BARK

MAGAZINE 88 6









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CASE STUDY
AFRICAN CONSERVATION EXPERIENCE

How we helped drive the online spirit of adventure for the leading conservation travel experts in southern Africa



CASE STUDY
VOLVO OCEAN RACE

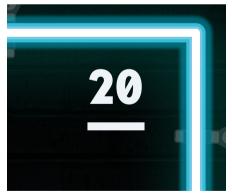
A race to the start line for the Volvo Ocean Race website



CASE STUDY

COFFEE #1

We take five with Coffee#1 and discuss the recent launch of their new website



MAXIMISE YOUR AUDIENCE

Our resident marketing expert Laura, shares 5 inspired tips for profitable marketing



PAINTING THE TOWN RED

Liam talks about taking the step to open office number 2 in the heart of England

Meet the people behind the articles

CONTRIBUTORS



DANIEL LEWIS

Our Star Wars obsessed Direct & Digital
Marketing Director Dan discusses
how we helped African Conservation
Experience secure the lions share of
conversions on page 6.



LIAM GILES

We all know he loves technology! Find out how Liam has taken it to the next level at home on *page 10*.



LUKE CARDY

When Luke isn't meeting clients or travelling he can be found driving our community efforts. Find out more about this year's Byte Night on page 19.



MATT GADD

Find out what Matt thinks we will see from 2018 on page 30. You can be sure our Redwing-loving Senior Designer will be leading the way!



OLI SALISBURY

Not sure on tech in the home? Our resident 5-a-side champ and Senior Dev Oli gives us an honest account on page 10.



POLLY ANGELOVA

Resident salsa dancer and content writer
Polly shines the spotlight on the online
marketing team on *page 24* to give you
an insight into the myriad of services the
team offer.



RHIANNON HEADLAM

Our new PPC specialist and chocaholic, Rhiannon battles Scott in our Podcast vs Video showdown on page 14.



SCOTT MCCAFFREY

Official Air Guitar Champion, Scott, tells us of his passion for video on *page 15*. Which do you prefer, video or podcasts?



LAURA BUTTON

Top tips on maximising your campaigns come from our beach-loving Account Manager Laura on *page 20*.

EDITOR

Claire Swindell

SUB EDITOR

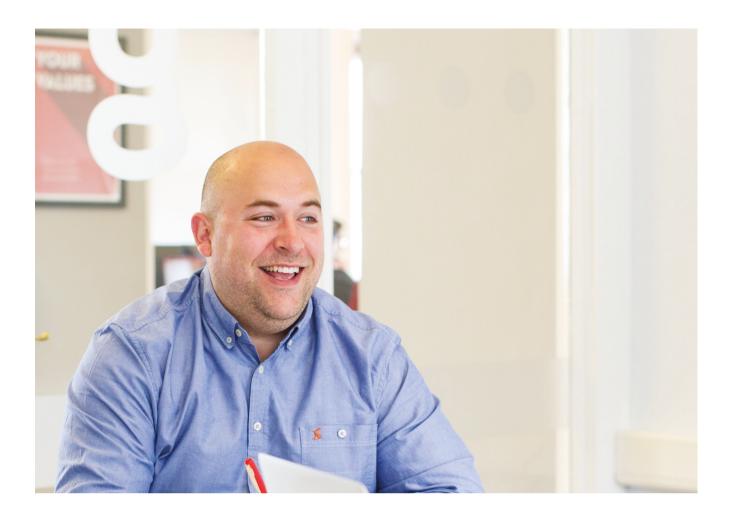
Emily Harris

DESIGN

Aled Phillips Amber Ward

SPECIAL THANKS

Eve Fernandez Gemma Simons Byte Night



WELCOME TO ISSUE 6

Liam Giles, Managing Director

little later than usual but definitely worth the wait, this issue has some brilliant case studies looking at a selection of our new clients in the B2C space. If you love coffee and animals you're in for a treat!

