

1940-1941

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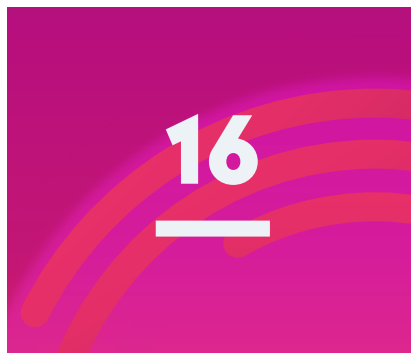
CASE STUDY THOMAS CARROLL

We sit down with Thomas Carroll's Head of Marketing, Gwenllian Thomas, to chat about their brand discovery and website launch with Spindogs.



CASE STUDY TRIUMPH MOTORCYCLES

We reflect on the thrilling highlights of our portfolio of work with the iconic British motorcycle brand.



SPINSIGHT 4 TIPS

Our in-house data analytics expert gives his must-read insight for anyone looking to effectively implement data into their digital strategy.



CASE STUDY FRITZ FRYER

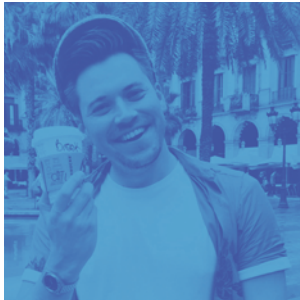
An illuminating look at how a targeted search engine optimisation strategy boosted E-commerce revenue for Ross-on-Wye-based lighting specialist Fritz Fryer.



SPINSIGHT THE CHANGING FACE OF FACEBOOK

As Facebook cuts ties with a number of third-party advertisers, our social media guru lays out a fresh blueprint for navigating its evolving privacy landscape.

Contributors



LUKE CARDY

Senior Account Manager and avid traveller Luke spills the beans on Foursquare, the tool he uses to plan his trips across the globe. Hop over to [page 32](#) to learn more.



POLLY ANGELOVA

Resident coffee lover and copywriter Polly gives us an update on eating cake for charity, the superheroes from Culture Club and the new faces in HQ on [page 35](#).



CHRIS TANTI

Our data whisperer Chris Tanti takes some time off renovating his home and exploring nature to share his data analysis and reporting hacks. Head over to [page 16](#) to get his four top tips.



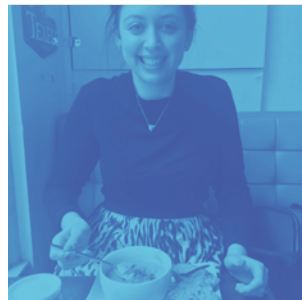
CAT COX

Account Manager and prosecco connoisseur Cat gets you up to speed with all the fantastic work we've been doing with motorcycle manufacturing giant Triumph on [page 10](#).



EMILY HARRIS

In-house Marketing Manager and border collie mum Emily talks about the recent data changes of Facebook and how marketers can adapt to make the most of their digital strategy. Find out more on [page 26](#).



RUTH SAUNDERS

Wordsmith and book lover Ruth shines a light on the dazzling work we've done with Fritz Fryer on [page 22](#).



CLAIRE SWINDELL

Director of Client Services and mum extraordinaire Claire talks to Gwenllian Thomas about the challenges of creating a new website for Wales' leading financial services company. Find out more on [page 4](#).



OLI SALISBURY

In this edition of BARK, Senior Developer and 5-a-side champ Oli is in the spotlight and gives us the lowdown of what goes on behind the code in the Development Team.



PETER JOHNSON

Our Technical Director and software genius Peter joins Oli in giving us the scoop on what goes on in our Development Team on [page 28](#).



DAVE MORGAN

When he's not leading the Spindogs' team towards new adventures, Dave is our GDPR guru. Dave explains why the recent regulatory changes are good news for marketers on [page 8](#).

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SPECIAL THANKS

Gwenllian Thomas
Thomas Carroll
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Welcome



Liam Giles

Managing Director

The first half of 2018 has been the busiest and most exciting six months we have had in many years! We have seen the launch of 20 websites, both for new and existing clients.

