks ▾

2.05K

Cost

£6.37K



Call Technibond On +44 1628 879835 For FREE Expert Advice

sales@technibond.co.uk

Technibond
bonding industry together

+44 1628 879835

HOME

APPLICATIONS ▾

PRODUCTS ▾

TECHNICAL ▾

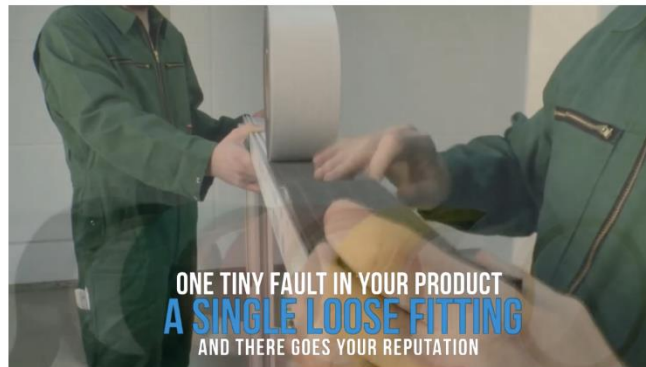
COMPANY ▾

NEWS

CONTACT US

Double Sided Tapes and Technical Tapes

To Improve Your Productivity, Your Performance And Your Safety...



For over 35 years we've been supplying high quality, industrial-strength double-sided tape to industries across the UK, from building and construction to electronics, glazing and vehicle manufacturing. Whether you're in metal fabrication or signage, we've got the tape for you including tape to help to install Covid screen protection for your business - cashier desks, supermarket checkout screens, retail counters, anywhere you need to install protection screens in your business to keep you running safely with social distancing measures.

Call Us Today
+44 1628 879835

Our Products

Supplying Technical Tape to all manufacturing sectors for all applications.

To speak to a technical expert for advice on what tape you need call us directly on [+44 0628 642839](tel:+441628642839)

Overview

Last 30 days

Conversions:
101.00

Cost / Conv.:
£25.81

+ New campaign

Clicks ▾

1.71K

Conversions ▾

101.00

Cost / conv.

£25.81

Cost

£2.61K



HUNDREDS OF ASPIRING & PROFESSIONAL PIANISTS STUDY PIANO
WITH OUR WORLD-CLASS PIANO COACHES WITH AMAZING
RESULTS.



