

BARK

M A G A Z I N E

ISSUE

2

W I N T E R 2 0 1 5



Foreward by

Liam Giles
Managing Director

Welcome to Issue 2

2014 was another successful year for Spindogs, and as always it was a busy one! We worked on some amazing projects for a mixture of existing and new clients and we have quite a few new faces at Spindogs HQ.

We also had some great feedback about our very first issue of BARK, so we decided that it needed a regular slot and we will be producing BARK twice a year. The whole team contribute to BARK and it's something that I am personally incredibly proud of!

Our goal with BARK is to give you a wide range of useful content that gets you thinking about digital and tech. Issue 2 offers a snapshot of some of the things that we have been up to in the latter half of 2014, with specific showcases for Cardiff Airport and Manchester based Frenkel Topping. We also discuss a whole range of tech, and our usual PC vs Mac argument re-surfaces... A common discussion point at the office!

2015 for Spindogs is definitely about strategic focus. We are hoping for another year of growth, whilst at the same time being crystal clear on the type of clients that we want to work with and how our broader range of services can be improved and better promoted, making sure you know exactly how we can help you!

This year is definitely going to be a big year for content and how it interlinks with the whole marketing mix, so look out for some of the mailshots and events we have coming up, and of course our summer party invite, where we have another fun theme and night planned for you!

Enjoy the magazine and feel free to tell us what you want to see more of in 2015!

ACKNOWLEDGEMENTS

Editorial:

Lucinda Reid

Design:

Matt Gadd

Rhys Ashman

Jon Bauer

Contributing Writers:

Angharad Yates

Ben Hayward

Sean Giles

Ceri Bower

Charlotte Cook

Claire Swindell

Elwyn Davies

Ilias Stivasaris

Oli Salisbury

Gareth Gwyther

Olivia Farrell

Jon Walker

Special thanks:

Cardiff Airport

Thomas Lloyd

Frenkel Topping

Ringly

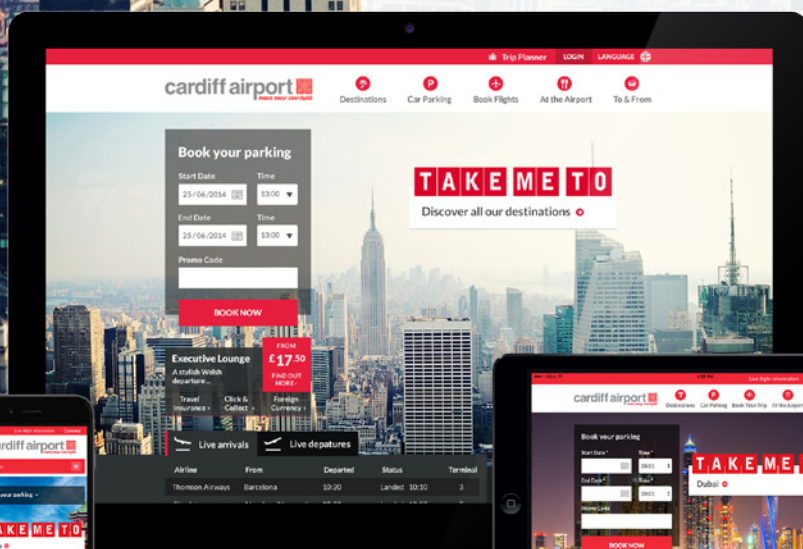
Magenta Photography

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R
RINGLY



THE FUTURE IS **NOW**



Our web developer Gareth Gwyther gives his view on what the future holds for home automation

I dream of a world where my alarm clock can detect the compression of my mattress to decide if I need another alarm set, or for it to signal other devices to make breakfast. I'm not lazy, I'm effective. Although this is not realistic yet, some home automation is possible and we are starting to see some incredible innovations in this sector.

Currently the majority of home automation needs an app to work correctly, and this could become frustrating if you buy a lot of these products. I can only speculate how houses will be run through automation in the future, but I wouldn't be surprised if there was only one device with an app based infrastructure to control everything.

Imagine downloading an app that could theme your entire home by acting in a unique manner. For example a home automation product could transform your house for Halloween, April Fools or even Christmas! Interestingly, the SyFy channel offers a setting for Wi-Fi light bulbs like the Phillips hue, so that you can watch certain TV shows in the right ambience.

Home automation is clearly developing but I am still waiting for someone to create the smart toaster in Red Dwarf...



Robotic Hoovers

I recently purchased a Neato XV, a robotic Hoover that is incredibly easy to use and manages to clean my house effectively without me handling it. It works by using LiDar, a technology that maps the environment to navigate and avoid obstacles. This is also used in Curiosity, the robotic rover that explored Mars. Recently Dyson have also released a robotic Hoover, proving that this form of home automation is ready to reach the mass market. I would certainly recommend my new Hoover, in fact, I've even given it a name.

Neato Robotics Vacuum £269.99, [amazon.co.uk](https://www.amazon.co.uk)



Energy saving thermostats

Nest thermostat is the concept of being able to set your heating wherever you are in the world. You need to download an app once the product has been purchased and you can use this to control the temperature. It also becomes aware of when you are in the house by using sensors so it can automatically turn off when you have left. Consequently you can save money and energy with this handy device, but I am still waiting for it to be able to control my water as well!

Nest thermostat £179.00, johnlewis.com

Wireless LED light bulbs

These light bulbs are remarkable and really show the future of lighting in your home. The Phillips Hue is a good example of this product as you can set it to simulate daylight or a variety of colours and effects, including disco! The lighting can be organised via an app and you can control your lights remotely and whenever you wish.

Philips Hue prices start at £49.95, store.apple.com



CARDIFF AIRPORT:

A WEBSITE WITH SKY
HIGH AMBITIONS



Rhiannon Jenkins, Marketing
Executive, discusses the process of
creating their brand new website



W

hen was the last time that you visited Cardiff Airport? After an extremely busy year the Airport might look a little different from the last time you saw it.

It was June 2014 when Spindogs were given a tour of the Airport's refurbishment and the change was immediately clear. Arrivals is now full of references to Welsh culture and heritage, from a miners lift to a stairwell that looks like the inside of a castle, its impact is unlike any other terminal we have visited.

Fast forward six months and it is not just the inside of Cardiff Airport that has changed. As the Airport was undergoing some drastic alterations their website needed to adapt with this progression and Spindogs were more than happy to take on the challenge.

The website launched in September 2014 and we caught up with their Marketing Executive, Rhiannon Jenkins, a couple of months later to reflect on this ambitious project and how Cardiff Airport is focussed on increasing the choice of destinations for their customers.

Check-in

Rhiannon sipped on her coffee, it was very early in the morning and it had been an eventful few months. Still fairly new to the Airport, Rhiannon became Marketing Executive in May 2014, and since then her feet have barely touched the ground.

"My background was agency but my intention was always to move into more of an 'in-house' role," she explained, "When I saw the Cardiff Airport job I knew it was the perfect opportunity for me."

As someone that doesn't shy away from a challenge Rhiannon joined the team just as they started to tender for the new website. The Airport was striving for a fresh, crisp site that was easy to navigate, engaging for customers and delivered on their commercial objectives.

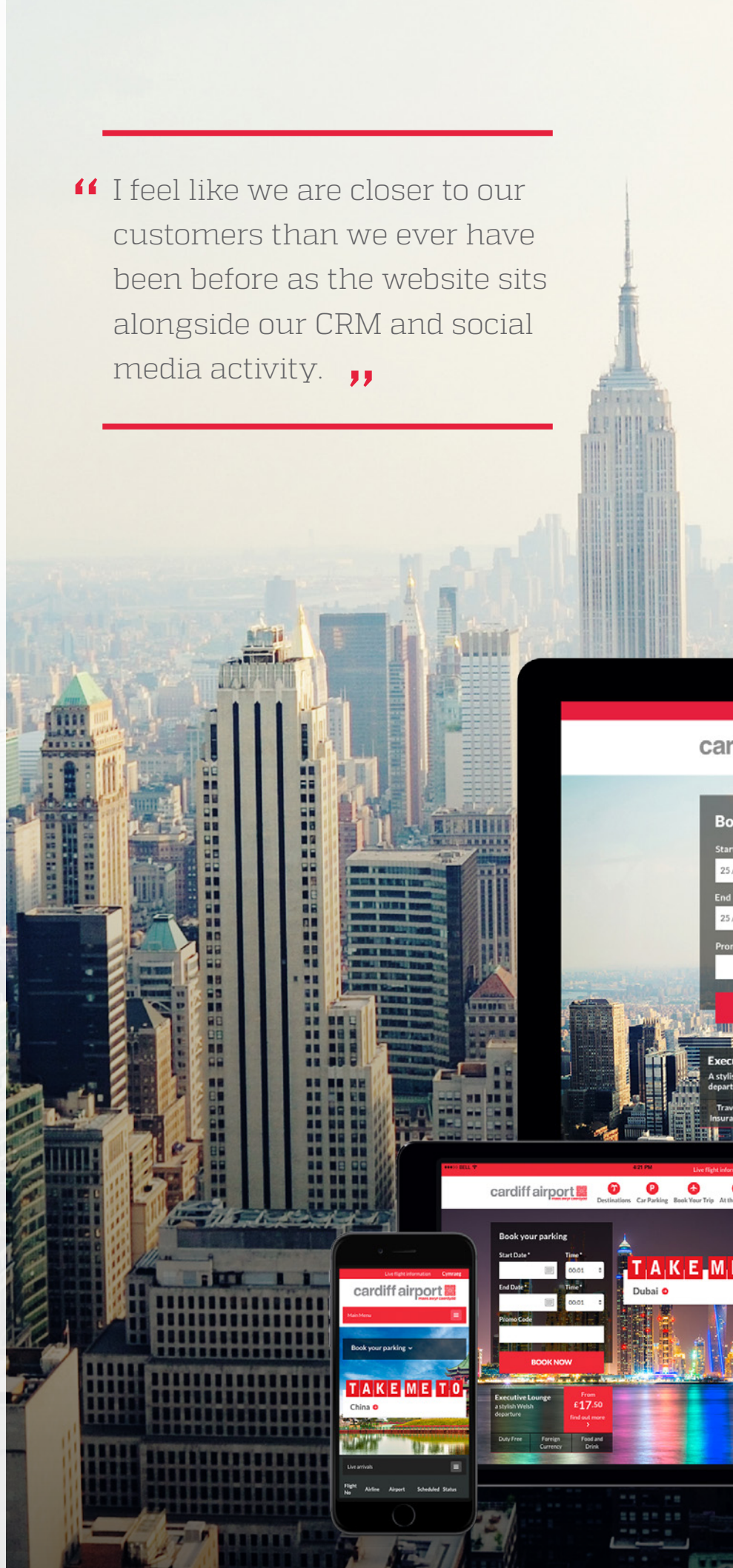
"I was part of the team that chose Spindogs and from the outset we felt confident in your abilities," said Rhiannon, "You had great experience of the elements we needed to bring together, for example third party feeds and the commercial function so that customers can book online."

