



# DIGITAL GROWTH EXPERTS

WEB/SEM/SEO/SOCIAL





We create brands that  
work and campaigns that  
deliver

# Fully managed brand and digital marketing

Complete creative  
strategy, social media  
and digital marketing  
done for you by a team  
of dedicated digital  
experts

As agents of change, our purpose is to provide brands with 'that' chance to reimagine and reinvent their digital world. We create and rebuild connections with customers, inventing and developing new digital platforms - and most importantly increasing business performance.

We start by getting to know your target audience and finding out where you can connect with them on the internet. We benchmark your current page views, downloads, social media engagement and other metrics relevant to your business and help you **establish your digital marketing efforts** and **increase your brand recognition** online.

We are **proactive** in looking for ways to **increase your profitability**. With local, national and international reach, Our **marketing experts** and digital know-how will lead to profitable results for your business.

Digital transformation drives everything we do. Every strategy and solution we develop is rooted in **affecting positive change**, both in how businesses operate and how they interact with their customers.

Sometimes it's hard to know where to start. Sometimes you're doing a lot of things right and just need help taking things to the next level. That's what we are here to help you do.

We want to educate you so you feel comfortable with every step of the journey with **one main point of contact**, working with you to **provide solutions**.

We'll tell you what we know, why we know it, what we'll do, and how we'll do it. Our team is what makes us **distinctive**.

# Cutting-edge digital growth plans for smart businesses

Imagine your brand, web and digital marketing needs managed by a team of talented digital experts focused on continual growth

What we offer:

Brand Strategy

Email Outreach

Website Strategy

Content Generation

Site & App Development

Quality Link Building

Social Media Marketing

Affiliate Marketing

Paid Advertising

Integrated Online Marketing

SEO & SEM

**WEB**  
BRAND  
ECOM  
SOCIAL  
SEM/SEO  
VIDEO  
APP

## Just some of the industries we work in...



Automotive



Education



Finance



Healthcare



Manufacturing



Marketing



Music



Recruitment



Retail



Sporting Goods

# Our Expertise

Core to the success of what we achieve for our clients is our understanding of the fluid relationship between attracting customers and engaging them through a well-defined digital relationship model.

It's our mission to create digital solutions that are not only innovative and market leading, but most importantly deliver commercial success. It's through the blend of our expertise that we are able to act positive change.



## Digital Marketing

**Attract and drive targeted traffic to your website to increase brand awareness, sales and profits**

- Search Engine Optimisation
- Pay-Per-Click
- Social Media (Organic)
- Social Media (Paid Ads)
- Email Marketing



## Web Development

**Templated and bespoke websites that will help your business achieve its goals and ambitions**

- Brochure sites to help market your business
- Custom e-commerce solutions
- 2 design options to fit your budget
- Integrate with thousands of systems to make your business run more smoothly.



## Web Application Dev

**Custom built cloud-based software that works for your business using the latest web technologies**

- Data driven business applications
- CRM & ERP systems
- SaaS products
- Custom web portals & e-commerce solutions
- Process automation
- 3rd party integrations

# creative

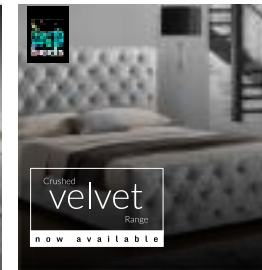
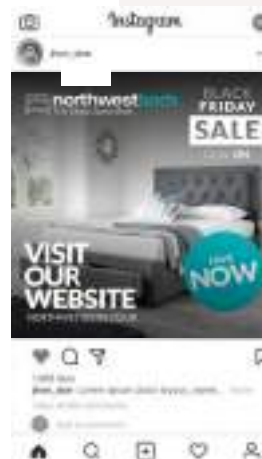
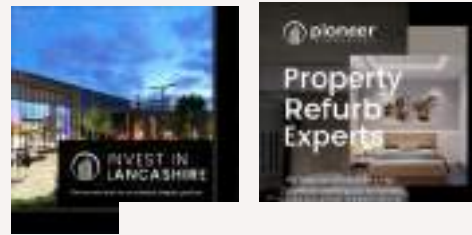
Comprehensive graphic design services that fuse creativity with a keen eye for detail.