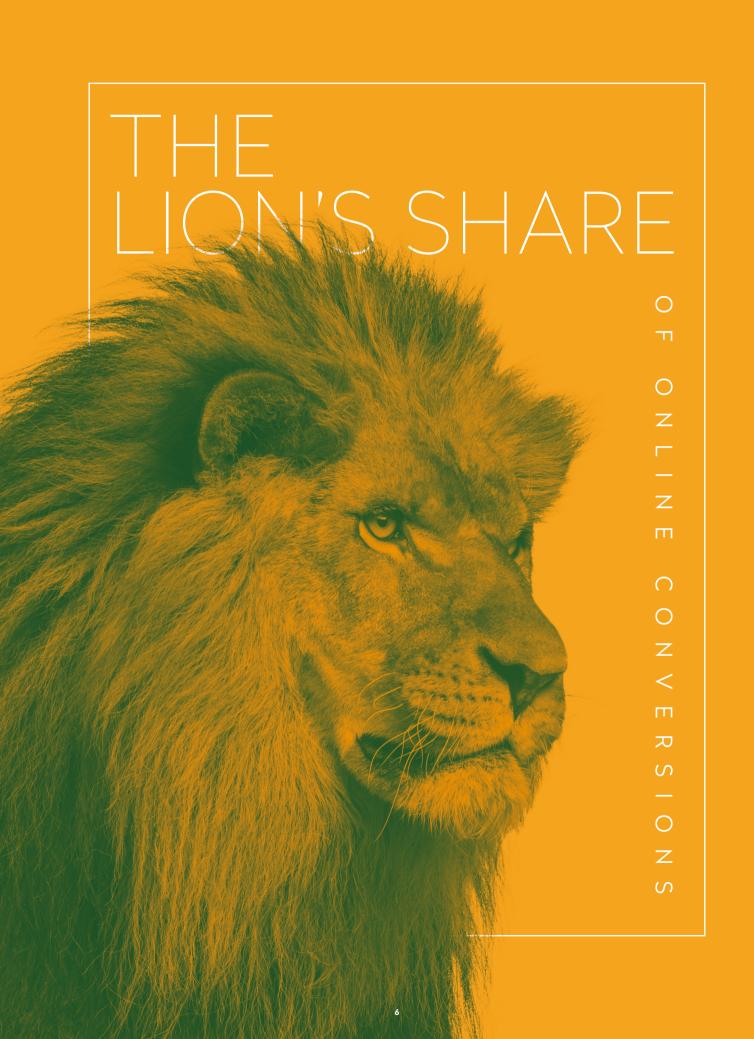
You can expect a heavy focus on online marketing in this issue, as this is the fastest growing side of our business and an area we are keen to develop. With an experienced and growing team of 6 we have seen some incredible results for our retained clients, some of which you will read about in the coming pages.

2017 brought with it a great deal of change for the business, all large but positive changes. With the recruitment of experienced marketers and the acquisition of a dot.net agency in Berkshire, we are hitting 2018 running at full pelt. The acquisition strengthens our position as one of the leading digital agencies in Wales and we are proud to have worked with some of Wales' most well-known brands this year, Coffee#1,

Monmouthshire Building Society and Thomas Carroll, to name just a few.

As always it is great to be able to share our success with our clients and we have been thrilled to witness some fantastic results for them as well. Cardiff Airport finished the year winning Airport of the Year (under 3 million passengers) from the AOA and we would like to say a formal congratulations to Jo Foxall on her appointment as Managing Director at PTI Cymru. These are two of the largest B2C organisations we work with and it seemed right to recognise their achievements in this issue.

2018 is set to be a record-breaking year for the team and we are thrilled to have you on the journey with us! We hope you enjoy this issue as much as we have enjoyed working on the projects it contains.



How we helped drive the online spirit of adventure for the leading conservation travel experts in southern Africa

frican Conservation Experience offer you the trip of a lifetime. Whether you're keen to work with rhino, find out more about protecting dolphins or operate alongside Southern Africa's most experienced wildlife vets, they have the adventure ready and waiting.

When African Conservation

Experience approached Spindogs and asked us to help them explore new digital marketing opportunities we jumped at the chance! Who wouldn't want to work on digital campaigns encompassing adventure travel and ground-breaking conservation projects?

With trips costing upwards of £2,500 and some lasting a period of up to 6 months, ensuring quality traffic and engaged applicants is a key part of their digital agenda. We were tasked with

developing and managing a number of channels to push traffic to the site and ultimately increase their conversion rate.

Eighteen months into our relationship with African Conservation Experience, we are reflecting on the ambitious project we took on together, and how the invigorated look of the website reflects their vision for catering to different traveller types and increasing new market opportunities.





Daniel Lewis

WE CONTINUALLY ASSESS AND IMPROVE

THE TARGETING OF OUR MARKETING

ACTIVITY AND ON-SITE OPTIMISATION.

Our initial goal was to develop a more userfriendly online customer journey leading to the application process. We needed to translate the amazing offline

experience people had with the African Conservation Experience team to their online platforms. If we could make that happen, the results would follow. Following a redevelopment and reconfiguration of their online application process, the site experienced an uplift in traffic; however, over time we came to understand that much of the traffic was causing the sales team problems, as they were fielding enquiries from locations which led to few or no conversions. What's more, enquiries were coming from applicants who did not understand that they had to pay to go on the placements they were applying for.