With so many components in the specification for a new website, the marketing team needed to be clear on their goals and ambitions for the redesign. The team was well aware that the Airport had been on a huge journey and they needed the website to reflect this exciting new phase. Understandably their customer's experience was at the forefront of their minds.

"We want to engage with customers at different touch points, so that even before they come to the Airport they can connect with us and the website is a key tool to do this," said Rhiannon.

To create this link between the Airport and their customers, we focussed on how we could incorporate user generated content. This can now be seen on the different destination pages, where the Airport encourages passengers to upload their holiday photos and share their top tips.

“ I feel like we are closer to our customers than we ever have been before as the website sits alongside our CRM and social media activity. ”



Boarding

This content is key in showcasing the range of destinations that Cardiff Airport offers, a message which is promoted through their 'Take me to...' campaign and something that sits perfectly on their website and social media channels. This campaign has been vital in raising awareness of the routes available from Cardiff Airport. Rhiannon explained how many people are still unaware that passengers can reach over 900 destinations from Cardiff via connections at key hubs, such as Amsterdam and Dublin.

"The 'Take me to' artwork is used throughout the terminal and we use it within our CRM communications, on social media and now on the website," said Rhiannon.

Used across the main header on the homepage it is clear to see why, and our designers could not hide their delight when

they saw the quality of these particular images. However, the layout of the homepage was not plain sailing as we needed to work with Cardiff Airport to ensure that it sent the right message. Rhiannon explained how it was a conscious decision to drive the message about the destinations forward but it also needed to work in harmony with the commercial function.

This then went back to Cardiff Airport's original brief of making sure the website was a touch point for their customers to do what they needed. Whether it was live flight information, booking car parking, flights or a seat in the executive lounge, the Airport wanted the website to fulfil this need.

"In terms of the design process itself, you had so much knowledge, so we trusted you. It was great to be able to work collaboratively around a table and discuss issues openly, with the added reassurance that the Spindogs team would always consider everything before coming up with a solution," said Rhiannon, "In the end it worked really, really well!"

Positively, after only a few months, the website's commercial focus is succeeding as Rhiannon happily confirmed that they had seen an increase in online bookings.

"It has been a really exciting year," confessed Rhiannon, "We have gained two new airlines, with CityJet and Ryanair, there is more choice available to customers and since the website went live we have noticed an increase in bookings for the executive lounge in particular. Plus, more and more people are looking at our destination pages!"

"Actually," said Rhiannon, "We have been really pleased with how many people are clicking on the destinations pages and hope they've inspired more holidays! We plan to roll out campaigns on social media to get more user generated content over the next 12 months as we believe this is the key to making the site even more engaging."

This is also where our journey with Cardiff Airport is continuing. We are currently supporting them with their destination content and digital marketing ideas, ensuring that the website remains content rich through copywriting and supporting key campaigns throughout the year.





Departure

Soon our chat moved on to Rhiannon's personal journey and she started to reflect on her experience. After all, this had been the project that kick-started her career at Cardiff Airport.

"This is the first time I have worked on a project where I have seen a website created from start to finish, so it is something I will never forget," said Rhiannon poignantly. "You supported me plus you were really patient and helped me to understand the CMS system!"

Although Rhiannon now happily admits that the CMS is relatively easy to use, it did take some training before the "penny dropped." Now she hasn't looked back and constantly updates the site with the latest news and information.

" This is the first time I have worked on a project where I have seen a website created from start to finish, so it is something I will never forget. "

"It's easy to maintain and I constantly go back to visit it because we worked so hard, it deserves to be the best it can be as a website," said Rhiannon, "We need to keep testing and continue to improve and add to it, taking on board customer feedback so that we can ensure customers get what they want from the site, and more. The whole team is really proud of it."

It seems like Cardiff Airport is far from finished, they are in it for the long haul.



Lucinda Reid



“Fuel the **Panda**”

Google is waiting for your high quality content



#FuelThePanda

ONE TO WATCH:

RINGLY



Christina Mercado on how she turned wearable technology into something you might actually wear.

Sometimes you just know when you see a game changer. That is how we felt at HQ when we saw Ringly, a stylish smart piece of jewellery that will tell you when your phone is ringing or if you have received an email. In a nutshell, it is wearable technology that wouldn't look out of place in a fashion magazine. We wanted to know more and luckily founder Christina Mercado was happy to answer our questions.

How did you come up with the idea of Ringly?

Before Ringly, I continuously missed calls and texts from my friends and family because my phone was always buried in my purse and I hated having it on the table every time I went out. I also disliked feeling dependent on and chained to my phone. I started to realize that a lot of my friends were having the same issue so I thought, "What if I could make my jewellery smart?" I loved the idea of creating something that women would get excited about wearing but could also help them feel less chained to their phone. When I looked at what was already in the market, there were a lot of devices designed to be unisex but nothing that would fit my personal style.



Who are Team Ringly and what is your ethos?

Team Ringly is a combination of amazing talent from top engineering and design schools across the U.S. We have a great balance of creatives and engineers.

Can you describe Ringly in three words?

A literal description would be 'Smart jewellery', but I like 'Enjoy the moment.'

How has Ringly evolved? Does anything surprise you about the finished product?

I like using technology to solve problems. Ringly first emerged from a problem I had in my own life. I was always missing important calls, messages and appointments because I keep my phone in my purse or at my desk, so I set out to create a solution that I was also proud to wear. Since then, Ringly has evolved into much more than a simple product to alert you if you're getting a phone call. It's a beautiful piece of jewellery that allows you to enjoy special moments without worrying so much about missing important notifications.

What have been the challenges of creating a product that combines fashion with technology?

I wear a lot of jewellery, particularly rings, and I love gemstones. When the idea of Ringly came about, I kept looking at my rings and thinking, I've got to be able to put technology in here that will let me solve the problem of missing calls and texts. I started working with a jewellery designer to prototype different designs. Our biggest challenge was getting the tech as small as possible so that it would look beautiful. We didn't want something that was bulky and techy or replaced your phone in any way. Our goal was to make something you'd want to wear even if the technology was not there.

What would you say separates Ringly from the competition?

With a company like Ringly, there are a lot of moving parts. We're shaping and defining an entirely new category of jewellery and fashion accessories. Not only do we have to get the aesthetics right, we also have to test every aspect of the mechanical, electrical and software design to make sure it all remains coordinated. We have top talent in all of those areas working to create the best experience for our users and that is something that sets us apart.

When are you launching?

We opened up for pre-orders in June 2014 and started shipping in early December.

Are you planning to just sell them online or in stores as well?

We are for sale and available on Ringly.com at the moment but will be in select retail stores in the next few months.



Your first product line is a collection of rings, can you reveal what's next?

Right now our focus is on jewellery, but stay tuned for new styles and new designs!

Where do you see Ringly in 5 years?

We see Ringly as the leading smart jewellery and accessories brand. We plan on launching new product lines and styles that make people's lives easier, while helping them look good!

Ringly can be pre-ordered on ringly.com and prices start at \$195. Don't forget to follow [@getringly](https://twitter.com/getringly) on Twitter and Instagram to see their progress!



CUTTING OUT THE MIDDLE MAN

Thomas Lloyd



Dave Tomlins explains the importance of keeping ahead of the competition via online marketing

“Our strapline was always, ‘cut out the coupon in the paper and cut out the middle man,’” reminisced Dave Tomlins, the managing director at Thomas Lloyd and the man that has helped to propel this upholstery business into the digital age.

In 1993 Dave moved from his job at Christie Tyler to become general manager at Thomas Lloyd, seeing it as the perfect opportunity to work in a manufacturing business that was retailing direct to the public. Today that ethos has not changed, but the way that they reach their customers has, as Dave soon realised that more and more people were buying online.

“In the early days everything was via the post. I remember waiting for the post to arrive at 8am and receiving the many requests from people wanting brochures,” said Dave. This was where their strapline originated, as their customers would see Thomas Lloyd advertised in the local

papers, cut out a coupon and request their brochure. At this time they were sending out 700 brochures a week and, unlike the large catalogue companies, Thomas Lloyd was one of the first to sell quality upholstery via mail order.