The London Contemporary School of Piano

London Contemporary School Piano



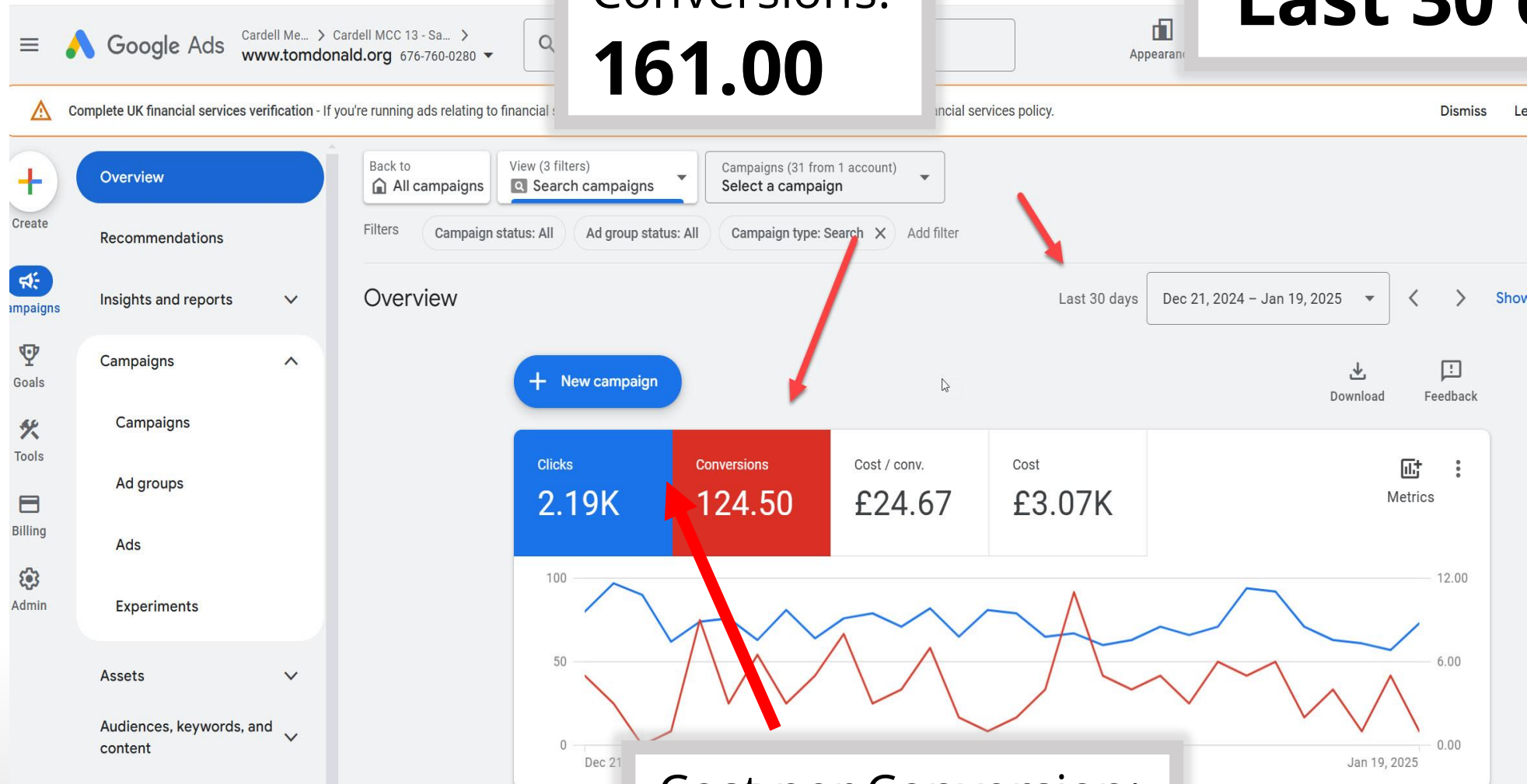
03:16



vimeo

Conversions:
161.00

Last 30 days



Cost per Conversion:
£25.11



Can't see what you want or need help? Call us on **01273 092544**

Go!

Show Prices Exc VAT ▾

0
item(s)

View Basket

£0.00

[sign in / register](#)

Anti Climb Products

Bird Free Fire Gel and Bird
Deterrent Spikes

Chains & Security Cables

Door Safety & Security

Ground and Wall Anchors (Security)

Hasps, Padbars & Shedbars
(Padlocking)

Home Security, Home Safety

Key Management, KeySafes &
Security Cabinets

Metal Detectors (Security)

Mirrors - Security Mirrors & Safety
Mirrors

Motorcycle and Leisure Equipment
Security

Padlocks (1) by Type

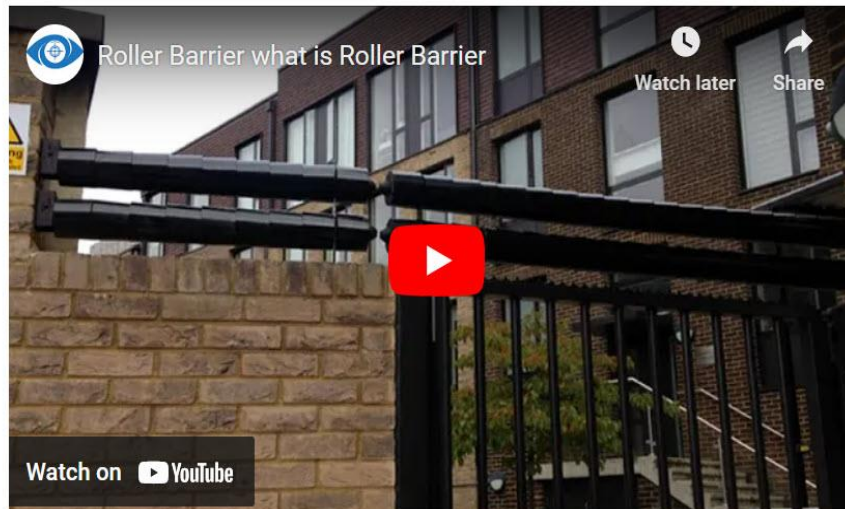
Padlocks (2) by Brand

Roller Barrier

Manufactured by us at Insight Security, Roller Barrier is the non-aggressive anti climb system of choice for use where children or vulnerable people are present

What is Roller Barrier?

