



Marketing Support



A little bit about Recite Me

Recite Me is a Cloud based web accessibility solution which allows customers and clients to customise your website in a way that works best for them.

Approximately one billion people globally have a disability and they can often face barriers when visiting inaccessible websites that prevent them from taking an active part in life.

Recite Me's innovative assistive technology makes websites accessible and inclusive through a unique range of features.

This easy to use, award-winning software includes text to speech functionality, fully customisable styling features, reading aids and a translation tool with over 100 languages, including 35 text to speech voices and many other features.

This innovative software benefits millions of people who currently miss out on online and mobile content; Recite works across all devices, giving everyone the opportunity to use the internet the way it is intended.



Why provide Recite Me assistive technology ?



The Right Thing To Do

Improve User Experience

Make your website not only accessible but useable by all. Everyone should have the opportunity to be able to access online content. Support people who are neurodiverse, visually impaired, speak English as a second language or of old age.

- One in five (20%) people in the UK have a disability
- One in ten people in the UK don't speak English as their first language
- 15% of the UK population have a learning difficult
- 2 million people in the UK have a visual impairment



The Smart Thing To Do

Increase Revenue

Become totally inclusive and enhance a user's journey and experience of your website. Open up your business to a wider audience by providing assistive tools for your visitors to engage and ultimately convert online.

- The online spending power of people with access needs in the UK is now £24.8 billion
- Fewer than 10% of businesses have a targeted plan to access this disability market.
- UK businesses are missing out on over £17 billion per year due to being inaccessible
- Making businesses accessible online and in-person increases profits and brand attraction
- 86% of users with access needs would spend more if there were fewer barriers
- 83% of people with access needs limit their shopping to sites that they know are accessible
- 71% of those people simply left a site that they found hard to use



Something I Must Do

Accessibility Compliance

As our world moves online there are international and local laws and regulations in place to state how a website should be designed and built to be accessible. Avoid fines and lawsuits by providing accessibility support to your customers.

- The Equality Act 2010 - These say that all UK service providers must consider 'reasonable adjustments' for disabled people.
- WCAG 2.1 AA accessibility standards - 97.8% of homepages failed to comply with Web Content Accessibility Guidelines (WCAG)
- Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018

Marketing Strategy



Overview

Mission

To info safe, customers and website visitors of your new online accessibility support toolbar.

Purpose

To make your website accessible to a wider audience. Allowing website visitors to customise your site in a way that works best for them.

Values

Creating a better user experience for people visiting our website.



Goals

Short term

To inform everyone of your latest website update.

Long term

Continuous user improvements and online support awareness to help reach out to a wider audience. All creating an increase in user time on site, lowering website bounce rate and improving business goals.

Key Results

Continue to support more visitors online as your audience grows.



Strategy

Insights

Recite Me will continue to enhance user experience of your website

Plan

Message, Tactics, Platforms, Media, Timing

Resourcing

Content, Budget, Time

Measurement

Reach, Engagement, toolbar usage and increase in business.



Audience

Who we need to communicate to

Stakeholders, Staff, clients, potential customers and other website visitors.



Communications

Creating lines of communication to educate, inform and support

- Accessibility / Recite Me landing page
- Internal communications
- Launch press release
- Case study on the Recite website
- Recite Me blog post + email campaign
- Client video (Recite Me introduction and how it supports your audience)
- Client blog post
- Webinar
- Walk through video of Recite on your website
- User experience video / blog
- Interview with Recite Me CEO (The importance of web accessibility) (text and video)
- Interview with client representative (text and video)
- Guest blogs for each other's websites
- Social media campaign



Other content ideas

- Product USP
- Case studies
- PR / Blogs
- Videos (2mins)
- Email campaigns
- User journeys
- Social media
- Webinars
- Podcasts
- Interviews
- FAQ
- Direct mail
- Guest blogs
- Influencers
- Cluster content
- Brand collaboration
- Brand/company transparency
- Connecting with trends
- Personalising content
- Cross-team input and development
- Super niche content/sub-brand
- Mini event
- Thought Leader driven content
- Remarketing
- Charity pledge

How to use the Recite Me toolbar



Screen Reader

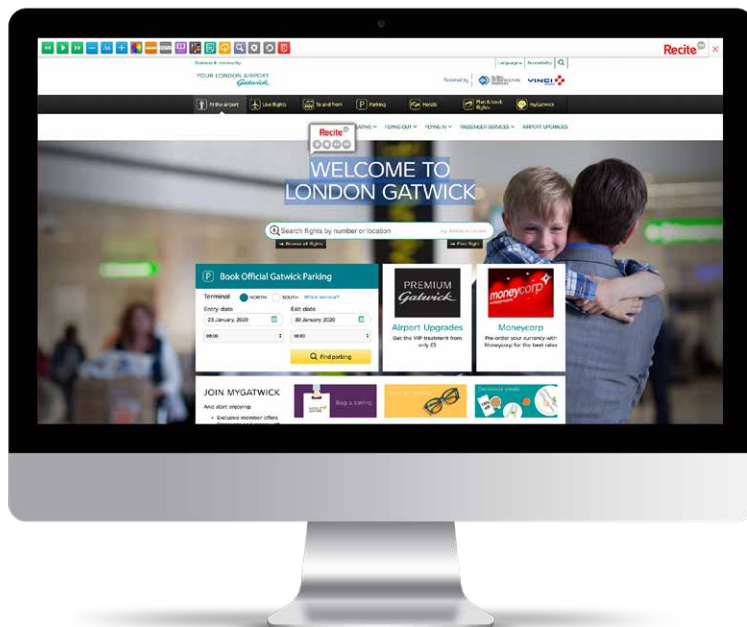


Our screen reader helps people who are visually impaired or neuro-divergent to perceive and understand your digital content.