It soon becomes clear that since they were established in 1981 by Harry Ridgewell, Thomas Lloyd have continually tried to break the mould, as they saw a gap in the market for a company to make and sell their own furniture. Once this had been decided the company began to make the fine leather furniture that you can view online and in their showroom at the Abergorki Industrial Estate in Treorchy.

It is easy to see why their brochures were so popular a few years ago, the furniture cannot be described as anything other than timeless. In fact, Spindogs' MD Liam Giles has a Thomas Lloyd Chesterfield in his own living room!

"What we have done with the Chesterfield range is that we are still manufacturing it the same way as we did in 1981," said Dave, "But now we have noticed that they are becoming even more trendy, so we have started to put contemporary leathers on them which are more distressed, waxy and informal. These are doing very well for us."

Although the style and quality does speak for itself, Dave soon realised that Thomas Lloyd needed to make sure that their customers were still engaging with their products. In 2006 he approached Spindogs and soon they had a new website to advertise their furniture, as an alternative to their brochures.

"That was the way the world was moving, and quite quickly everyone was online. People had decided that they didn't want to send letters anymore and that they wanted to request brochures online instead," admitted Dave, "So the next step for us had to be putting the brochure online."

At first they toyed with the idea of sending out a CD to their customers with the brochure attached but realised they faced problems with compatibility. Thankfully the online brochure and website has proved very popular with their customers and Dave feels that they now work together to make sure that the customer can buy with confidence.

“

That was the way the world was moving, and quite quickly everyone was online.

”

"I think our guarantee also helps," said Dave, "It has always been in place and it is definitely one of our unique selling points." The Thomas Lloyd guarantee means that there is a 21 day money back guarantee for anyone that purchases their furniture. Even if they are not happy with the colour, style or comfort they can get a full refund.



"I think people are far more savvy about their rights and now fully understand that if they don't like things they can have a cooling off period and then send it back," explained Dave.

Ironically this guarantee is hardly used because Thomas Lloyd's customers regularly comment that the furniture lasts a lifetime.

After 34 years it is good to see that in this respect, nothing has changed.

This is definitely one of Thomas Lloyd's main struggling points because they receive feedback from their customers saying that the furniture is made too well. This means that they don't need to keep repurchasing the products and so Thomas Lloyd are constantly trying to attract new customers. Of course, its swings and roundabouts, as their current customers are more than happy to recommend the furniture to their friends and family!

To keep these recommendations flowing they now partake in more online marketing because this is an area where they can reach new customers. They are already seeing positive results, in 2014 online marketing helped to increase website revenue by over £100,000. Currently they are looking at remarketing with Spindogs and are working together on a variety of techniques to ensure that they can continue to sell their high quality products.

"We are also looking at increasing our social media presence," said Dave, "I didn't realise that our demographic (55+) would be using social media but now I realise its prominence. We are looking at improving our Facebook profile and continue to create an online database where we can reach our customers."

Alongside this focus on social media, Thomas Lloyd are seeing the benefits of pay per click campaigns and a targeted newsletter, whilst retaining the same focus on quality and price integrity.

After 34 years it is good to see that in this respect, nothing has changed.



Lucinda Reid



WHY WE LOVE **GOPRO**

Never miss a moment with this
pocket-sized gadget



Ceri's Top 5 Tips

- 1 Turn off the Wi-Fi when you don't need it to save the battery life.
- 2 When using in water lick the camera lens to avoid water droplets ruining your pictures, it really works!
- 3 Don't forget to invest in a decent memory card as they can fill up quickly.
- 4 Download the GoPro app to setup the camera using live preview or quickly download photos or videos.
- 5 Not keen on the fish eye effect? You can remove it using the free GoPro Studio software. It also helps you turn your time lapse photos into video or add your own soundtrack.



Helping you GoPro

- Attach it to a pet- there's even a special dog mount!
- Take it on a roller coaster to record your friend's and your own screams!
- Use time lapse to capture your next DIY project- I made a time lapse video of my boyfriend building his own surfboard over a week, which tells the story of his hard work.
- An inspired wedding guest duct taped one to a bottle of whisky (lens pointing up) to record guests taking shots, the result was a simple but brilliant video.
- Fasten it to a hula hoop and hit record for a disorientating, but very amusing, video.

T

he rise of the GoPro camera has been quite the success story with sales doubling every year since its release in 2004. The adverts sell snowboarding on perfect white snow or surfing in beautiful blue oceans but what does it mean for those of us not lucky enough to live in such glamorous locations?

In the below average summer of 2013, I finally relented and purchased a GoPro Hero 3+ and I haven't looked back. As a semi-regular surfer I wanted to capture the brown waves of Porthcawl and found that the camera's small size, weight and robust casing made it extremely durable. I've taken mine surfing, sailing and sky diving but it works equally well as a pocket-sized, (almost) unbreakable camera. The battery lasts for 2.5 hours, records in HD as standard and the wide angle lens is far superior to a camera phone.

The best thing about the GoPro is it helps you capture those moments you'd normally miss – that final glorious wave as the sun sets, your dog chasing its favourite toy or the instant face-lift that is falling from 14,000ft. Plus the new entry level model, GoPro Hero, starts at £99 making them far more affordable and well worth the investment.

Since Spindogs purchased their own GoPro in September, we have been busy thinking of fun ways to use it! Check out our Instagram for our latest videos and tweet us any of your inspired ideas!



Ceri Bower



WE'RE WITH THE BRAND

Lucinda Reid chats to Emma Waddingham about Frenkel Topping's rebrand and their aspirations for the future.



Before my interview with Emma Waddingham I read one of her articles in the New Law Journal, in which she discussed the importance of building a brand story. Emma's belief is that before a company creates their brand identity they need to establish their story first. In her article she explains that brands need to ask themselves a range of questions, for example: Who are you? Where have you come from? Where are you going? Fittingly these were also the questions that I wanted to ask her.

Emma is the director of Emma Waddingham Consulting, a company that she started after finding that in her previous roles she couldn't reach the people that she needed to make a difference. Her business then sparked the interest of Frenkel Topping (FT) and they asked her to be their marketing consultant. This means that Emma works closely with the managing and business director to develop their marketing strategy and ensure that any spend is justified. Emma explains that by being the "fresh pair of eyes", it gave another dimension to their business and the ability to form relationships with other companies, including Spindogs.

LISTEN FIRST

For the past 30 years Frenkel Topping has supported thousands of people who have received personal injury, catastrophic injury or clinical negligence damages. They provide independent financial advice and welfare benefits guidance to, not just to their clients, but also their legal representatives - at the pre settlement stage and then working with them for life after the settlement of claims. Emma explains that their ethos has always been to, 'listen first and invest second' to ensure that their clients have a financially secure future. Once you put Frenkel Topping's work into perspective it is easy to see why Emma places such importance on the company's story.

"When you are working with people whose children have cerebral palsy because of a mistake a doctor made, you just want to make sure that they can access the tools they need to be able to understand what investment means and how they are going to invest," explains Emma. "Vast pots of money are a huge responsibility. You have got to try and make that very easy to manage."

Frenkel Topping has a great relationship with its clients and is very proud to have a 99% client retention rate, alongside joint ventures with solicitor's firms but in the past this has not been translated in its current branding. "I wanted to justify the brand," says Emma, "That was a big thing for me, because FT is doing incredibly well and is such a niche IFA, so the branding needed to emulate that."

THE SWOOSH

At this time Emma had already formed a relationship with Spindogs as we had created the branding for her own company, so she knew that we could deliver the strong statement Frenkel Topping needed.

Once this connection had been established, Emma explains that the focus needed to be on Frenkel Topping's name as she believed that this was its strength. Although at first, this did take some persuading.

"After the initial designs, I did suddenly hear, "I want the Nike swoosh or an apple," and I had to go back to basics to explain how Nike evolved. You have to ask what your intention is, do you want to be a household name and go into the consumer sector?" Emma questions, "At first they missed the point of what they wanted to represent."

"Vast pots of money are a huge responsibility. You have got to try and make that very easy to manage."

After some gentle persuasion Frenkel Topping soon understood the importance of its name and its Directors are now delighted with the re-brand. The name is a striking orange, which is both a professional and personable colour and has a thinner and lower-case typography.

"This process for me has been brilliant as Frenkel Topping is happy for me to work with people that I trust. Spindogs and I are on the same wavelength with the client and it is like Spindogs know what I am thinking, which is really important," says Emma.

"Ultimately a good designer is a good designer; a good IFA is a good IFA but what makes them different - and I think this is where Spindogs comes in - is that we do get on. I know that I can throw something at you and it will come out and exceed my expectations."

NEW IDEAS

Now that the branding has been developed, Emma is ready for the next step and is already working with Spindogs on the new Frenkel Topping website. Emma is the first to admit that the new website is a big challenge and that it needs to convey the company's personality and professionalism. Emma often describes Frenkel Topping as its client's 'critical best friend' and for professionals, FT should be a partner in their team. This is a philosophy that certainly aligns with their personable way of working and the care they evidently take with everyone that they work with.

Frenkel Topping is not ready to become complacent in its sector, as Emma discusses its future plans once the website has gone live.

I know that I can throw something at you and it will come out and exceed my expectations.

"We are a step back from where most international IFA companies are due to our niche marketplace – our clients and professionals need to understand exactly why it is in their best interest and financial wellbeing to use their expertise, so we are going back to basics with selling the key services in an informative and concise way," says Emma before pausing. "But I do have an idea for a mobile app once the website is finished. This will mean that our clients can access information about their accounts via a financial app, at any time."

This idea would certainly make it easier for their clients to view and access their investments and builds on Frenkel Topping's ambition to make their services more accessible.