Roller Barrier is a simple but highly effective anti climb barrier which uses fire resistant, self-extinguishing rotating plastic cups, threaded onto a central shaft, supported by brackets at regular intervals. The diameter of the plastic cups is large enough to prevent even the biggest hands from getting a grip. The plastic cups are unbreakable and manufactured to withstand tropical level UV radiation from the sun.



This non-aggressive Roller Spinner system is the favoured Anti Climb Barrier that offers practical and effective perimeter security - without the risk of injuring would-be intruders on spikey, sharp anti climb devices - so you won't be plagued with "No Win No Fee" injury lawyer claims because someone has injured themselves on your security barrier!

Anti-climb Solutions

Roller System - applications



MORE INFO

Roller Barrier - components

Roller Barrier -
components

MORE INFO

BUY

see all perimeter security
products



MORE INFO

BUY

Sales Performance Max

Conversions
139.70

Campaigns

Add filter

Search

Segm

Campaign

£88.00/day

Sales-Performance Max-

Status

Some asset groups limited by policy

Clicks

4,839

↓

Conver

139.70

Cost / conv.

£18.96

Conv. rate

2.85%

All conv.

151.11

139.70

Last 30 days

Conversions
139.70

Conv. Value / Cost
5.41

Last 30 da

+ New campaign

Conversions ▼

139.70

Cost ▼

£2.65K

Conv. value

14.3K

Conv. value / cost ▼

5.41



MENS

SEE COLLECTION



LADIES

SEE COLLECTION



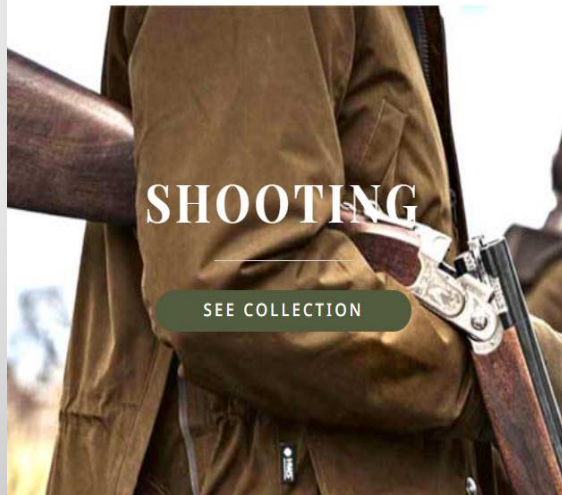
FOOTWEAR

SEE COLLECTION



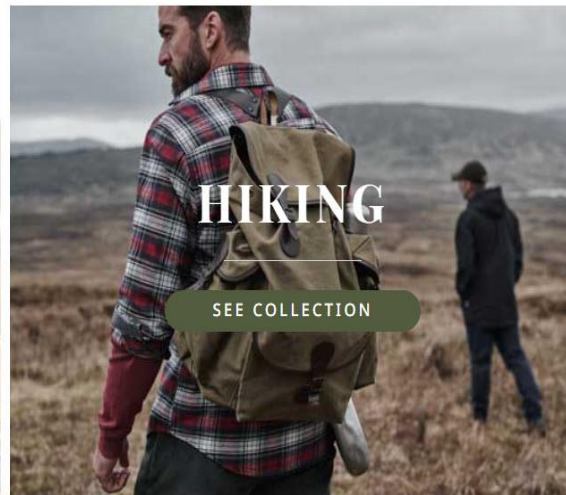
DOGS

SEE COLLECTION



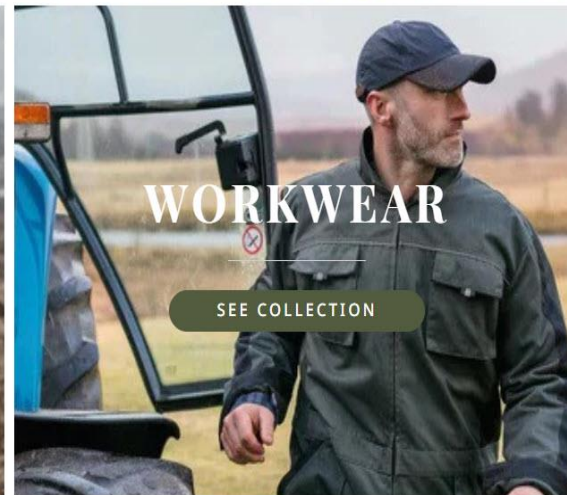
SHOOTING

SEE COLLECTION



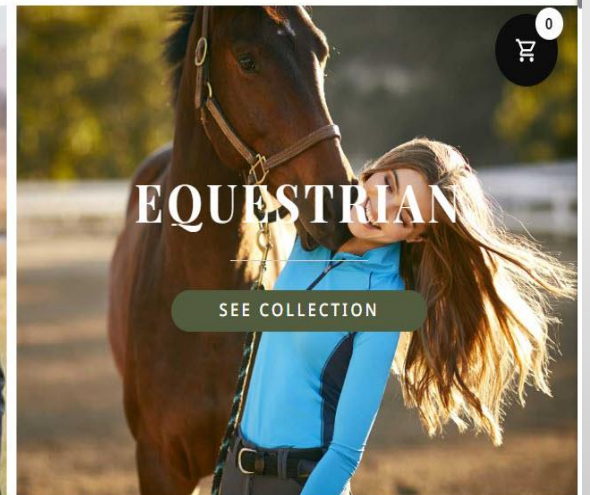
HIKING

SEE COLLECTION



WORKWEAR

SEE COLLECTION



EQUESTRIAN

SEE COLLECTION



Conversions
777.98

Overview



Campaign status: All; Ad group status: All Add filter

+ New campaign



Clicks ▾

33.3K

Conversions ▾

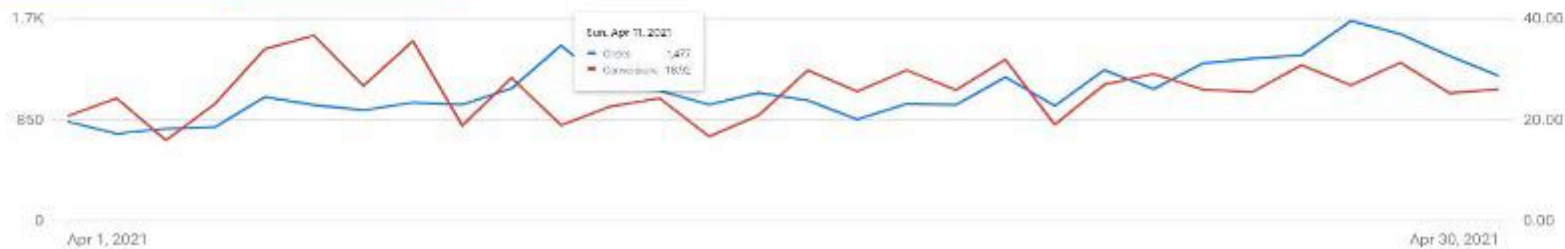
777.98

Cost / conv.