- brand identity
- brochure design
- business stationery
- signage & merchandise
- exhibition materials
- photography direction

Our team of designers will work closely alongside you to develop a unique and effective logo and brand identity that aligns perfectly with your company's core values and vision.

Our designers develop a deep understanding of your product / service, target audience, and brand, translating these ideas into visuals that amplify your stories and promote your core company values.

If you're looking to build on your brand awareness, [contact our creative team](#) today.



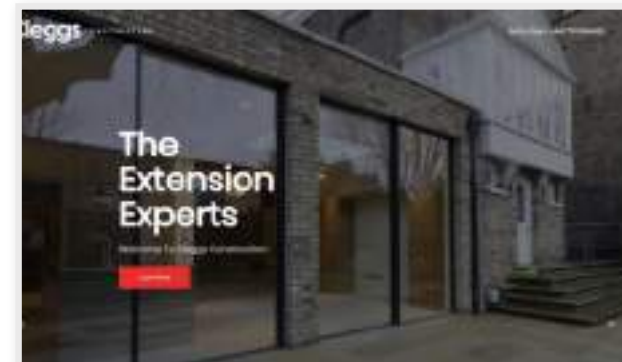
# web

Your website is your most powerful online marketing tool, and our team is here to make sure it's both functional and impactful.

- website design
- website development
- landing pages
- ecommerce
- content management
- hosting & maintenance

As well as designing the structure and overall aesthetic of your website to offer the perfect representation of your business, we'll deliver a website that focuses on lead generation and conversions.

Once you've worked with our designers and had your vision realised, that's when our team of dedicated web developers comes in. Each website we build is entirely bespoke, and will provide an excellent user experience for both desktop and mobile users.



# Search Marketing

You are missing out on potential customers to your competitors!

If people cannot find your website when searching for the goods or services that you provide, you are losing out to the businesses that **are** found. We provide the knowledge and skills that have helped numerous clients increase sales and profits by improving their rankings in Search Engine results. We can help you, too.

**Search Engine Optimisation (SEO)** is all about getting a website to appear near the top of Search Engines' listings when people search for the goods and services provided on the site. This is done by making the site, and pages within the site, relevant to the search terms. This requires a mix of technical knowledge about website page structure and language skills.

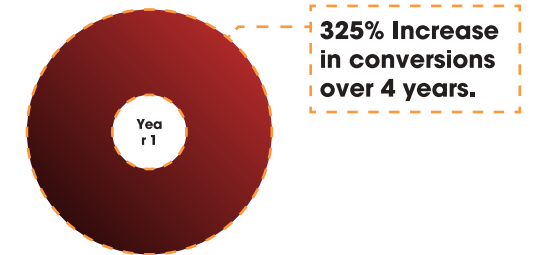
Ensuring that there is also support for the site's content in the greater internet with highly relevant links from quality websites adds power to the effort. When all is done correctly, the rankings for the keywords rise and traffic to the website builds.

**Paid search advertising** is another way of getting your website found for key search terms (keywords). This is done by working with our clients to determine the best keywords (very specific to the clients' offerings, and enough searches for the keyword to generate good business).

Campaigns are optimised using the tools provided by the advertisers' platforms. The real key to maximising the return on the advertising spend is an in-depth knowledge of how to use those tools. Brandkraft has that knowledge.

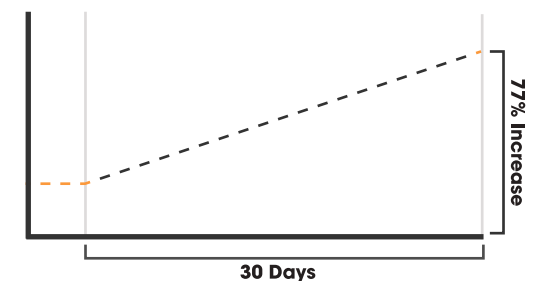
## Example SEO Campaigns

One client, selling their manufactured products B2B on a global basis, saw their keyword rankings climb dramatically. As a result, they enjoyed a 325% increase in conversions (enquiries) over a 4-year period. This stemmed from a 111% increase in organic traffic. Those very good rankings have held their places in the face of stiff competition.