With plans like this, I think Emma is underselling her and FT's plans. It sounds like Frenkel Topping is trying to keep at least one step ahead of the IFA market, niche or not.

As if reading my mind, Emma smiles, before adding: "All our competitors are suddenly following us on Twitter...I think they are very nervous about us at the moment!"



Lucinda Reid

Creative Process

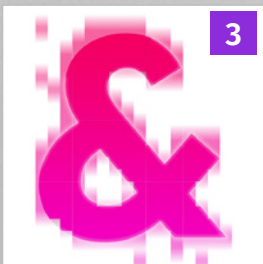
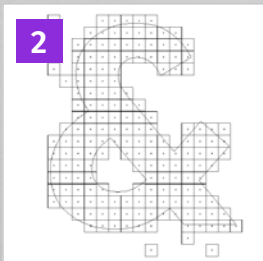
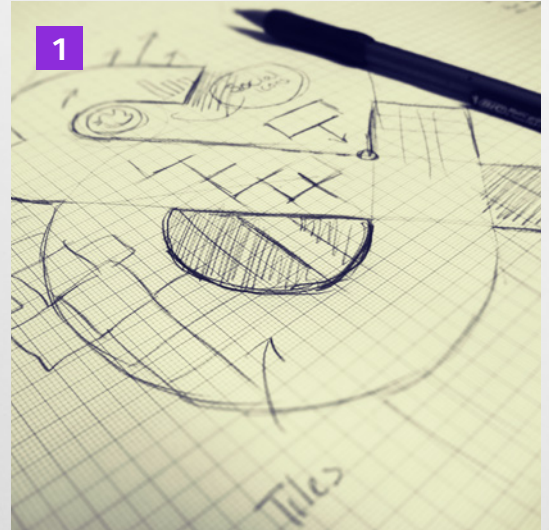
Here is a sneak peek at how our designers create visual content by using software such as Photoshop and Illustrator.

CHALLENGE

Spindogs want to represent their social media channels in a visual way.

SOLUTION

Our designer Jon suggested using an ampersand to create a graphic as this symbol is aesthetically pleasing & literally creates a link between our different social media channels. He began by creating a mind map of ideas, before sketching out concepts to see which would be feasible to represent our social media channels successfully. Once his idea had been established he moved on to Adobe Photoshop and Illustrator to start designing.



RESULT

A vibrant illustration that tells you
more each time you look at it.



Jon Bauer



Google Panda Rewards websites

For publishing unique and engaging content



#FuelThePanda

A-Z

GUIDE TO OUR DIGITAL AGENCY

WHAT WE LIVE, BREATHE AND EAT

Apple

Macs, iPhones, iPads, someone probably even has an iPod in their bag somewhere. At HQ we cannot avoid this multinational corporation and whether you love or hate them, Apple has definitely changed our working lives.



AdWords

Google's pay per click platform allowing you to reach your targeted audience in Google Search, websites and YouTube. This can be a great way of generating more business via your website, whatever your budget.

"I love the design, user experience and simplicity"

- Ilias Stivasaris



Blog

We are always encouraging our clients to create content and a blog can be a great way to get started. We regularly update our blog with a variety of content, you will find a mix of technical and fun posts.



CRO

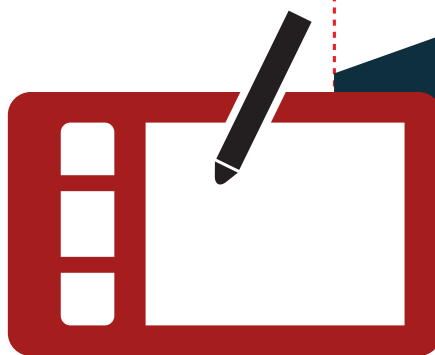
Conversion Rate Optimization is the process of testing and improving your website, to convert more actions from your existing visitors. A slight increase in your conversion rate (the % of users that complete the action you want them to- such as purchasing or sending an enquiry) can have a significant impact on your business.

"Content drives design, not the reverse"

- Matt Gadd

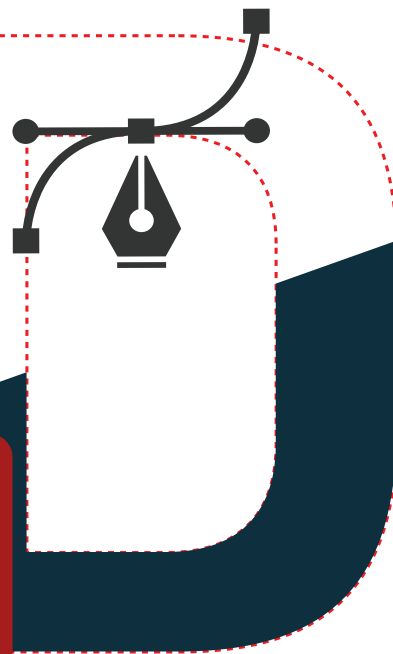
Design

Our talented team of designers' custom design every project they work on to ensure that it is tailored exactly to our clients' needs. They thrive on turning our ideas into a reality.



DNS Records

A DNS record is used to connect the domain name to the IP address of the server, which is where the website is hosted.



CMS

This stands for Content Management System and is the system our clients use to edit and publish content on their website. The Spindogs CMS has been developed over the years to ensure it is user friendly and works well for clients of all technical abilities.

CSS

Cascading Style Sheets are used for the conversion of design to being web ready. Most web pages use CSS as web developers can use it to have precise control over how the page looks.

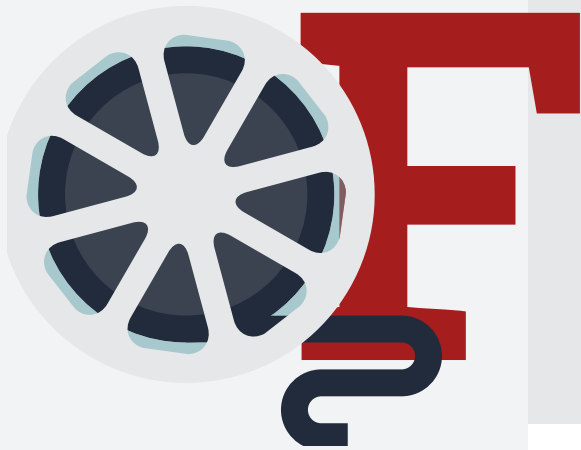
Ecommerce

Transactional websites that help our clients to generate more revenue. Selling and converting online is becoming increasingly popular and is something we are helping more and more clients do in 2015.



Email

This is a communication tool that is favoured by our clients, although we still like the personal touch of a phone call or even a handwritten letter! (Remember those!)



Films

From Disney to Tarantino, we are all mega-movie fans and you will regularly hear film soundtracks blasting from our Sonos. We can't wait to see Pitch Perfect 2, Star Wars: Episode VII and Jurassic World this year.

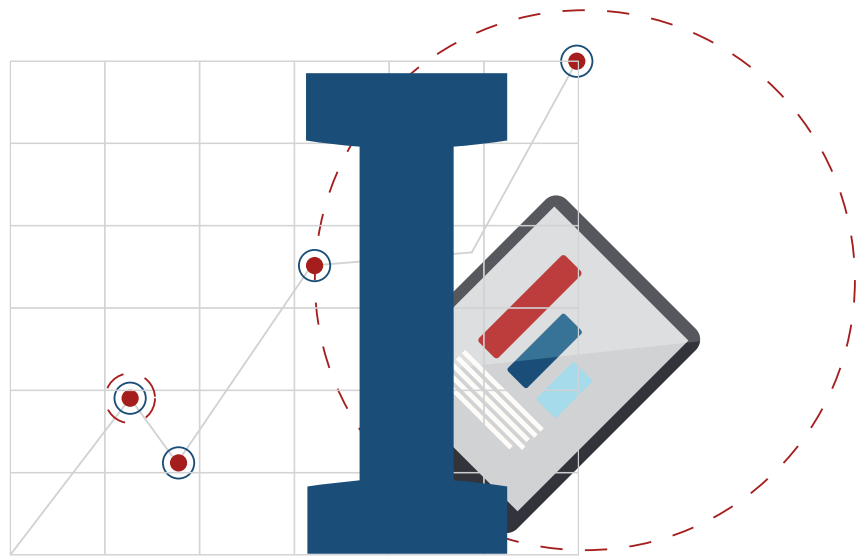


Go Live

This is the process that we go through when a site has been developed and is ready to be viewed online. We always do technical, design and usability checks to ensure that it is a smooth transition.

Jelly Beans

If you have a sweet tooth don't forget to pop into Spindogs HQ, we will have a jar of jelly beans waiting for you!



Infographics

Sometimes a chunk of data can be a lot more appealing to the user if it is represented as a visual. This can be done graphically via an infographic.

IP Address

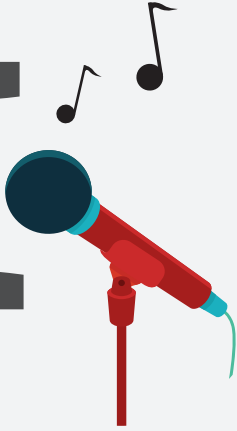
This is a code made up of numbers separated by three dots and recognises the Web server or the computer you're using. All computers require an IP address to connect to the Internet.



Hashtags

Social Media goes hand in hand with hashtags as you can now use them on the majority of social media channels, including Facebook, Instagram and Twitter to categorize content. Although they are incredibly useful to link content to a relevant topic, it is advised to not over-tag. Twitter suggests that no more than 2 hashtags per tweet should be used.

K



Karaoke

We might be partial to a bit of Karaoke on a Friday night...