£18.96

Cost

£14.8K



Recommendations ▾

60.5% Your optimization score ⓘ

Expand your reach with Google search... +4.3%

Reach additional customers on partner sites ⓘ

Apply

View

< 1 / 21 >

Conversions
1.79k

Cost
£35.7K

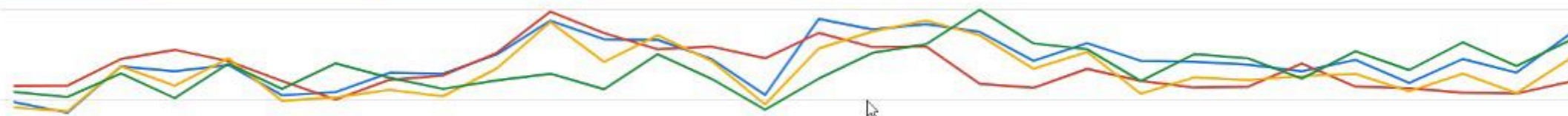
Cost. value
287K

Conv. Value
/ Cost
8.03

+ New campaign

Conversions ▾	Cost ▾	Conv. value ▾	Conv. value / cost ▾
1.79K	£35.7K	287K	8.03

Download



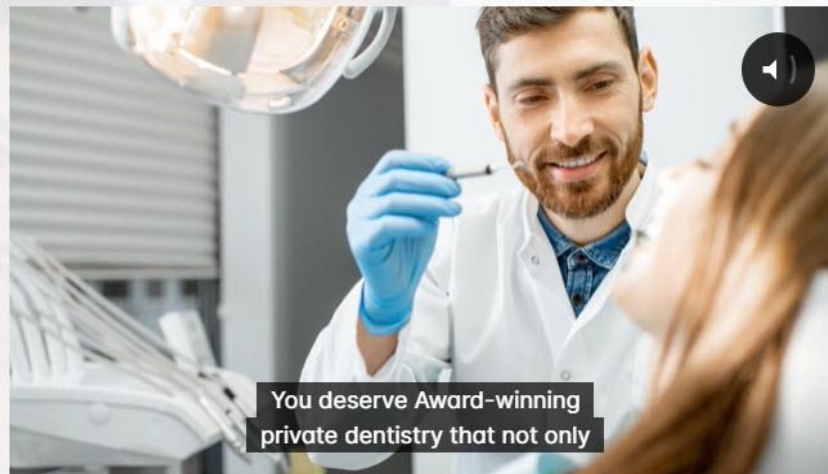
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Dentist**

✓ **Dentistry
Experts**

✓ **0% Finance
available**

✓ **Dental phobia
experts**

✓ **Open Monday-
Saturday**

Conversions:
69.00

Last 30 days

Overview

Last 30 days

+ New campaign

Clicks ▾

634

Conversions ▾

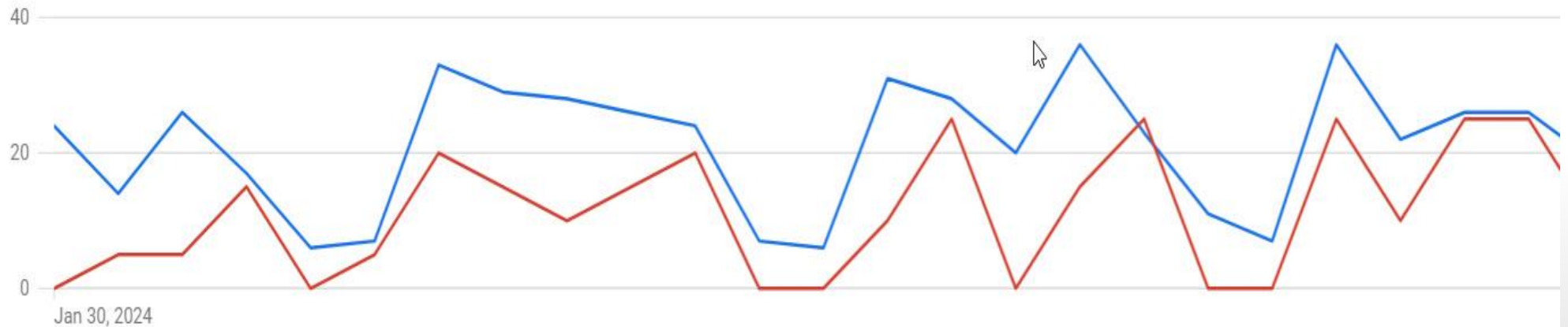
69.00

Cost / conv.

£16.60

Cost

£1.15K



EkoFuel Shop

All product prices include VAT and Free Delivery

EkoFuel is a premium quality bioethanol fuel, specially designed for bioethanol fireplaces. Available since 2012, EkoFuel bioethanol fuel for fires is the most popular bio ethanol fireplace fuel sold in the UK. It is suitable for use in any indoor or outdoor ethanol fireplace, that is designed to use liquid bioethanol fuel.

