

# Dairy UK

## findmeamilkman + beyond

*Online service and opportunities for the Doorstep  
Delivery Business*



- Find new doorstep *and* business customers
- Promote your milk and non-milk product ranges
- Provide product and service news to new and existing customers
- Let your customers know about special offers and seasonal promotions
- Make the web work for your business!

## OPPORTUNITIES FOR YOU

The doorstep delivery business is already playing its part in the ever growing “online” shopping sector and Dairy UK has been working closely with technology partner, Ixantis, to develop an exciting series of packages that will allow processors, wholesalers and Bottled Milk Buyers the opportunity to boost their online presence to grab a share of online sales action.

### Did you know?....

- The majority of homes in the UK now have an internet connection, ranging from 62% in Scotland and 68% in Wales to over 71% in England (from 64% in Yorkshire to 80% in London).
- Internet use varies by age, but the fastest growth is among older age groups, with 72% of 55-64 year olds now using it regularly.
- 64% of internet users have purchased goods or services on the web (69% of 45-54 year olds, 55% of 55-64 year olds), with over 80% of these users now purchasing regularly.
- While overall sales of goods are expected to have declined last year, online retail is expected to have grown by over 13%, with forecasts predicting continuing rises of 10% or more per year to 2013.

### Do web users want a milkman?....

- In September 2009 there were over 100,000 searches on Google UK for the terms ‘milkman’, ‘dairy home delivery’ and related keywords. How many of these searches were from consumers or businesses seeking a home delivery service?

### Dairy UK’s new-look ‘Find Me A Milkman’ service

- Dairy UK’s ‘Find Me A Milkman’ online service regularly features in the top results in Google searches for milk and dairy delivery services, allowing a fast and easy way for members to tap in to an enormous potential audience.
- The new look Find Me A Milkman allows members to promote their service in a defined local area, and can now include searches for home and business delivery.
- Additionally, members can now list selected non-milk product ranges, raising awareness and encouraging new customers to purchase across the full product range.
- In addition to the basic listing, premium options allow panel-style display ads including links to a member’s website, as well as more detailed definition of a delivery area right down to individual towns and villages.

## Introducing 'MyLocalDairy'...

- For businesses without a website of their own, results in the 'Find Me A Milkman' search engine can now be linked to the new, exciting 'MyLocalDairy' micro-web service, allowing home and business delivery services to provide additional information about their business, and a fast and easy way for new customers to get in touch!
- MyLocalDairy micro-web sites can also include news pages, allowing you to provide regular updates to your existing customers alongside your own special offers plus seasonal promotions from selected suppliers with 'downloadable' order forms to encourage purchase.
- Further MyLocalDairy options include a 'Postcode Checker' option for visitors to your micro-web site to check whether you can deliver, with a 'fast-contact' form for new customers in your area. And if you don't deliver in an area... the Postcode Checker will list other MyLocalDairy Postcode Checker users who do, allowing 'out-of-area' visitors to benefit from a dairy delivery network.
- If you operate an email newsletter service for your customers, MyLocalDairy can also help by providing an easy way to collect the email addresses of your customers and potential new customers in your service area.
- For businesses with a website who would like to benefit from some of the advanced features of MyLocalDairy, a simple link can take visitors from one site to the other.
- Further service options are planned for MyLocalDairy over the coming months.



For a demonstration of the Find Me A Milkman and MyLocalDairy services and to sign up please contact your Dairy UK Regional Services Managers:

**South, South East & South West** - Kevin Gotts on 07767 783 552 [kgotts@dairyUK.org](mailto:kgotts@dairyUK.org)

**North East & North West** - Keith Johnson on 07767 783 558 [kjohnson@dairyUK.org](mailto:kjohnson@dairyUK.org)

**Midlands & Wales** - Tony Brough on 07767 783559 [tbrough@dairyUK.org](mailto:tbrough@dairyUK.org)

## SUMMARY.....

### Find Me A Milkman Standard listings

'Quick start' online options available through Dairy UK and Ixantis

- Postcode-based search for milk delivery services
- Optional defined delivery areas (e.g. KT1)
- Simple 'directory' results → ☎
- All the above NOW FREE to Dairy UK members

### Find Me A Milkman Premium listings

- Define your delivery area by radius, district or town & village level
- Add product categories to your search results
- Add display panel ads for seasonal promotions
- Add business delivery search options
- Display links to your website or your 'My LocalDairy' site

### MyLocalDairy 'Micro-web' sites

- Fast set-up
- About Us page and Contact form
- List your product categories
- Optional News and Offers page
- Optional 'Postcode Checker'
- Optional subscription for your email newsletter
- Optional link to your own website

Dairy UK, 93 Baker Street, London, W1U 6QQ.