Key features include

- All content read aloud in a natural voice
- 35 different language options
- Voice speed controls
- Word by word highlighting

MP3 - Highlight any text and create an MP3 file, which downloads automatically to your computer and can be listed back at any time offline.



Styling



Allow your website to be customised in a way that works best for your customers. Recite Me supports people who are dyslexic, visually impaired or have a learning disability to change the way a website looks, so they can experience it the way it is intended.

Key features include

- Text size, colour and font. Including Open-Dyslexic
- Website background colour
- Link, ruler and screen mask colours

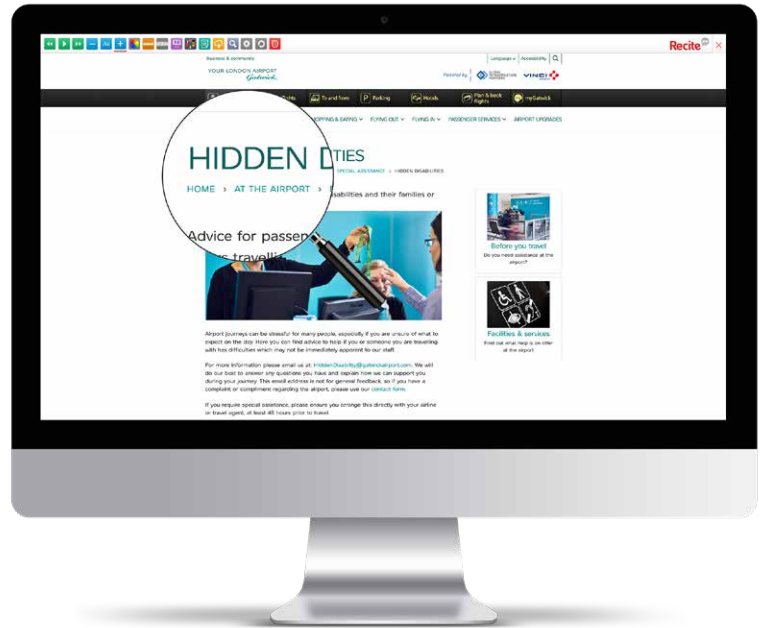


Reading support



Reading content online can be a challenge for some people. To simplify and support Recite Me provide four main tools.

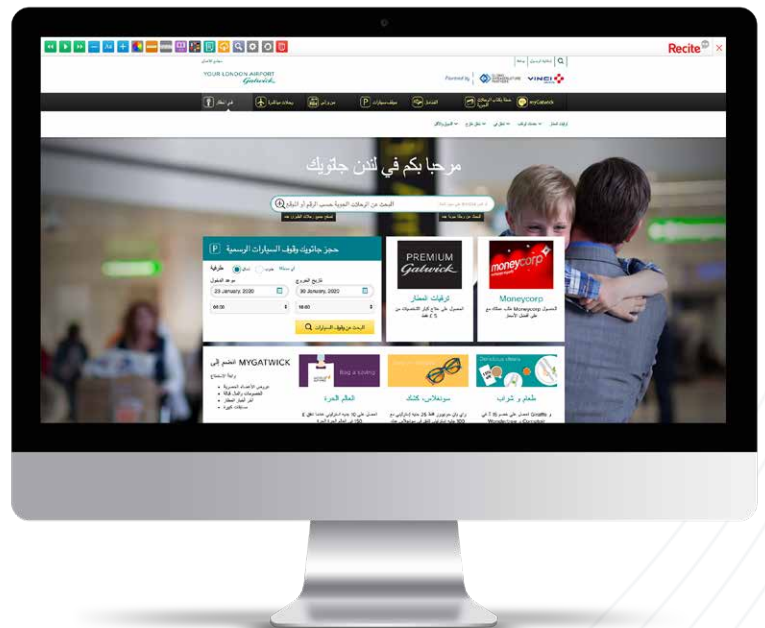
- **Plain text** - All styling is stripped away, leaving text only, much like a document.
- **Ruler** - Read line by line with no distractions of what is below.
- **Reading Mask** - Mask away 90% of the website, leaving only the information you want to concentrate on, at one time.
- **Magnifier** - As it was in your hand, zoom in to sections of text to read more clearly.
- **Margins** - When in text only mode you can use the margin feature to position content in the best place for you.
- **Dictionary** - Website visitors have access to a fully integrated dictionary and thesaurus.



Translation



One in ten people don't speak English as their first language. Recite Me quickly and easily translates all your web content on demand into over 100 languages, including 35 text to speech voices.





t: +44 191 432 8092
e: info@reciteme.com
w: www.reciteme.com

Baltimore House,
Baltic Business Quarter,
Gateshead, Tyne and Wear, NE8 3DF

Believing in Accessibility for All