To gain a better understanding of the value of online applications and measure the impact our work has had in generating leads for African Conservation Experience, we combined our understanding of Google Analytics with some bespoke development to the application process. By attributing a monetary value to each application and taking an average value of each country's application, we created an e-commerce transaction (without any money changing hands) purely for Analytics purposes.



to each application and benchmark our performance. Combined with a more targeted approach to digital marketing activities, such as paid social advertising

and PPC, this helped us pre-filter visitors and create more engaged and appropriate applicants.

Over the course of our relationship with African Conservation Experience, we have developed and executed a broad, strategic marketing plan, involving a wide range of channels, such as pay-per-click, search engine optimisation, paid social, native advertising, content creation and email marketing.

The renewed vision of the African Conservation Experience website, launched in October 2016 and given a facelift in January 2018, was driven by two priorities: a restructure in project delivery which needed to be reflected in the user journey the site provides, and the client's ambition for capitalising on new market opportunities.

Another pivotal aspect which brought about the renewed vision was African Conservation Experience's desire to refine the brand proposition and offer visitors new, brand-driven content. This was informed by our comprehensive keyword research and search engine optimisation know-how.

Working in collaboration with the

To find out more about the African Conservation Experience, visit: conservationafrica.net



APPLY NOW





(0)

Main menu



Home » Our Projects » Wildlife Care & Rehabilitation

WILDLIFE CARE & REHABILITATION

HELP CARE FOR AND REHABILITATE INJURED AND **ORPHANED ANIMALS**

You can work with three different wildlife care



African Conservation Experience have seen some exciting results since we began working together:



Increased trip applications by 120% year on year



Brochure requests increased by 23% year on year



Newsletter sign up increased by 508% year on year



Estimated £1.2m revenue increase (based on av. value per application)



Revenue measurement and attribution system implemented

team at African Conservation Experience we continually assess and improve the targeting of our marketing activity and on-site optimisation. In a sense, we are using search optimisation and audience profiling to ensure the applications submitted are the ones which will result in conversions. As a result of our online marketing activity and more thorough filtering process we can observe that while applications may have dipped, the number of attributable, quality applicants has risen.

As everyone's hard work pays off and African Conservation Experience enter the new year with a fresh new site and ambitious plans for their future, we are delighted to stand beside them. Watch this space!

The possibilities for smart homes are endless, often offering solutions to problems we didn't even know we had! But will we all embrace home automation? Here Oli and Liam share their thoughts on what home tech means for them



What can I say – I am a gadgets man. I have Sonos which I love and I dream of a house whereby I have a wireless speaker in every room and I can switch the heating on using my smartphone.

On paper you would think that I am the perfect guy to embrace home automation technology. Thanks to products such as the Amazon Echo you don't even have to use a device to control your heating/lighting/music, instead you can operate all these functions purely with your voice.

Wait a second – are you serious – I have to talk to a machine? Now you're losing me. Call me old fashioned but I find it awkward leaving a voicemail message on an answerphone, let alone asking "Alexa" to turn the heat up.

Perhaps the younger generation will be much more comfortable in using voice activated commands. To some extent this will probably be a direct result of improvements in voice technology – let's face it Siri with its current flaws wouldn't cut it in a sci-fi movie.

This leaves me in a personal dilemma. In one instance I want my whole home to be flashing at the touch of a button, but at the same time I am dubious about taking the plunge.

And here's the kicker - to make the dream happen you need a lot of gear, and that costs money.

Did I mention that I'm a grumpy git? Well that also means I am unlikely to be spending hundreds of pounds on new smart lightbulbs. More likely, I'm the guy that spends an evening researching whether it's worth going to lkea to stock up on LEDs and worrying whether a lightbulb really can have a 5 year lifespan.

So, to be frank, whilst I love the idea of a "smart home", I think I may have to dip my toes a bit more cautiously. But I wouldn't worry about me starting an affair with my computer just yet (ref Joaquin Phoenix in the movie "Her") – there are quite a few other boundaries to be broken first.

OLI NO



LIAM YES -



I have absolutely no problem asking Alexa to set cooking timers, play the radio or my favourite tracks and love that I can use the Nest app to set the heating to come on an hour before I leave work so that it's toasty when I get home!

A long-time fan of Sonos, I was already sold on the convenience of having an app on my phone that would help me control what I was listening to throughout the house, but even so I was unsure when it came to Hive lightbulbs. It seemed a frivolous purchase - more for novelty than anything else. That said, I've been completely converted. With a small toddler in the house it has been amazing to control the settings on some of the lights to avoid early wake ups! I can also control the lights when I'm not at home, much easier than those fiddly timer plugs (especially when you forget to plug in the fiddly timer plugs before you leave the house!)