**findmea milkman** ...your milkman is just a click away!

More about milk...

for Home  for Business

**Delivery businesses based near Little Lever...**

**Mr K Alker**  
Category: Fresh milk delivery  
Bailey Fold Farm, Platt Lane, Westhoughton, Bolton BL5 3HG  
Tel: 01942 818585

**Mr S Latham**  
Category: Fresh milk delivery  
9 Captain Lees Road, Westhoughton, Bolton BL5 3UB  
Tel: 01942 791463

**Mr A Darwen**  
Category: Fresh milk delivery  
227 Leigh Road, Westhoughton, Bolton BL5 2JG  
Tel: 01942 813561

**The Family Dairy**  
Category: Fresh milk delivery  
2 Gray Avenue, Haydock, St. Helens WA11 0XY  
Tel: 01744 601642

**Mr Barry Griffiths**  
Category: Fresh milk delivery  
42 Gray Avenue, Haydock, St. Helens WA11 0XX  
Tel: 01744 608773

Do you provide local deliveries of fresh milk and dairy products in the Bolton area? ...more

**fresh2you recommends**

Rick Stein's Far Eastern Odyssey

Preserves: River Cottage Handbook No.2

**findmea milkman** ...your milkman is just a click away!

More about milk...

for Home  for Business

**Delivering fresh milk in Little Lever, Bolton...**

**The Family Dairy** 13.7 miles

Local delivery of fresh milk, juice & smoothies, eggs, cream & yogurts, bakery, soft drinks & squashes, speciality milks, and lots lots more... now including local products!

Home deliveries in the Little Lever area

[More about The Family Dairy](#)

01744 601642

**More delivery businesses based near Little Lever...**

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**mylocaldairy** fresh foods and local products delivered by local businesses

**2010 Dairy Diary** Available Now

**East Horsley Dairy Co.** NEWS ABOUT US CONTACT US

**Can we deliver?**  
Enter your postcode to find out if we can deliver in your area:

**Call us**  
Call us on **020 8887 6653**  
Mon-Fri: 9am to 5pm  
Sat: 9am to 12pm

**Email updates**  
Subscribe for email news and updates from East Horsley Dairy Co. your email address:

**On the web...**  
Find out more about East Horsley Dairy Co. at our website: [easthorsleydairy.co.uk](http://easthorsleydairy.co.uk)

**2010 Dairy Diary now available**  
The 2010 edition of the UK's favourite diary is now available from East Horsley Dairy Co. It's packed with new recipes and tips, and also has essential kitchen and home reference sections - great for when the red wine has gone all over Aunt Maudie's best frock!

**Latest news from East Horsley Dairy Co.**  
**After 40 years... Dave Ruddlett retires**  
After 40 years delivering milk in the Effingham area, Dave Ruddlett retires this week.  
Our thanks to Dave and his long suffering wife Julie, and best wishes for a long and happy retirement.

**It's cold out there... look after your garden birds**  
With temperatures plunging, spare a thought for our feathered friends in the garden.  
This week we have a special local garden bird seed mix, formulated to help wild birds through even the coldest of winters.  
Just place an order with your milkman.

**We're delivering...**  
Fresh milk  
Juice & smoothies  
Eggs  
Cream & yogurts  
Butter & spreads  
Bakery  
Cheese  
Local products  
and lots, lots more

**LATEST NEWS**

**fresh2you recommends**

Rick Stein's Far Eastern Odyssey

Preserves: River Cottage handbook No.2

How to Store Your Garden Produce: The Key to Self-sufficiency