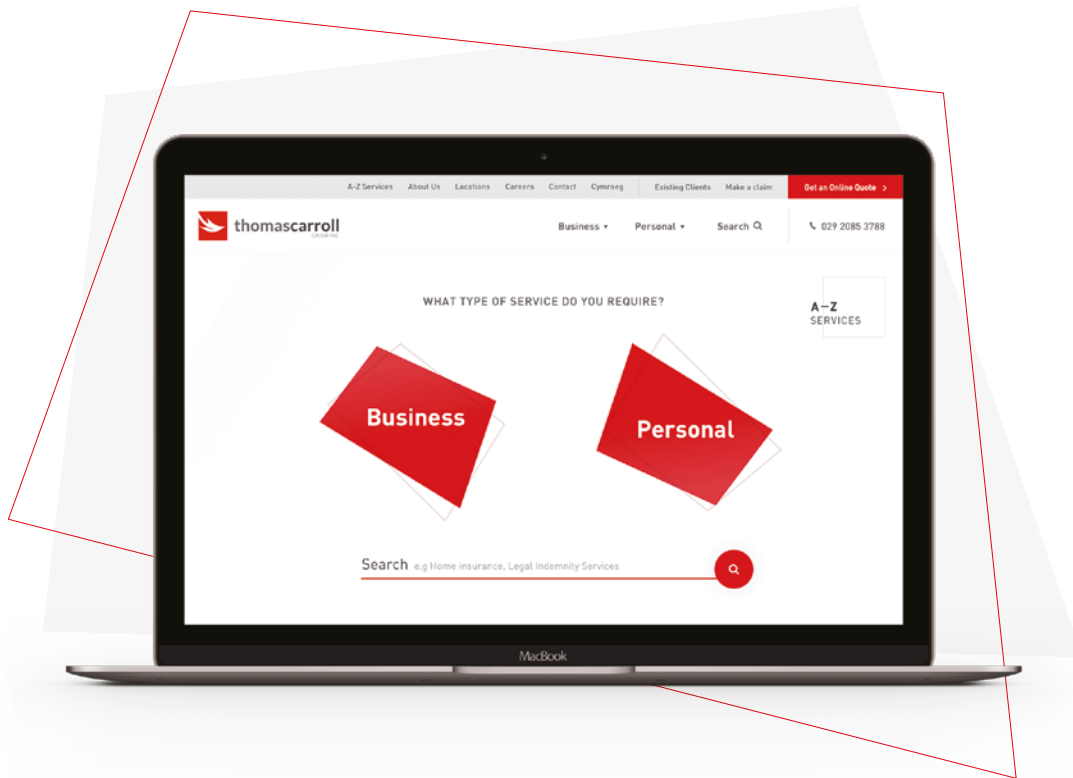
We have also hired five new people and integrated the Unified Digital Solutions team, as well as knocking down walls at Spindogs HQ to accommodate our growth! More details on the websites we have launched can be found on page 34. Be sure to check out the team page on our website to meet the new recruits.

Despite rapid growth, the team have continued to deliver excellent work, supporting each other and maintaining the fantastic environment in which we

all work. Nothing stops the constant innovation and creativity of our team, and our Culture Club plays an integral part in maintaining the Spindogs culture across our locations.

In the seventh issue of BARK, you will discover more about some of the new clients we are working with, including Thomas Carroll and Triumph Motorcycles, as well as expert insight from our online marketing team on the introduction of GDPR, how to use data to maximise your marketing insight, and an overview of what the recent Facebook changes mean for your social media marketing.

Grab a cup of tea and enjoy the read!



Working the Spindogs magic with Wales' leading financial services provider

We recently launched the new Thomas Carroll Group website, so Claire Swindell takes five with Head of Marketing, Gwenllian Thomas, to chat about how the renowned insurance, risk and wealth management company has tackled the process of creating a new website for a business that spans six locations and employs 140 people.



Claire Swindell

After 46 years in business, it is safe to say that the Thomas Carroll Group have staked their claim on the Welsh insurance and financial services market. The Group has now set their sights on building a local presence in South Wales, Hereford and London.

Gwenllian and her team began the website process in the Autumn of 2016, and Spindogs successfully won the tender to deliver the new site in early January 2017. She says,

“The website drove our decision to undertake a review, but when we started speaking to Spindogs we realised that we needed to take a fresh look at our brand values, positioning, who we are, what we do and where we want to get to. The project presented a great opportunity to conduct a brand review as part of the website process.”

What began as a website project soon became a detailed brand discovery phase involving every stakeholder.