I've also loved the security added with the Hive front door and back door sensors, so I am alerted if there is any activity I'm not expecting, and this is the tip of the iceberg in terms of the functionality you can add for safety and security purposes.

Convenience and peace of mind are things that make me really happy so, even though I wouldn't say I am a huge fan of gadgets (even now I have to be in the right mood to choose my kindle over a book), these home assistance technology items are making a real difference to my life and I wouldn't be without them!





Cardiff is becoming the destination for worldrenowned sporting events, having hosted the Rugby World Cup, the UEFA Champions League Final and the ICC Champions Trophy since 2015, to name a few. Following this success, Welsh **Government and Cardiff** Council have now been successful in winning the bid to host a leg of the Volvo Ocean Race - the first time the race will stop over in the UK in 12 years.

world race starts in Alicante, Spain and will cover 45.000 nautical miles over 8 months.

One of the 'Big Three' sailing events in the world, the race is an endurance test across the world's toughest oceans - with 66 men and women fighting to win the title and see their name etched on the silver rings of the Volvo Ocean Race trophy.

Known as one of the longest and toughest professional sporting events in the world, it will be an incredible opportunity to see the athletes compete in Wales for the first time.

Having worked with Cardiff Council for several years, Spindogs pulled out all of the stops to get the Volvo Ocean Race Cardiff site live in an extremely tight timeframe following the winning bid.

Working with the Volvo Ocean Race's brand guidelines, we were able to create a site with visual impact that appealed to an international audience and offered them a flavour of Wales. An energetic video header was used to convey often

unseen frontline race footage, and harness the sheer scale of the event.

We worked closely with the Volvo Ocean Race Cardiff Stopover event team to make sure the site launched to mark the one-year countdown for the race arriving in Cardiff. It felt like a race against time but both teams are extremely proud of the end result.

"As a new host city, it was essential that the online presence of Volvo Ocean Race Cardiff stood out, and harnessed every aspect of the race to build excitement and entice a global audience to engage and participate. Spindogs not only exceeded our expectations with their responsive website design, but ensured the website was primed for our digital marketing activity at the point of launch."

The site had to inform, educate, excite and entice users from the point of launch and drive conversions across sponsorship and hospitality opportunities, volunteer sign-ups and general public interest in ticketed events from day one.

"With such a short timeframe within which to promote the Race we developed an extremely focused digital strategy, and the site actively supports our priorities and helps drive the momentum we need to appeal to both the UK and international market of Race supporters"

The Race will hit Cardiff on the 27th May 2018 and the two-week free event will be hosted on the iconic Cardiff Bay Barrage. We recommend you put it in your diary now and be part of this awe-inspiring sporting adventure.

PODCASTS

love podcasts, mainly because I can completely zone out while listening to them. From stories that will make you laugh out loud to weekly updates from your favourite publishers, there's so much to explore with podcasts – and the best thing, I hear you ask? You don't have to stay in one place to listen.

One thing that drew me to podcasts in the first place was how readily available they are. With more and more platforms such as iTunes and Acast getting on board with downloadable apps, 65% of podcasts are listened to on a phone or tablet, and it's easy to see why. For someone like myself who is here, there, and everywhere the joy of podcasts is that you don't need to limit yourself to sitting on the sofa (although that's lovely too), you can listen on your walks, your drives, your runs or even have them as your night time soundtrack. In a world where we need to be so aware of our surroundings, it's nice to give our brains a rest and restore some energy for those times where we really need to concentrate.

Another positive for me, is how unedited podcasts are. When listening you know this is true and genuine representation of a conversation that's happening, every laugh and cough is real – and I find that quite comforting. I find the most interesting podcasts are the ones that have real discussions and talking points within them. It seems it's not only me that feels like this, on average 85% of listeners hear all (or most of) a podcast.

WHEN LISTENING
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People who are weekly podcast listeners spend a mean time of 5 hours and 7 minutes per week listening to all kinds of different podcasts. There's also something for everyone, whether you're into inspiring feel good talks, comedians that will make your sides hurt from laughing, or like to keep up to date with the worlds politics, there's hundreds of podcasts to listen to. And the best thing? You never know what you're going to get.

In conclusion, podcasts are inspiring and educating and will leave you feeling happy and, in most cases, relaxed. So, if you have a spare minute (or even if you don't) go and discover some great podcasts, I guarantee you won't regret it.



Rhiannon Headlam

VIDEOS

video", or "the average user spends 88% more time on a website with video", so I'll avoid mentioning these incredible statistics. Instead, let's break it down into four clear benefits (hold on to your hats).