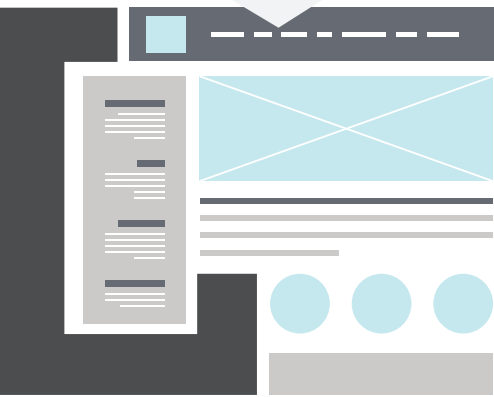


MX Records

This is a type of DNS Record that points your domain to an email service which allows you to have an email address for your domain eg. info@spindogs.com.

Mobile

More people than ever are using their phone to access the web, meaning it is incredibly important to create responsive websites to ensure a good user experience. We can't wait to see how mobile continues to evolve!

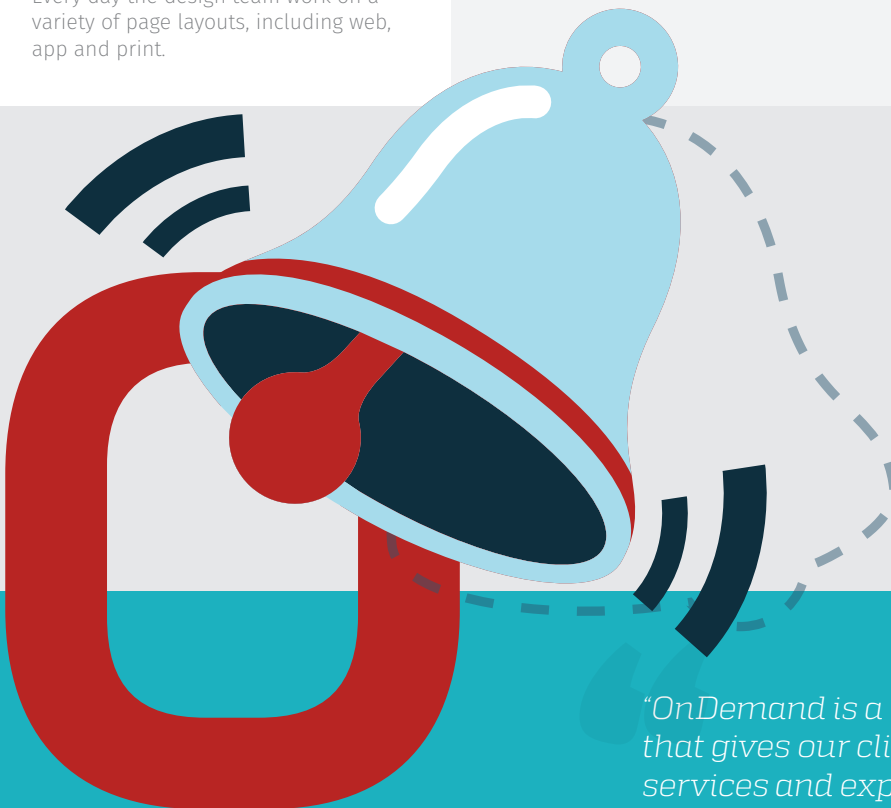


Layouts

Every day the design team work on a variety of page layouts, including web, app and print.

Nandos

In the last issue of BARK the Spindogs team confessed their love for Nandos! We don't like our sauce too hot though, the medium keeps things tasty enough for us.



OnDemand

Our online marketing experts will work as an extension of your marketing team, driving your activity towards achieving your marketing goals, from focusing on areas such as content generation and conversion rate optimisation to graphic design and social media training.

"OnDemand is a retainer based proactive package that gives our clients access to our core marketing services and expert resource on demand."

- Olivia Farrell

Pod

At the start of each new project we come together and hold a pod. This will include team members from design, development, user experience and online marketing. The project manager leads the session and the team will begin by discussing the design brief.



PDF

This is a portable document format that turns a document into an electronic image so that you can view, navigate, print or forward it to a contact. A pdf is also very handy because it can be made interactive and optimized for the web...We honestly don't know if we could live without it!

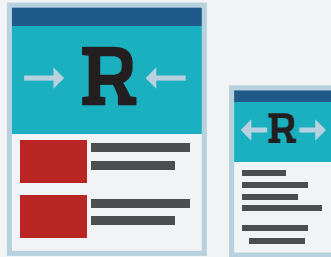
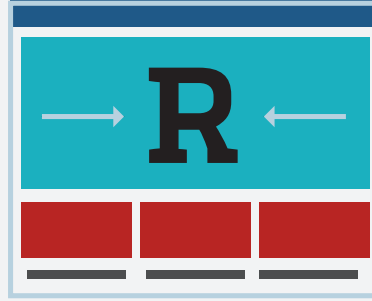
Pay per click

An advertising model used to direct traffic to websites where you are only charged when your advert is clicked. Google have made this very popular via their AdWords platform. Many popular websites such as Facebook, Twitter & LinkedIn also have advertising options based on this model.

Query

A query could be a search query, which is when anyone uses a search engine to find a website, or it could be a database query, which are used by our development team when working on databases.

R



Responsive

The term used when your website adapts to the device on which you are viewing it.



Support

We understand the importance of excellent customer service once a project has gone live, and our support team is always on hand to answer questions and solve queries.

SSL

Allows you to send information securely over the internet, and should be used on ecommerce sites or areas that need login areas for security. If you can access a site via https instead of http, then it is secured by SSL.

Q



"If you want to generate enquiries and sales the principles of SEO should be active on your site. It is also a level playing field against potentially bigger businesses."

- Jon Walker

SEO

This stands for search engine or experience optimization and can drive targeted traffic to your website.

User Experience

At Spindogs we realise the importance of satisfying the end-user's needs and so we work hard to create a great user experience for our clients' website visitors.



Video

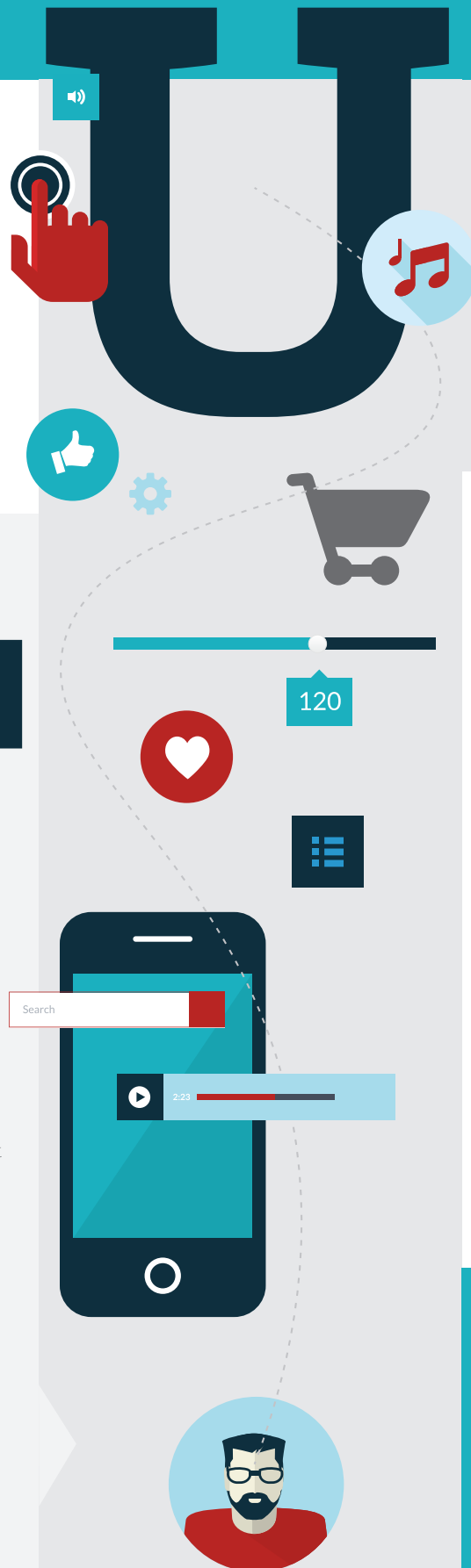
Today the importance of video is undeniable, especially with the colossal success of video-sharing platforms like YouTube. It has also never been easier to create video content as even your mobile phone allows you to make and share videos.

Tea

On average the Spindogs team will drink 6x24 cups of tea a day. That's a lot of milk and a lot of tea bags.

Team

The old saying goes that there is no 'I' in team and we strongly agree. We wouldn't be able to do what we do without working together, including taking it in turns to do the tea run. There is 'Tea' in team you see....



"Brands are emphasising the importance of UX as they specifically create content for the user and their needs."

- Lucinda Reid

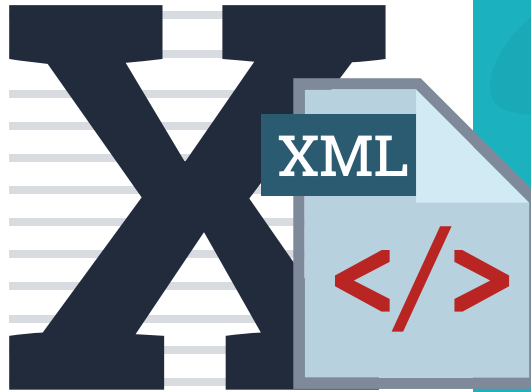
Wireframe

Website wireframes are focussed on the structure of a site and pay more attention to the interactions between the user and the system rather than the style. They are also used to prioritize content.



