

Core Digital Marketing Services



Core Digital Marketing Services

1. Increasing traffic to the top of the funnel

SEO

PPC

Retargeting

Social

2. Behavioral analysis

Tracking

Reporting

Refining UX & UI

3. Redesign & rebuild

4. Case studies

5. Next steps



Increasing traffic to the top of the funnel

SEO:

- We work with an expert team dedicated to SEO. We tailor our approach to your requirement around your key business objectives, budget and timeline.
- Strong SEO starts from understanding the ways in which you want to interact with your target market and builds out from there. We like to truly get “under the bonnet” of your business and where it is positioned in your industry in order to make effective recommendations for you.
- And its not enough just to get increased traffic – We’re all about increasing **relevant** traffic. We analyse and prioritise conversion over volume and there is more about this in “tracking” in step 2 below.
- SEO is not a standalone thing – it should always be considered within the context of an overall digital (and offline) marketing strategy.

Increasing traffic to the top of the funnel

PPC:

- Broadly speaking (and dependant on industry), organic search is typically 75% more effective than paid search, but PPC still has a key role to play in an effective and overarching digital strategy.
- We typically recommend running short, sharp campaigns rather than wasting money on chasing search terms in Adwords.
- Ultimately, in most industries effective spending on PPC is around ticking over in certain key areas, running microcampaigns around specific sub-sections of your business and providing a kick-start to improving your organic search.
- We will typically look to reduce your PPC spend over time as improved organic search leverages Google's 2014 algorithms, so an annual spend will generally be front-loaded.

Increasing traffic to the top of the funnel

Retargeting:

- In some industries, closing the loop through retargeting can be a critical part of the model.
- Too many businesses try to do this and fail to do it effectively, wasting effort and money.
- We believe retargeting can only work effectively if it handled in an industry specific way, with an incremental approach to designing the rules around the triggers.
- Our creative team generates everything from concept, through layouts to finished assets, in line with the needs of the campaign.

Increasing traffic to the top of the funnel

Social:

- Social Media Optimisation is something we generally recommend on for clients so they can then handle effectively in house, rather than running it for them.
- Getting social right is about identifying goals and implementing the right strategy.
- Where we will leverage social for you is as integral components of a larger digital marketing campaign, through appropriate twitter seeding, FB micro-campaigns or applications, Pinterest based platforms and so forth.

Behavioral Analysis



Behavioral Analysis

Tracking:

- Getting increased traffic is not a goal in itself – the goal is higher conversion of the types of transaction you are interested in.
- Working with an existing website, we will partner with you to set and track goals effectively in UA and across other monitoring platforms.
- In conjunction with this, our UX team will review your existing website to identify any areas of weakness – more on the UX team later.

Behavioral Analysis

Reporting:

- We are all about the data. It is critical that any custom reports generated are campaign specific, useful, quick to understand and show the results of short term campaign work effectively.
- With PPC in particular, understanding what's working, what's not and reviewing any AB testing "live" helps ensure your budget is being spent effectively.
- Reporting on goals and identifying journey roadblocks quickly becomes part-and-parcel of your daily activity in conjunction with us.

Behavioral Analysis

Refining UX & UI:

- We work with a team of UX & UI experts within our creative unit who will identify areas for improvement at site review stage, and make recommendations supported with real data.
- We add value from the very beginning, often finding quick wins for you which can make simple, cost effective improvements to conversion rates.
- Following analysis of reports on the ways users interact with your website, we define further areas where UX might be improved. Often, navigation which currently takes 2 steps might be trimmed to one step for example. Or the way in which a user engages with specific content on a touch-screen device may benefit from rethinking or reorganising.
- Our philosophy is around continuous incremental improvement to the details of the user's journey, driving significantly improved results overall.