First, video is memorable. Visual motion sticks with us, and we're far more likely to retain information that we watch than we listen to. Second, video creates the pictures for us. Sure, envisaging pictures from audio or text can be enjoyable, but it undeniably requires more brain power than watching a video. Leave that to the video creators that have worked so hard to convey their content. Third, video helps us to make the complicated understandable, the mind boggling imaginable, and the boring inspiring. It's an incredibly engaging medium that simplifies, streamlines and conveys visuals in a way that provokes thoughts and inspires decisions.

Finally, and back to my marketing chit chat, video improves conversion. Explain your services using video and you're far more likely to convert. Show your product in action using video and it's far more likely to lead to a sale. Add a video of a happy customer to your website and people are far more likely to trust your business. The fact is, websites will become even more video-centric and motion based, and the way we'll use video in 10 years' time is unimaginable, but exciting.

All of that and we haven't even mentioned the TV series 'Stranger Things' or the hours of videos we scroll though on Facebook each day.

As a great scholar once said... if a picture is worth a thousand words, what's a video worth? Well this is Scott McCaffrey saying it's worth watching, that's for sure.

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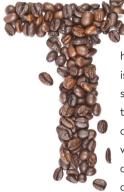
ideo surrounds us. Whether it's TV we watch curled up on the sofa, the chef we're cooking along with on YouTube, the 3D tour of the house we're thinking of buying or the notorious "Netflix and chill" session, video has adapted itself to many different forms. Video is accessible, inspiring, entertaining and educational, and yet we consume it without really realising we're doing so – it's simply an integral part of modern life.

So why is video so great? As somebody who works in marketing it would be very cliché of me to say things like "one-third of ALL online activity is spent watching



Scott McCaffrey





he Coffee#1 experience is one of charm and simplicity, an invitation to come in, enjoy your coffee and take 5. A warm welcome and great coffee, exactly what every community needs at its

heart.

I would hazard a guess that not many people outside of Cardiff know that the multi award-winning Coffee#1 chain isn't a small independent brand, and the business works hard to keep its #locallyloved feel, despite its rapid expansion across the UK. Yet, the foundations of the brand remain – to offer time for yourself, be a supportive and responsible member of each community they reside in, offer great quality food and drink and be known for excellent service.

Six months after their new website launched, we take five to look back on the project and spill the beans on how we helped Coffee#1 review their online presence and deliver consistency in a digital environment, conveying the experience you get when you are in one of



Spindogs were the perfect

partner for our website

brief - understanding our

key challenges and

driving our online presence

to the next level

> Eve Fernandez



Claire Swindell







their coffee shops, online. irst and foremost the new Coffee#1 website needed to showcase the brand. reinforcing their position as the 'place to stop and sit'. It needed to emphasise key brand messages and values, and align the company's brand identity and tone of voice. The site also needed to meet the expectations of mobile users and the user experience needed to be given serious thought. Having long been fans of the business the Spindogs team couldn't wait to tackle the new project and provide Coffee#1 website users with a site that reflected the in store experience.

Our starting point for the Coffee#1 website was to identify ways to translate the offline experience to the web, looking first at the navigation, visuals and content. The two companies worked together to develop a framework from which to create 'on-brand' content, with clear guidelines on how to consistently apply the key value of 'time' on the site.

As well as the core functionality, the site also needed to support the expansion of the business by equipping the site with the option to attract great employees, and integrate the current recruitment platform. The site also needed to incorporate changes to the voucher and loyalty scheme to maximise these areas of the business. The project team scoped, built

and tested the different integrations in connection with Coffee#1 and their 3rd party suppliers and the design was heavily led by the content framework. The result is a site that delivers content specific to the user and their location, in a quick and concise manner.



Our new website does everything we

set out to achieve, and more. Plus the

ease, professionalism and proactivity

of the team made this an enjoyable

project to deliver

In line with the client's requirement for the new website to support a seamless recruitment platform, job vacancies are now automatically added to their website via an HR portal where prospective candidates can search based on location and/or job role. Applications are also automatically populated in the HR portal from the website, making the process more streamlined both for the candidate and Coffee#1.

For those of you familiar with Coffee#1's loyalty programme, this has now been fully digitised and customers can register loyalty cards online, check the balance of their gift card or check their progress towards additional rewards in real time on the Coffee#1 website. By digitising the process there is no risk of losing your rewards and a much higher chance of cashing in your free coffees, which is fantastic news for regular customers.

As you can tell, the new site had to deliver a faster route to information for the various Coffee#1 audiences. The barriers of speed, access, device experience and engaging content have all been addressed and the stats support our anticipated growth projections in terms of the site's performance.