XML

XML is an attempt to provide a way of enabling different computer systems to send data to each other using a standardised format.



Example: Bob and Sybil want to communicate. Bob sends a text message but Sybil doesn't have a phone to read it. Sybil sends an email but Bob doesn't have an email program. However, Bob and Sybil do have letterboxes, and so if both messages are written onto a piece of paper then they will now fit through their front doors! Happy days Bob and Sybil are now communicating!"

- Oli Salisbury



YouTube

This video-sharing website has 100 hours of video uploaded per minute and one billion users. Whether we are uploading videos or viewing them, this social media platform features in our lives daily.



Zero

Zero is the number of times we have seen a zebra on Bute Street.



Create **Great content** for your users:

- ✓ Blogs
- ✓ Photos
- ✓ Case Studies
- ✓ Videos
- ✓ Infographics

#FuelThePanda



SPINDOGS SOCIAL

We love to engage with our clients online, and share a photo or two.



It was National Chocolate Week and **@swinders25** showed her appreciation with a GIANT Lindt.



We had a delicious meal **@thepottedpig** to celebrate Christmas last year, definitely worth a visit!



Only Men Aloud
@onlymenaloud

Look what have just arrived at Aloud HQ from the lovely people **@spindogs**. There goes the New Year diet! Thanks guys.



Frenkel Topping @Frenkeltopping

@spindogs Thanks for all UR amazing work! We're looking forward to rolling this out and starting the website! **#ForProfessionalsForYouForLife**



Jo Foxall

Great organisation to work with. Creative, innovative and customer focused



Oliver West
@OliverWest90

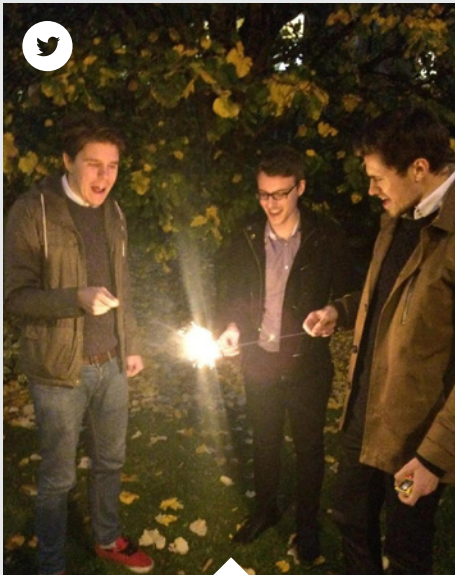
Thanks for my amazing cup **@spindogs** **@swinders** The sweets should help me & the **@penguinwm** team get through the day!!



It is always a great day **@spindogs** HQ when someone does the Starbucks run. This time **@CharleyCook** and **@bensbasementt** treated us!



We had the privilege of seeing behind the scenes at Thomas Lloyd, we can confirm the sofas are as comfy as they look!



Our support assistant **@bensbasementt** and designers **@rhysashman** and **@jpbauer92** braved the cold to sparkle!



Digital prediction for 2015

@angharadyates - More companies will commit more of their budget to customer service both on and offline.



Cait Myers
@CaitRMyers

Thanks **@spindogs** for a great night. Well done **@AbiCarterCSI** for Unicornness! **@_MsKirstyB** and I had an **enchanted** time ... **#wickedwitches**

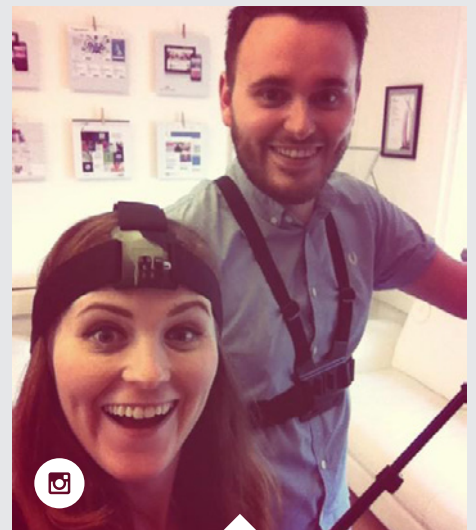


Rachael Flanagan
@RachFlanagan

Getting excited now for our new website **@spindogs** **#amazing**



You can never have too many post-its!



@ohmattgadd and **@lovefrombetsy** had a great time testing out the GoPro so that we can create even more engaging content for you!



We don't believe in **#bluemonday** at Spindogs! Keep smiling!



Paul Batcup **@PaulBatcup**

Really looking forward to working with **@liamgiles** **@spindogs** on new resources to support sports volunteers in Wales. Exciting times



@Spindogs



@Spindogs



@spindogsdigital

YES

Is a Windows PC a better investment than a Mac?

Are you thinking about purchasing a new computer? Elwyn Davies and Matt Gadd are on hand to make that decision even harder.



There is the old proverb that originated in Pembrokeshire stating, "An apple a day keeps the doctor away". Great medical advice for sure, but you can't beat the sugar rush from that odd piece of chocolate.

My views on the timeless debate between PC and Mac has a connection to this very statement. Through the Macintosh, Apple prescribes your safe option. A shiny, integrated and efficient solution. Sound great but it all falls apart when you hit the sell by date (I promise that is the last of the fruit related puns). Apple's environment is so limited that once your Mac starts to creak with age, your choices are as simple as, a) buy the next shiny new mac, or b), actually there isn't an option b. Welcome aboard the carefully marketed Apple bandwagon!

The reason to choose PC over Mac is flexibility. What if you just want to add a new hard drive and upgrade the graphics card? No problem at all, over the years it has become even easier to upgrade. All at a fraction of the price of buying a brand new model to boot.

Without the wave of Windows and Linux based offerings the industry would stagnate. I am not claiming that the Windows platform is perfect, but generations of entrepreneurs and innovators have been cutting their teeth by pushing the boundaries with software and hardware on PCs.

I'll settle my argument with one final point; why would you want to be seriously chastened by choice while paying top dollar for the privilege? Get a PC and be limited only by your imagination.



Elwyn Davies

NO

The immediate elephant in the room and the one Elwyn will be shouting about is the price of Macs. They are a premium product first and foremost, but let's explore why. With the iMac Apple broke away from the standard tower and monitor setup years ago. They meticulously design and painstakingly engineer, an all in one personal computer from a solid block of aluminum that has more pin sharp edges and beautiful curves than Ryan Gosling and Scarlett Johansson combined.

Macs also use the best components, so you never buy an underpowered machine. 'Great value' PC's will usually ship with graphic and animation heavy Windows 8. Combined with the cheap processor and lack of RAM you will soon be buying another laptop in less than 3 years or spending more money to upgrade it. I've had my 24" iMac since 2008 and I have never had one hardware or software problem.

Pre-Mac I had to suffer the many family PCs we owned growing up. I really blame Microsoft for the surprised look on people's faces when they find out I'm 25. There were years of battling with pop-ups every few seconds, updating my updates, installing drivers for every printer and then wiping my hard drive every 2 weeks because it caught a new virus. Windows has deprived me of a youthful care free glow and I only came to this realisation when I started using Macs.

I felt that for the first time a computer was working for me and not against me. Since then I've spent so many hours convincing family members and friends to switch, Apple should definitely employ me for sales. I even recommended one to my grandparents because they would have 99% less problems with it than the laptop they currently use.

To close, buy a Mac.



Matt Gadd



Your Questions Answered

— With Angharad & Ben



There have been some exciting changes since our last issue of BARK, with Ben Hayward joining the Spindogs team as a support assistant alongside Angharad Yates.

The support team are faced with a whole range of diverse questions every day but our two support specialists have put together a quick Q&A that deals with the most common queries.

Q

I'm a new employee and I can't log into my company's CMS – how do I gain access to the admin area?

A

First of all, congratulations on the job! Now you need to track down an existing administrator as they can add you as a user by logging into the CMS. They will need to navigate to Administrators, click 'Add' and follow the prompts, which allow you to enter information such as Email and Password.

Once your account has been added, you can edit your own password by logging into the admin area and revisiting the Administrators menu in the CMS.

Q

Spindogs have recently made some changes to my website but I can't see them! Help!

A

Don't panic, this is most probably related to browser caching! Put simply, browsers such as Firefox or Internet Explorer store temporary files like images locally to your computer, so that next time you visit the website it will load faster.

Unfortunately, caching can sometimes have a negative effect as you might not always be viewing the most recent version of a site and so the changes that we have made for you, particularly if it's a site you visit on a daily basis, may not appear immediately. If you simply press CTRL + F5 on your keyboard, on a Windows computer (Command + Shift + R on a Mac), you can refresh your cache to make sure that the page you are viewing is completely up to date.

Q

I've changed the page name in the Spindogs Content Management System (CMS) admin area but the link in the address bar has stayed the same, why is this?

E.g I have changed the 'About Us' page to be named 'History' instead but the URL is still /about-us/

A

The link is created using the name you gave the page when it was first created. Regardless of any future changes you make to the title of the page through the CMS, the link name will stay the same. We do this to prevent broken links from occurring.

We would recommend creating a new page instead of renaming an old page, however if this is not an option for you, drop Spindogs an email and we'll happily change the link for you using your support time. We will also put a redirect in place from the old link to the new one, so that it will not become broken and anyone linking to the old page will still find the content.

THE ENCHANTED FOREST

Where would you find Gandalf, Tinkerbell, Shrek and a unicorn all in one room? Only at a Spindogs Christmas Party!