SORT BY: PRICE ▾ ↑

SHOW: 12 ▾



1L Bioethanol Fuel For Fireplaces (1x1L)
£7.49
£7.49/Litre



2L Bioethanol Fuel For Fireplaces (2x1L)
£10.99
£5.50/Litre



4L Bioethanol Fuel For Fireplaces (4x1L)
£16.99
£4.25/Litre

ADD TO BASKET



6L Bioethanol Fuel For Fireplaces (6x1L)
£20.99
£3.50/Litre

Conversions:
595.51

Conv. value
35.7K

Last 30 days

Overview

Last 30 days

+ New campaign

Conversions ▾

595.51

Cost ▾

£2.35K

Conv. value

35.7K

Conv. value / cost ▾

15.21

Cost:
2.35K

Conv. Value / cost:
15.21

YOUR AI SOCIAL MEDIA BREAKTHROUGH



**THERE'S ONLY ONE STRATEGY
FOR REAL SUCCESS ON ALL THE
SOCIAL MEDIA PLATFORMS**



**YOU MUST POST 2-3 TIMES PER
WEEK ON ALL THE PLATFORMS**



What's Working Now On The Main Platforms



INSTAGRAM

Discovery & Trust

- **Short authority Reels:** Hook → insight → credibility
- **Proof stacking:** client results, wins, behind-the-scenes
- **Life of the operator:** you building, thinking, working, leading



FACEBOOK

Trust & Conversion

- **Teach one thing properly:** clear authority posts
- **Customer stories:** problem → change → result
- **Repurpose everything:** turn one talk/video into 20+ posts



Authority

- **Market commentary:** what's changing, what matters, what's coming
- **“Here's what we're seeing” posts:** insider observations from your work
- **Calm authority voice:** clear, direct, no hype
- **Take a position** Have an opinion, take a stand



Ideas & Influence

- **Strong opinions:** clear, punchy, non-obvious takes
- **Teaching threads:** one useful idea broken into short points
- **Daily insight habit:** one sharp observation or warning



Chat GPT, Google, AI Search – and
The Social Media Connection that
NOBODY is telling you about





Mandy Brown Owner of Lawsure. A Business to Business company selling insurance services to the legal industry.

What 7 Figure Entrepreneurs Know About Marketing That No One Else Does

What's Old Is New

The Three Ways to Grow Your Business

- Increase the number of Customers
- Increase the 'average spend'
- Increase the number of times people purchase

The Three Ways to Grow Your Business

If you...

- Increase the number of Customers by 10%
- Increase the 'average spend' by 10%
- Increase the number of times people purchase by 10%

Your Sales will increase by: 33%

The Three Ways to Grow Your Business

If you...

- Increase the number of Customers by 30%
- Increase the 'average spend' by 20%
- Increase the number of times people purchase by 30%

Your Sales will increase by: over 100%



YOUR AI PROFIT REVOLUTION

WITH
Chris Cardell

Premium Pricing

The 7 Principles of Premium Pricing

1. People do not buy primarily on Price
2. Who you sell to is more important than price
3. Sell on Value, not Price
4. There's a direct link between Pricing and Marketing. Blunt Truth: your prices are too low because you don't have a good enough customer flow
5. You should not set your Prices
6. Start with a 10% increase
7. Explore the 21 Ways To Increase Prices

Premium Pricing in 2026

PLANS & PRICING

Start for free, then enjoy £1/month for 3 months

Choose the best plan for your business. Change plans as you grow.

Start free trial

Try Shopify free, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.

Pay monthly

Pay yearly (save 25%)

£1/month for first 3 months

Basic

For solo entrepreneurs

Most Popular

£19

GBP /mo

Card rates starting at

- ✓ 2% + 25p GBP online
- ✓ 1.7% + 0p GBP in person

Standout features

£1/month for first 3 months

Shopify

For small teams

£49

GBP /mo

Card rates starting at

- ✓ 1.7% + 25p GBP online
- ✓ 1.6% + 0p GBP in person

Standout features

£1/month for first 3 months

Advanced

As your business scales

£259

GBP /mo

Card rates starting at

- ✓ 1.5% + 25p GBP online
- ✓ 1.5% + 0p GBP in person

Standout features

SLACK

Choose the plan that's right for your team

Pay by the month or the year, and cancel at any time.