Post-launch our online marketing team have built a bespoke reporting dashboard with client-defined metrics to report on the performance of the website, to ensure the site is performing as it should to meet relevant online targets. The reports show excellent signs of growth across the KPI's and we are excited to see what the next 6 months bring!

Taking a brand that is thought of so highly and identifying ways of projecting that brand across the digital landscape in a way that is authentic, engaging and easily maintained across multiple locations was no mean feat. This project involved more of the team than any other in 2017 and the challenge was met with huge enthusiasm and a determination to exceed the clients' expectations.

We are thrilled to see that Coffee#1 are now not just #locallyloved, but also #digitallyloved and we look forward to seeing you take 5 in a Coffee#1 near you soon!







Luke Cardy

BYTE NIGHT SLEEP **UT**

ction for Children are a charity that help disadvantaged young people (from newborns right through to people in their twenties) who are homeless through no fault of their own. The 'Byte Night' Sleep Out is their biggest annual fundraiser, with hundreds of people from the technology and business community giving up their beds for one night to raise money for homeless and at-risk young people in the UK. When the Spindogs team asked if I'd be interested in helping, it was a no-brainer – of course I was!

When we found out that the challenge involved sleeping outside the Principality Stadium on a cold October night, I did hesitate for a moment, but considering what we were raising money for it was extremely fitting and I really wanted to do it! We would get to experience just a tiny percentage of what it might feel like to have no warm home to go to, or nowhere to take shelter from harsh winds and rain overnight. Other than the obvious benefit of raising money for Action for Children, I was also curious to see if I could actually

hack it and last the night.

With food in our bellies, and the raffle and quiz over (we came second - not too shabby), we layered up our thermals and headed outside. At first it was really exciting; we met our neighbours like you would at a festival, shared sweets and biscuits and made new friends. Then the evening drew later and one by one, people



A well-rested Ben, Dave, Liam, Matt, Rhys and Luke before a night of sleeping rough at Cardiff's Principality Stadium.

started to go to sleep (or at least try to sleep).

At around 3am the wind and rain had picked up quite a bit, and the umbrellas

and foil blankets that we were using to try and keep warm and dry, had a habit of flying around. One of the main things that got me through the final hours was knowing that I'd be warm and comfortable in my bed soon. But homeless people don't have the luxury of knowing when they'll next have a decent night's sleep or hot meal. This made it all the more important to me to do whatever I can to help. Despite Mother Nature's best efforts, we made it through the night and claimed our victory bacon sandwiches in the morning and headed home.

The Spindogs team - which included myself, Liam, Dave, Rhys, Matt and Ben - raised £1,000! Thank you so much for all of the support, encouragement and donations we received from friends, family and our wonderful clients! If you would have asked me at 6.30am if I would do it again next year, with bags under my eyes, shivering in the cold I would probably have said no. However, not only would I do it again, I'd also do everything I could to raise even more money! We need to help each other out and use our privilege to help others in need.

MAXIMISE YOUR AUDIENCE





Laura Button

If you are eager to generate positive ROI from your marketing campaigns and creative output, then consider these top 5 easy-to-implement ideas, and start seeing returns sooner.

Host creative competitions

Leverage the wisdom of your audience to help your consumers decide the products and services you'll offer next.

Competitions are a great strategy, because they generate strong brand engagement, which can easily result in sales. And you don't need a huge budget to run one.

A prize worth £100 is something that hundreds, if not thousands of customers will rave over.



Add a free offer with a purchase

It's a known fact that customers can't resist a free offer. Research
has shown that 'free products' within a customer order dramatically
increase repeat purchases and word-of-mouth referrals.

A whopping 90% of free gift receivers admit that they are more likely to buy more frequently from an online retailer after receiving a free gift! And 65% of these people divulged that they are likely to share their experience with others afterwards. Proof that giving away product is good for business!

Prioritise intent-driven search-engine marketing

When I type 'jeans' into Google, the first three results are from ASOS, River Island and New Look. Everyone's favourite search engine believes those to be the three most relevant brands for jeans among 1,370,000,000 results.

Unsurprisingly, big brands own the top rankings for highly competitive keywords. And while the rest of us may dream of taking the top position within the search-engine results pages (SERPs) for in-demand keywords, doing so long-term is a costly exercise. Instead you should prioritise ranking for product specific long-tail keywords that drive purchase intent.

So, while your competitors focus their energies on earning and maintaining their rankings for sought after keywords, you can build a bigger profit margin by outranking them on less common search queries. Result!