This year I was tasked with turning our offices into an Enchanted Forest, equipped with trees, woodland animals and even covering our usual flooring with playground bark. After being part of the Spindogs team for less than 24 hours I soon discovered that this would be my first big project and I was ready for the challenge. I had seven weeks and three Christmas parties to live up to!

After spending many hours on Google, Pinterest and Amazon it was clear that we needed trees, lots of trees! So the hunt began; big trees, small trees, twig trees, snowy trees – I've seen them all! In the end we were very fortunate to borrow a selection of trees and lights from a very generous company called Festive, a large Christmas supply store in Cwmbran.

What really made the party unique were the costumes that people created. Whether they were homemade, bought or picked out from our costume box, they were fantastic! We love fancy dress in the Spindogs office and we were completely blown away, especially with our 'Best Dressed' prizes going to a homemade Unicorn and the Wicked Witch of the West.

Keep an eye on our social media for our next evening of Spindogs fun! We will definitely put a twist on another party theme classic!



Charlotte Cook

Gareth Tucker (Clubr)



Abi Carter (Grŵp Committee Member)



Angharad Yates, Dave Morgan (Spindogs) and Jon Munro (SmoothSkin)



Claire Swindell (Spindogs) and Cait Myers (Health Research Wales)



Paula Morris (PM Marketing), Becca Lloyd (Arts & Business) Liam Giles (Spindogs)



Sean Giles (Spindogs)



Ella Goddard, Lee Hatim (ACT Learners) Liam Giles (Spindogs)



Paula Morris (PM Marketing) and Dave Morgan (Spindogs)



Rachel Ellis (ACT Training)



Kim Brown, Kate Whittaker (Wales CRC) Olivia Farrell (Spindogs)
Theresa Callan (Minuteman Press)





Helen Martin, Helen Hallam, Jayne McGill, Victoria Union, Rachel Ellis (ACT Training)



Alexandra Roberts (Museum Wales) and Jon Walker (Spindogs)



Those Grubby Folk



Olivia Richardson (No Fit State) Chris Jenkins, Sahra Tulloch (Hugh James)

THREE
UNICORNS



1 FOLK
BAND



160

GLASSES

OF

APPLE

SCHNAPPS

2984

FAIRY LIGHTS

8 APPLES



CHRISTMAS
TREES



“ Need Help With Your
Content Strategy? ”
Contact Spindogs



#FuelThePanda

Stepping up our charity challenge

Follow our fundraising progress as we race towards our £10,000 target!

To mark our 10th birthday in August 2014, Spindogs pledged that we would raise and donate £10,000 to charity within 12 months. Some of the charities that we have supported in the last few months are Tomorrow's Generation, Ty Hafan, Save the Children and Bobath.

We are nearly half way through the year of our pledge and so far we have raised £4,400. The team have all got involved where they can, whether this is dressing up, giving up alcohol, walking over hot coals or even attempting to grow a moustache - We believe every little helps!

We have also had the pleasure of attending some wonderfully planned events such as the Tenovus Ladies Lunch and working with the IOD on their annual golf day. These events are a joy to attend and are always a lot of fun. We not only get to spend the day with some of our lovely clients but meet a range of new and exciting people.

We have a number of exciting charity events planned for the summer months including our 'Dog Day' and Bobath's 'Dragon Boat Race'. So keep your eyes peeled and check out our social media to make sure you don't miss anything.

We hope that you will continue to help us support all these great causes and the fantastic work that they do all year round.



Charlotte Cook

We have raised an amazing
£4K

#wewearpink

We raised a pink-tastic

£80



Networking

At Spindogs we love getting to know our clients and meeting new people at networking events, especially when they are raising money for great causes! Here are some of our highlights...



BEN'S
MOVEMBER

£100

FIRE WALK!

Our brave volunteers Jon and Rhys completed the hot coals walk for 'Bullies Out!' a charity that provides much needed help, support and information to individuals, schools, youth and communities that are affected by bullying.



They raised a sizzling

£300



Sarah Kersley and Olivia Farrell
at Geldards GGT



Rhian Cosslett, Laura Thomas and
Rachel Pewsey at Meet Market



Chepstow Races Ladies Day



Children
In Need

we raised a super

£75



Charlotte Cook at Tenovus
Ladies Lunch

Spindogs V6

Coming Soon

spindogs.co.uk



THE OSCARS 2015



*Find out who we think is tipped for the
most prestigious gong in film*

At Spindogs HQ we are all eagerly awaiting February 22nd as this is the official date of the 87th Academy Awards. Our Support Assistant Ben Hayward, a film graduate and self-proclaimed 'film connoisseur', gives his verdict on who he thinks should walk away with the iconic Oscar statuettes.



Synopsis

A washed-up TV superhero must overcome troubles as he joins a Broadway play in a bid to reclaim his past glory

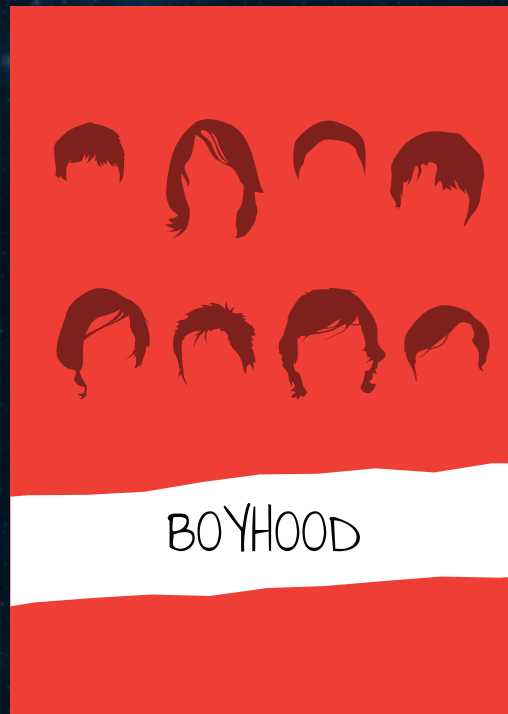
Nominations

Best Motion Picture of the Year, Supporting Actor, Supporting Actress, Best Actor, Directing and Original Screenplay

Will it win anything?

Best Supporting Actor (Edward Norton) and Best Original Screenplay look like safe bets.





Synopsis

Filmed over 12 years with the same cast, Boyhood is a coming of age story as seen through the eyes of a child named Mason.

Nominations

Best Motion Picture of the Year, Supporting Actor, Supporting Actress, Directing and Original Screenplay

Will it win anything?

Boyhood could win Best Picture, Best Supporting Actress and Richard Linklater will fancy his chances of winning Best Director.



**OUR FAVOURITE OSCAR
WINNING FILM OF ALL TIME**

*Lord of the Rings –
Return of the King*

Synopsis

With his wife's disappearance becoming the focus of an intense media circus, a man sees the spotlight turned on him when it's suspected that he may be to blame.

Nominations

Best Actress

Will it win anything?

Rosamund Pike's performance will surely get the recognition it deserves.



**OUR FAVOURITE
LEONARDO DICAPRIO
PERFORMANCE EVER:**

Django Unchained

OUR TOP FILM OF 2014

Guardians of the Galaxy

Synopsis

Recounts the adventures of Gustave H, a legendary concierge at a famous European hotel between the wars, and Zero Moustafa, the lobby boy who becomes his most trusted friend.

Nominations

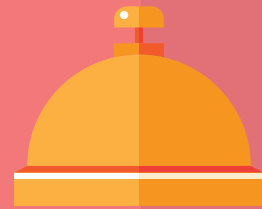
Best Motion Picture of the Year, Original Screenplay, Cinematography and Editing.

Will it win anything?

Cinematography and Editing look like a safe bet.



THE GRAND BUDAPEST HOTEL



Synopsis

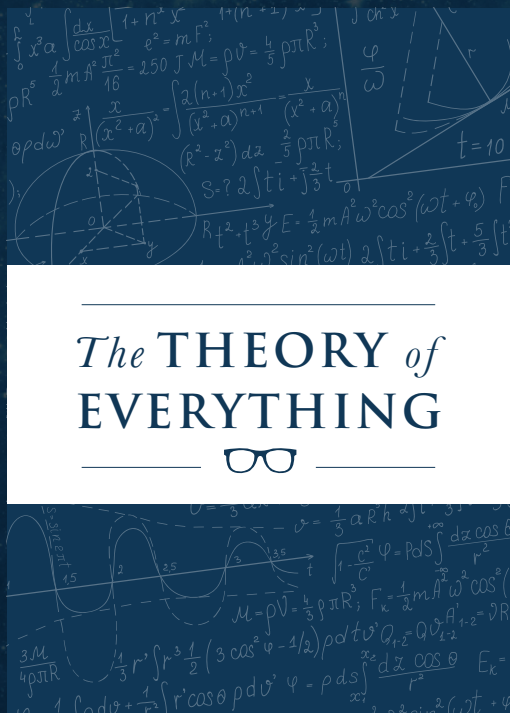
A look at the relationship between the famous physicist Stephen Hawking and his wife.

Nominations

Best Motion Picture of the Year, Best Actress, Best Actor, Best Score and Adapted Screenplay.

Will it win anything?

Best Adapted Screenplay, Best Actor for Eddie Redmayne and Best Score are my bets.



Ben Hayward



Sean Giles

Pizza, it's a classic. If you ask anyone if they like pizza the majority would probably correct you and tell you that they LOVE it!

I tend to go through life having little obsessions and one of these is creating great, authentic, Italian pizzas at home. Consequently I scour the internet to find different recipes, kneading techniques and look into the fermentation process of yeast, which feeds on the sugars in the flour to create carbon dioxide. But I would just end up confused by all these methods, so discovered that the best way to learn is to give it a go yourself!