Current Plan

Pro

\$7.25 USD

per person/month, billed yearly
\$8.75 USD per person/month when billed monthly

All the benefits of Free, and:

- ✓ Unlimited message history
- ✓ Unlimited apps and integrations
- ✓ Unlimited canvases with 30 days of version history
- ✓ Voice-first huddles with up to 50 participants

Business+

\$12.50 USD

per person/month, billed yearly
\$15 USD per person/month when billed monthly

All the goodness of Pro, and:

- ✓ User provisioning and deprovisioning
- ✓ SAML-based single sign-on
- ✓ Unlimited canvases with 90 days of version history
- ✓ Data exports for all messages

Enterprise Grid

[Contact sales](#) for pricing estimates

The productivity platform for enterprises — tools to standardize, automate and measure large-scale cross-functional work in a secure environment

All the greatness of Business+, and:

- ✓ Peace of mind with enterprise-grade security and compliance, such as HIPAA support and the Enterprise Key Management add-on
- ✓ Built-in employee directory
- ✓ Large scale collaboration and alignment with

Explore Bike > Shop Bike



Bike

Motivating cardio

Bike+

Cardio & strength

[Compare](#)

£1,599

Peloton Bike

★★★★★ [24,193 reviews](#)

☒ Buy new

£1,599

Membership separate

Klarna

or £134/mo at 0% APR¹ for 12 mos.

[Learn more](#)

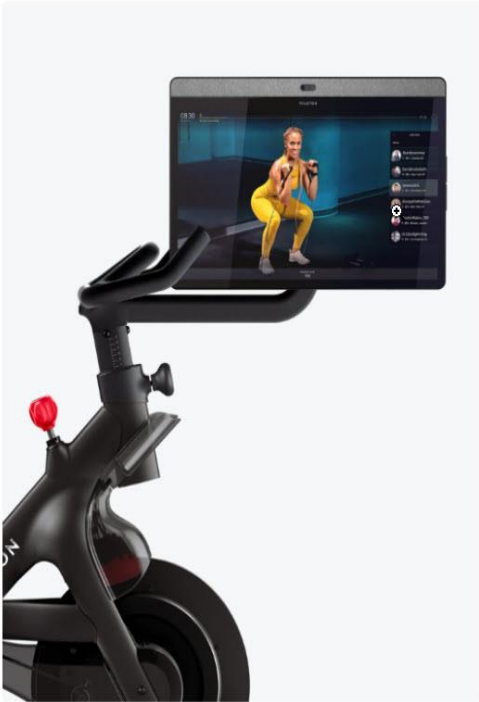
- Includes delivery and setup
- 30-day risk-free home trial²
- Comes with a worry-free warranty
- All-Access Membership (£39/mo) separate³

Explore Bike+ > Shop Bike+



Auto-resistance knob

Automatically adjusts to match instructor recommendations.



Rotating touchscreen

23.8" with 360° of movement for easy transitions to strength, yoga, and more.

Bike

Motivating cardio

Bike+

Cardio & strength

[Compare Bikes](#)

Peloton Bike+

★★★★★ [4,255 reviews](#)

£2,199

☒ Buy new

£2,199

Membership separate

Klarna

or £184/mo at 0% APR¹ for 12 mos.

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- Includes delivery and setup
- 30-day risk-free home trial²
- Comes with a worry-free warranty
- All-Access Membership (£39/mo) separate³

☐ Buy refurbished

£1,899

Membership separate

Klarna

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All the essentials.
Light on price.

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GPS
From £219



Price from
£219.00

New

Ultra 2



Price

£799.00

The most rugged
and capable.