Build micro-influencer relationships

A common misconception among brands is that they need A-list celebrities to endorse them; but the truth is that businesses will make better use of their budgets by partnering with a handful of rising stars just beginning to build an audience.

Do your research and harness the power of micro-influencers to increase your bottom line. These are very often everyday people found across social platforms. Instagram is the most influential platform for seeking out new cult followings, so get searching through your product hashtags and see who you can find.



Invest in mobile-first marketing

As mobile becomes the front runner in terms of ecommerce traffic, shoppers turn their attention to smaller screens. As a mobile obsessed nation, I'd be missing a trick if I didn't stress the importance of optimising your mobile shopping experience.

Many B2C sites have been slow to pick up the pace, and as a result, customers who want to place an online order postpone their purchase until they reach a desktop computer later, or abandon their shopping baskets entirely. So convert your mobile audience now or run the risk of losing them forever! Build online experiences that look and feel amazing on mobile, and watch your mobile conversions soar!







ONLINE **MARKETING**

Polly Angelova

For an insight into what goes on behind the scenes in our online marketing team, we put our digital marketers 'In the Spotlight' to get the scoop on how they build online campaigns and make sales happen for our clients.



specialists we make it our mission to ensure our clients get the maximum return on investment. We are firm believers that a dedicated online marketing team looking

s online marketing (OM)

dedicated online marketing team looking after your digital activity is the key to success in today's consumer market. It's the quickest way to ensure your brand, product or service is seen by your target audiences, drive traffic to your website and generate sales and enquiries.

When starting with new online marketing clients, our first job is always to build strong relationships and get an in-depth understanding of their business, which allows us to understand their audiences, business and objectives and help them achieve their goals with optimal efficiency. Whether it's working on a one-off project, building an integrated digital campaign or implementing monthly online

marketing activity to ensure your online presence is up to standard, we always employ great attention to detail and make use of our know-how to create a digital presence for our clients designed to engage new audiences and build loyal customers.

WHAT DOES SUCCESS LOOK LIKE FOR THE TEAM?

It's a fantastic start on the journey towards success for the client's website to look great (a given with the creatives at Spindogs!), but it's here in the online marketing team that the magic happens once the site is launched. When we kick off an OM project, it's all hands on deck – we analyse our clients' business objectives, build and configure KPIs and systems of measurement, and help develop creative strategies to make sure our clients get results.



WHEN STARTING WITH

NEW ONLINE MARKETING

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IT'S OUR FIRM VIEW THAT FRESH AND ENGAGING CONTENT IS THE KEY TO BUILDING TRUST IN YOUR EXPERTISE.



SEARCH ENGINE OPTIMISATION

Our online marketing team gives search engines what they want – quality websites packed full of content which is both unique and engaging, alongside implementing technical SEO strategies and off-site activity. We don't believe in the 'one size fits all' SEO solutions of the past - our strategies take a long-term approach, and are tailored exclusively to the client we're working with. If you are looking to take control of your company's online reputation and drive more visitors to your website, we are here to help.



PPC

Another area our team specialises in is creating bespoke pay-per-click campaigns based on your target audience and your goals. The campaigns we create incorporate a range of features - search advertising, display advertising, remarketing and Google Shopping campaigns are just some of our paid advertising strategies. As an official Google Partner, we have access to all the latest Google AdWords innovations as well as Google's dedicated AdWords specialists for support.



SOCIAL MEDIA

We also help businesses build social media advertising campaigns. Our Digital Campaign Manager understands the different opportunities social platforms present and will work closely with you to identify the best channel choice for your digital strategy. We understand what makes social media channels tick and can use detailed targeting to help you speak directly to diverse audiences with messages targeted specifically for them.



CONTENT

It's our firm view that fresh and engaging content is the key to building trust in your expertise. In today's digital environment of messaging oversaturation, you have to invest in content that both reflects the unique personality of your company and engages your audience in a manner that resonates with them and increases your relevance. Make sure you hit the mark with your messaging and produce quality content with the help of our in-house content team.



DATA

For all businesses, data is precious. We have a dedicated data guru who manages our clients' data and creates performance reports. Being able to understand what audience you're attracting, how they interact with your site and what is converting is crucial to generating more sales and leads from the visitors you're driving to your site.



IN SHORT...

If you're looking to dramatically increase your website's conversion rate and get your brand in front of more people, we're your team!