## Example PPC Campaigns

A retail business selling internationally saw a 77% increase in conversions (number of sales) in the first 30 days of their campaign launch. The increase was 127% year-on-year.





**94.8%**

drop in cost per  
conversion

**38.1%**

conversion rate  
increase

## Social Media Marketing

You want to make use of social media to build an audience of potential customers in order to get more sales and profits, but your posts aren't resonating with the right people. Brandkraft create highly targeted social media campaigns which will drive interaction and subsequent targeted traffic to your website and acquire new customers.

Building a social media presence for your business is easy, but actually generating quality engagement isn't nearly as simple. Our social media specialists craft effective campaigns with content and calls to action which capture the attention of people we already know are looking for goods and services from a business like yours.

## Display Ads

Your brand and its products need to be seen at the right time and in the right place by the right people. Display advertising allows you to do just that. Whether you're appealing to potential customers early in the buying cycle, or looking to re-attract past visitors of your site, Brandkraft can employ a number of different strategies to boost your sales.

From simple banner ad campaigns to more intricate remarketing, our marketing specialists and graphic designers will combine to craft effective display ad content that can be displayed across every available spot on the internet.





## Email Marketing

The ultimate goal of any search and social based digital marketing should be to build an audience that you can market to on your own terms. With search, you are waiting for people to come to you. With social, you are playing in someone else's playground. With GDPR compliant permission-based email marketing, you finally 'own' the relationship.

Understanding your audience and personalising your messages are just the start of a successful email campaign. Segmentation, timing, automation and action-based triggering all work together to make email marketing a valuable part of your integrated digital marketing plan. Where search and social bring people in, email marketing builds their value to your organisation (lifetime customer value).

# Website Development

We design web-based solutions to help your business achieve its targets, whether this be creating a brochure website to generate more enquiries or a full e-commerce store to sell your products.

**Some agencies design your website to look pretty. We design your website to make more money. That doesn't mean it doesn't look pretty. We like pretty. Pretty works in some cases, but making money and having a profitable business works every time.**

For every project we start with a discovery meeting to ensure that we understand what you're trying to achieve. This is imperative to recommending the best solution.

Our designers will then pull the information together and present designs for your new website. To maintain the initial vision of the designers, they will work with the developers to bring your website to life.



# Web Application Development

Why adapt your business processes to work with off the shelf systems when we can design a system that works the way your business does? Our experienced business consultants and developers work with you to develop award winning systems that meet your requirements.

**Through custom web applications we've helped businesses be more efficient, collaborate better as teams and integrate with other platforms.**

We spend the time to truly understand your business and its objectives to ensure that the solution we deliver is one that works for your business and we would be proud of.

Our designers are experienced not just in creating knockout visuals but also in the usability (UI/UX) of the system for the end user. Having worked with startups through to national corporations we have experience in developing award winning solutions.



A photograph of two women sitting at a white table in a modern office or meeting room. The woman on the left is wearing a denim jacket and glasses, looking down at something in her hands. The woman on the right is wearing a dark top and is looking towards the left. On the table, there is a purple laptop with an Apple logo, a small potted plant, and some papers. The room has light-colored walls and a wooden floor. In the foreground, there is a round white table with two small potted plants and some snacks. The overall atmosphere is professional and collaborative.

**It all starts with a  
conversation...**

*"Quite refreshing! Your no-nonsense approach to the web has transformed our website and it now delivers a stream of new business enquiries!"*

**Lloyd Pearce**

## **Contact Us**

0800 779 7864  
info@brandkraft.co

*"Brandkraft is the way forward with their specific teams. I thought my Twitter skills were in the bag, but Brandkraft educated me, and we are now the number 1 vehicle hire company through Twitter. Overall, visits to our website increased by 113%, causing our sales to increase by 193%! We had a huge wish list, and Brandkraft nailed it."*

**Kirsty Dennis**



[www.brandkraft.co](http://www.brandkraft.co)