Once you have made pizza dough a couple of times you start to get a feel for it and learn from your mistakes, making it better and better every time.

The good thing about this recipe (if you are scared of dough), is that there are only four ingredients and it requires very little kneading. You will need to give yourself a day to make it though, as the proofing time is 6 hours! Remember that the longer the bread proofs the better the final flavour will be as the yeast has more time to develop.

To make this you will either need a pizza stone or a frying pan and a very hot grill. I have used both methods of cooking and each is good in its own way. I will be describing the grill and frying pan method this time.

I hope the long proofing time does not put you off as the actual working time of this recipe is pretty short.

You just need to get your timing right during the day and before you know it you will be sitting in little Italy enjoying your favourite pizza!

Pizza Dough Ingredients

- 680g Strong White Flour
- 7g Fast action yeast
- 10g Salt
- 530 ml Lukewarm water

Toppings

- Tomato puree
- Mozzarella
- Peppers
- Sweetcorn
- Mushrooms

METHOD

1

Weigh out your ingredients and grab a large bowl, mix flour, yeast and salt together in the bowl, using your hands or a wooden spoon.

2

Make a well in the middle of the flour and add all of your water. Grab a wooden spoon or just use your hand and start to mix until you have a tacky ball of dough.

3

Leave the dough in the bowl for 5 minutes to rest.

4

Grab some olive oil and spread some out onto your work surface, then scrape your dough out of the bowl onto the oil. Pull the end furthest away from you into the middle then rotate 90 degrees and continue. Do two to three full rotations then leave for another 5 minutes.

5

Repeat step 4 two more times. Then spread some olive oil around your large bowl and put your dough into it. Cover with cling film and refrigerate.

6

Once your dough has proved it should be bulging out of the bowl. Get it out of the fridge about 2 hours before you want to use it. Divide the dough into equal sized portions, making approximately 250g balls.

7

Once you have your dough balls ready lay them on a floured tray and cover with some cling film for the final proofing.

8

After 2 hours your dough balls should be light and puffy and ready to be cooked into pizzas. Liberally cover your work surface with flour, get your frying pan on the heat and turn your grill on full.

9

Grab a dough ball and flatten it out using your fingertips and start to stretch out the dough to the shape that you want. Once the dough is big enough for your pizza transfer it to the hot frying pan and start to add your toppings.

10

After a couple of minutes the bottom should have started to harden and cook. Transfer the pan to the grill to cook the top of the pizza. Depending on how hot your grill is your pizza should be ready in about 4-5 minutes.

11

Take the pan out of the grill and slide the pizza onto your plate, slice and enjoy!

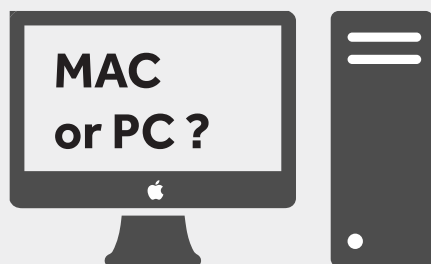
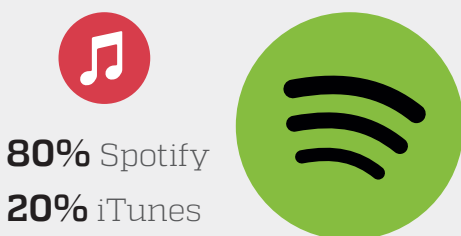


GET TO KNOW US

Sometimes the only way to find out what the Spindogs team really think is to create a questionnaire filled with some very random questions.

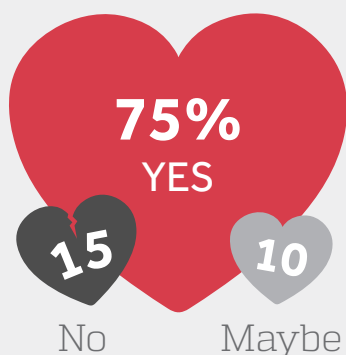
As some of the results made us smile we thought it was only fair to share them with you.

iTUNES OR SPOTIFY?

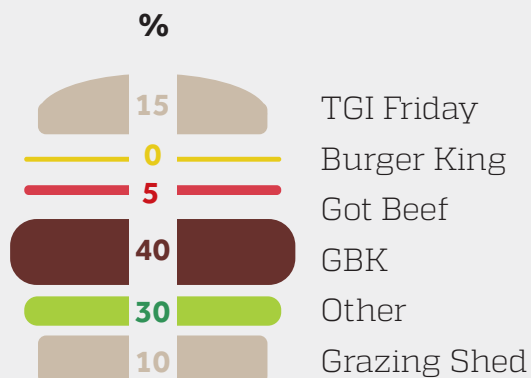


11 people at spindogs said Mac
9 people said PC

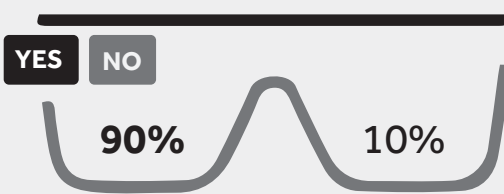
ARE YOU GOING TO SEND A VALENTINES DAY CARD IN 2015 ?



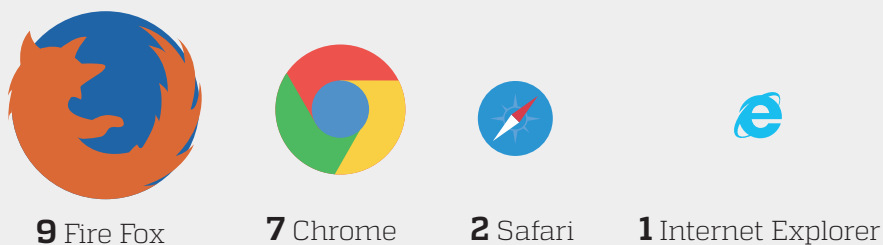
CHOSEN RESTAURANT TO EAT A BURGER ...



DO YOU THINK WEARABLE TECHNOLOGY HAS A FUTURE?



WHAT IS YOUR DEFAULT BROWSER?

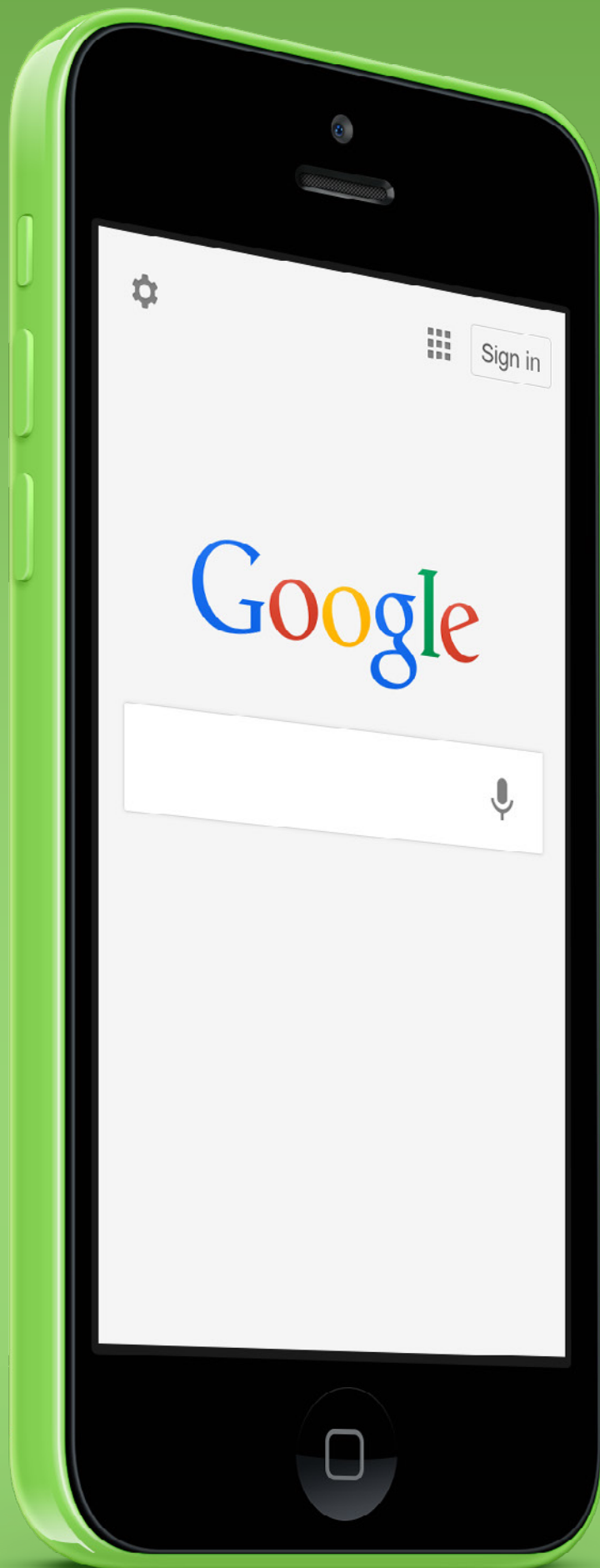


FAVOURITE COFFEE SHOP?



WHAT IS YOUR FAVOURITE FLAVOUR OF CRISPS?





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Are you thinking about running an online marketing campaign? Our approach with every client is to create a campaign bespoke to your specific needs, whether it is to generate more enquiries, increase sales or promote your latest piece of brilliant content.

We focus on what matters to you.

We can help you:

- Devise a strategy to improve rankings and traffic
- Produce well written, interesting content
- Gain quality inbound links
- Improve your user's experience
- Make your content relevant to search engines

spindogs