GPS + Cellular
£799

Personal Training Price Breakdown 2025

Service Level Comparison

£30-50
Price hour

£50-60
Price hour

£65-80+
Price hour

Service Level	Price Range	Best For	Includes
Affordable PT	£30-50 per hour	Regular exercisers needing structure	Training sessions, programming
Mid-Range PT	£50-60 per hour	Goal-focused individuals	Training sessions, programming & nutritional guidance
Premium PT	£65-80+ per hour	Results-driven clients	Assessments, training sessions, correlated nutrition & accountability tracking

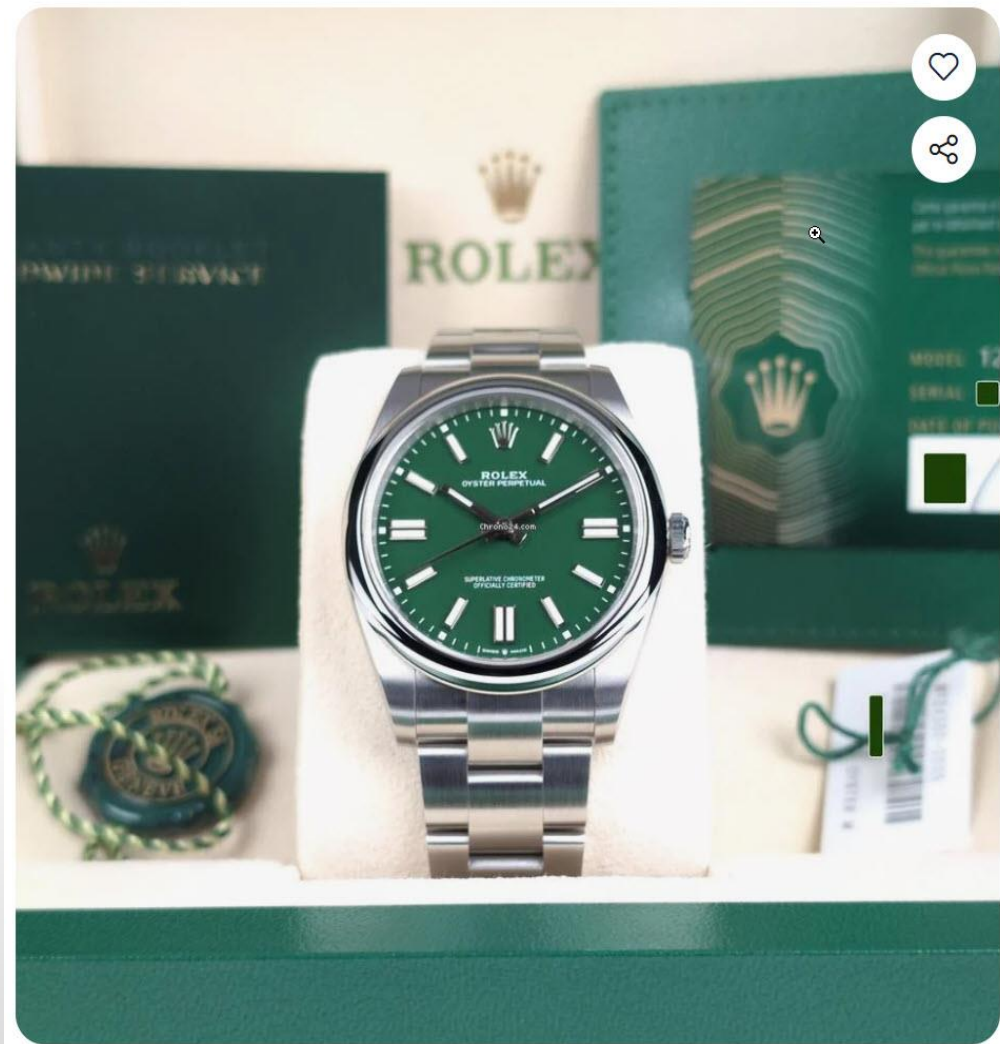
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Price from
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Per hour



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Unworn Complete Set Green

Condition: [Like new & unworn](#) | Year of production 2022 | Original box | Original papers

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**“It is not the strongest of the
species that survives, nor the most
intelligent; it is the one most
adaptable to change.”**

Charles Darwin



YOUR AI PROFIT REVOLUTION

WITH
Chris Cardell