Redesign & rebuild



Redesign & rebuild

- Quite often, our clients have a roadmap in place to overhaul or refresh their web presence entirely. This is particularly prevalent in 2014 as we see the increase in web-hits for specific user purposes increase across mobile devices.
- We work with a medium sized in-house creative & dev resource working across php and dotnet platforms across devices.
- Led by our experienced creative lead and our tech architect, the team is expert in all aspects of responsive webdesign for medium to high level complexity sites across all devices.
- Our visualisation team works quickly to show multiple approaches to a given brief. We turn these into clickable prototypes for client review and iterative work-flow with our clients to fully scope functionality, look and feel prior to the build stage.
- Taking this approach against clear milestones means quick deliverables, lower costs and ultimately a great experience for our clients.

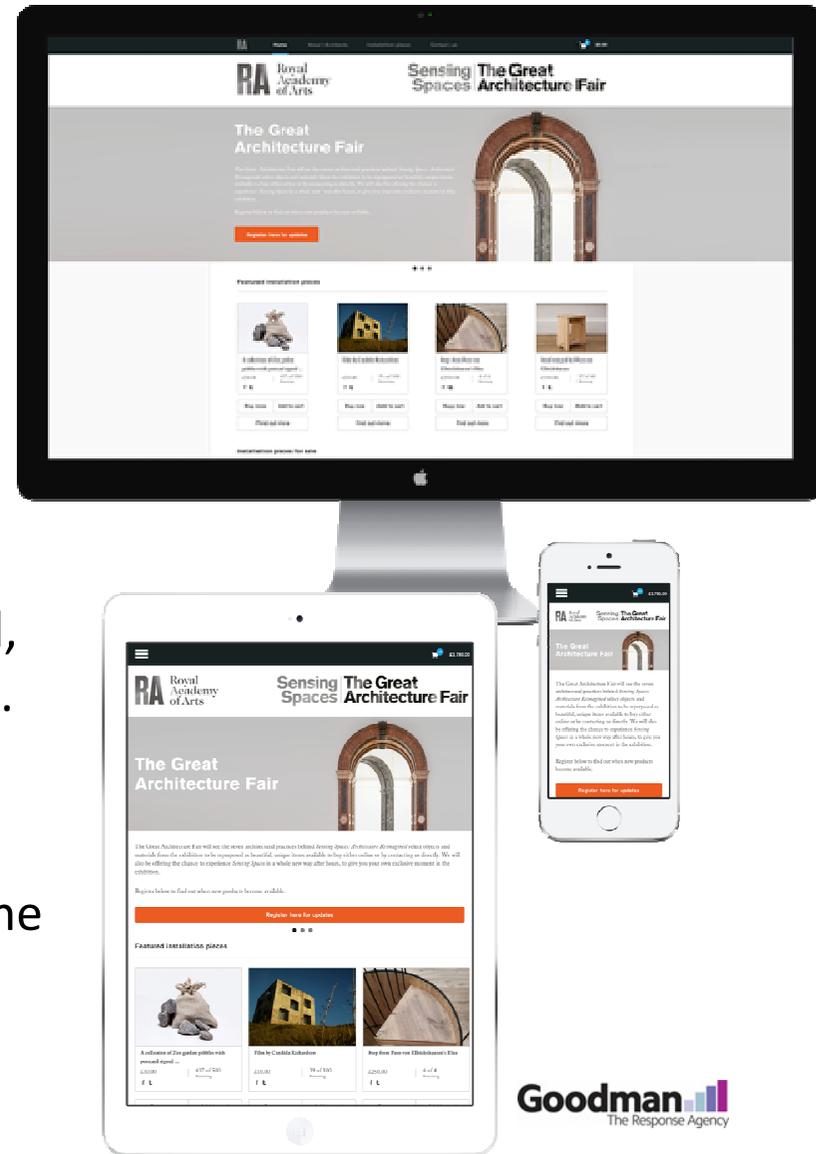
Case studies



Case studies

Royal Academy of the Arts:

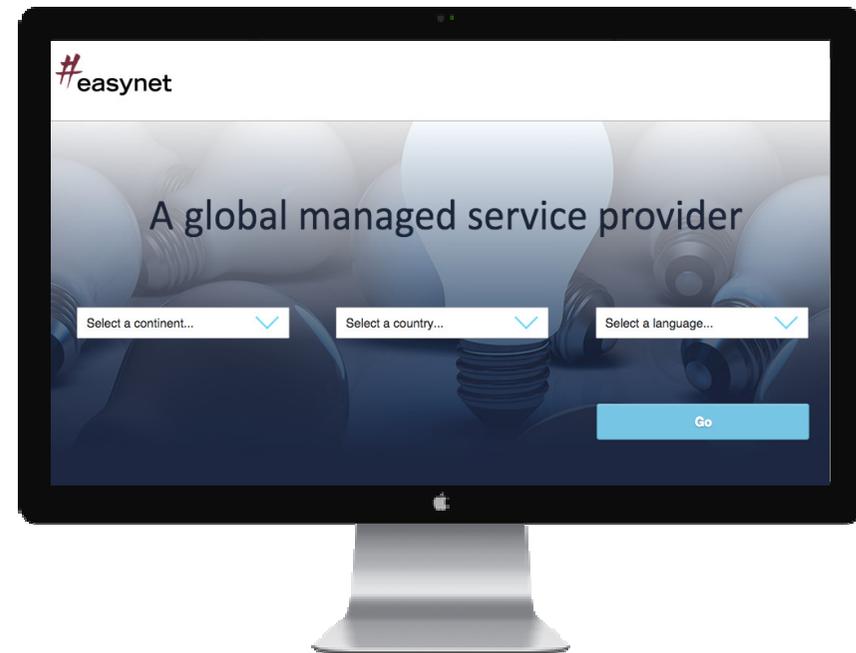
- A world-first eCommerce and mCommerce build for the 2014 “Sensing Spaces” exhibition.
- Incorporating all aspects of pre and post launch digital marketing, responsive design, UX, php web-build, secure desktop and mobile payments.
- On site tech support and specially configured IPAD installations within the exhibition space.



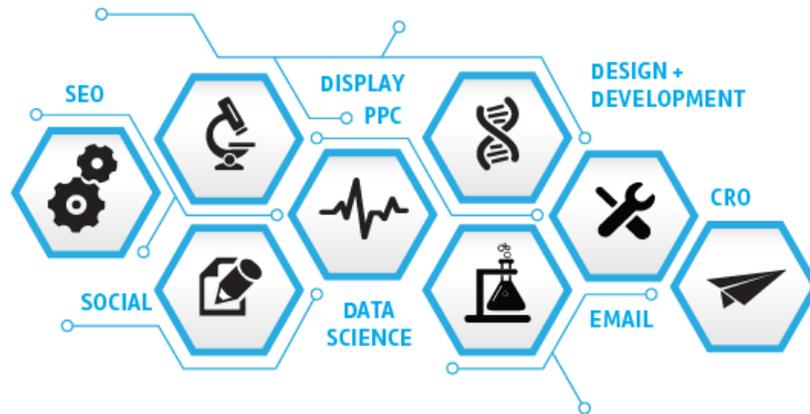
Case studies

Easynet Global Services:

- The acquisition of this global tech business by MDNX led to the creation of largest independent network & hosting integrator in Europe.
- We handled the global rebuild and deployment of the new corporate site including all aspects of digital marketing, design, UX, dotnet web-build, translation services and content load.
- With prototyping, creative and dev teams at our head office plus a back-end team of 7 technicians on the client site, we delivered a substantial design and build project in a very short lead time.



Next steps...



Next steps – we’d love to meet up!

- With all new relationships, we typically recommend “discovery” with your key decision-makers and marketing team – we want to get under the bonnet of your business early on.
- We work with you – but you should also expect us to challenge you and the received wisdom and status quo which resides in any established business.
- The upshot of this process is a comprehensive site review and digital marketing recommendations document, incorporating a clear roadmap for the short and long term with clearly defined approaches, goals, costs and demonstrable indicative ROI against the deliverables.