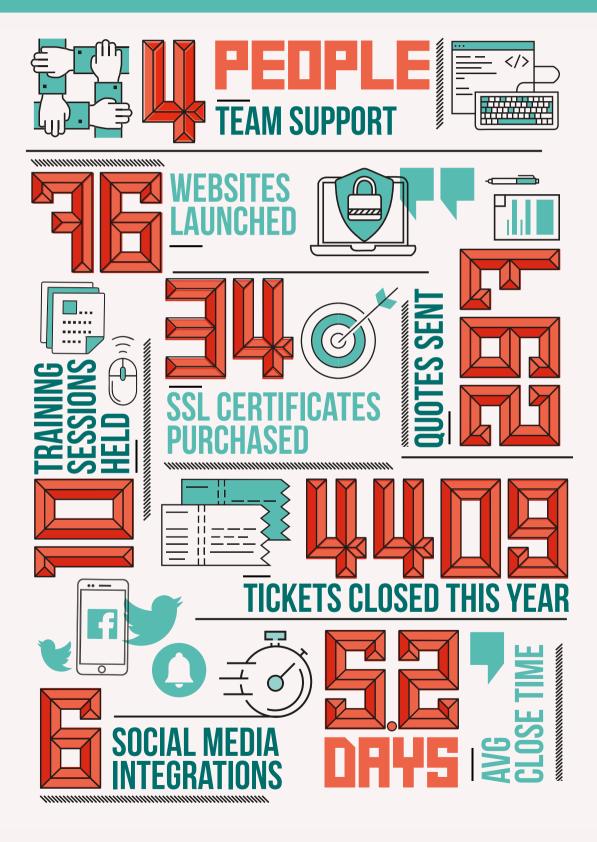
Just some of the clients we've helped this year.





SPINDOGS SUPPORT TEAM IN NUMBERS

2017 WAS A RECORD-BREAKING YEAR FOR EVERYONE HERE AT SPINDOGS HQ, BUT NONE MORE SO THAN OUR HEROIC SUPPORT TEAM. HERE'S A LOOK AT THEIR HERCULEAN STATISTICS FOR THE YEAR. **GO TEAM!**





PAINTING THE TOWN RED

(Pantone P 52-8 C, to be precise)



Liam Giles



2017 brought with it the extremely exciting opportunity to branch the business in to Oxfordshire. Although I am actually from a small town in Oxford, it was a more organic move that brought about the new location, a series of contract wins with global car manufacturers and the University of Oxford meant it was the natural next step.

Having grown up there, Oxford is obviously close to my heart and it has been incredible to be able to spend more time there as the business has expanded via word of mouth and recommendation, alongside the work we are doing with clients. The exposure locally has also

meant lifelong friends have been more exposed to the business and got in touch for more commercial reasons.

When you think of Oxford it often conjures up images of architecture, punting and literature, with history and tradition ingrained in every brick and pebble, not necessarily as a vibrant tech hub! In fact, Oxford is home to several thriving digital agencies and we are pleased to join the ranks and add the Spindogs vibe to the mix.

Our new office at the Magdalen Centre in Oxford is the perfect base from which to work with our Oxford based clients, we also brought Cat Cox on board in September and she account manages clients based in the region so the location offers her flexibility for work and meetings.

Our acquisition of Unified Digital Solutions in Berkshire in the Autumn was part of our strategy to develop the Oxfordshire side of our business and means we have a talented and experienced team of 12 based in the location immediately.

Branching in to Oxford has created opportunities both for the business and the team and we are all looking forward to seeing what 2018 brings for Spindogs in Oxford!

18

Our crack team of soothsayers give us their insight into the trends we can expect to see playing increasingly prominent roles in the digital and marketing world in 2018.



OLI SALISBURY
Senior Developer

In 2018 I think online businesses will approach software with a new level of internet maturity – lean thinking and rapid development will feature heavily in the process of building new digital products.



SCOTT MCCAFFREY

Digital Campaign Manager

Social media advertising will continue to offer an incredibly affordable and highly targeted way of reaching potential customers, and 2018 will provide even more opportunities for brands to connect directly with individuals. Rather than advertise in broad strokes based on radius and interests, social will make better use of the popularity of messengers and find new and innovative ways for brands to talk, market and advertise directly with their target audience one-on-one, improving the brand/customer relationship and producing company advocates.



DANIEL LEWIS

Direct & Digital Marketing Director

We are gearing up to make even more of paid search. With increased opportunities for advertising and targeting within AdWords, and the growth of other paid advertising platforms, the default choice of search ads is changing. We are particularly excited to explore Bing ads, video advertising and the chance to better tailor advertising to our clients and their audiences.



MATT GADD

Senior Graphic Designer

As web technology improves so do the opportunities in design for web. There will be an increase in sites embracing more editorial style layouts, delivering content to users in what appears to be a less structured, freeform style of design. Subtle micro-animations and content load-in effects will put emphasis on websites feeling more like interactive experiences rather than static read only pages.