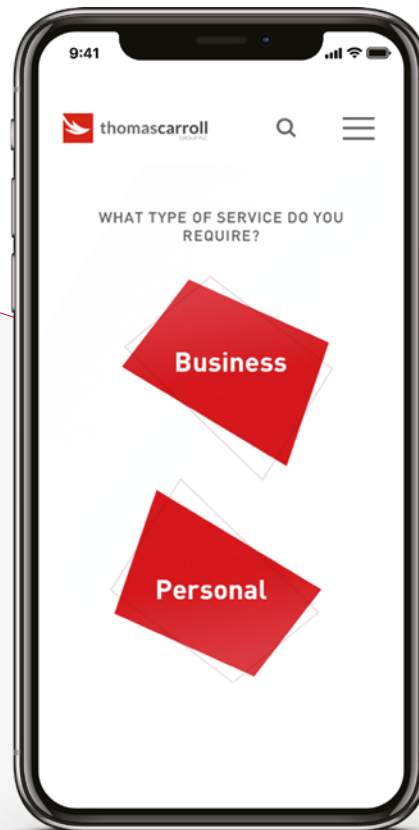
“Reordering our content priorities so that the brand positioning could be completed first was hard because we were all eager for a new website. The result has gone beyond brand positioning; we have been able to make really positive and constructive decisions to progress the business using the insight we gained through the discovery phase.

We now have one brand blueprint that brings all of our messaging together, ensuring consistency across the business and marketing communications, and giving everyone a clear purpose from which to work.”

The process has been equally as rewarding for Spindogs; three teams have worked on the account so far and it has been great to collaborate with a company that values the research phase as much as we do. Thomas Carroll needed a website that could accommodate their regional and organic growth without being too complex for the customer.

“We now have one brand blueprint that brings all of our messaging together, ensuring consistency across the business and marketing communications, and giving everyone a clear purpose from which to work.”

› **Gwenllian Thomas**
Head of Marketing



“The new website is very flexible. The modules and the options around displaying content enable us to manage change in the team. We are now in a position to be proactive to new opportunities, the needs of different departments and our locations.”

› **Gwenllian Thomas**
Head of Marketing



Gwenllian and her team also recognised the need to tailor the new site and its content to the way clients and prospects engage with financial services online. The result is a user journey that is significantly different to the previous site.

Gwenllian describes the process, “It’s been a real eye-opener, and the challenges and support from Spindogs throughout the process has paid dividends when planning the customer journey on the new website. Rather than categorise the site to reflect how we are structured internally, we have presented the information based on how the customer is hoping to access and engage with the content.”

When asked whether the new site offers the flexibility and measurability Thomas Carroll were looking for, Gwenllian says,

“The new website is very flexible. The modules and the options around displaying content enable us to manage change in the team. We are now in a position to be proactive to new opportunities, the needs of different departments and our locations. As well as this, every regional office now has their own page, tailored to their local audience.”

The Spindogs and Thomas Carroll collaboration didn’t stop there! We were also invited to work with the team on their magazine, The Scene, an annual publication showcasing company news, client stories and features. By working the Spindogs magic, the result was a magazine that stands out. With a readership of 15,000, Gwenllian says,

“For the eighth edition of The Scene, the team and I felt it was a perfect opportunity to complement our brand review to give the style and content a makeover. After getting closer to Thomas Carroll and our culture, Daniel and Aled from Spindogs worked with our editor Hywel Thomas to bring new features and creative ideas to life. For us, quality print material still has a place in marketing to reflect what a company, its clients and people are all about. In a good way, the new look and feel has surprised our readers. We’re already being asked about the next edition!”

Eighteen months since the partnership began, the Thomas Carroll Group launched a series of assets that support and reflect the progression of the business. With this growth, Gwenllian and her marketing team are taking their digital marketing activities to the next level:

“We have a new digital marketing executive starting with us this Summer, which is ideal timing with the launch of the new website. The website is now measurable in ways we haven’t had previously. The new marketing role will improve efficiencies within the team, providing more campaign opportunities and a better client experience. We’re all really excited that the new site is now live!”



Visit the new Thomas Carroll website designed and developed by Spindogs: www.thomascarroll.co.uk

SPINDOGS ARCADE



It's play time...

COMING SUMMER 2018



Everyone IS TALKING *about* GDPR

In May 2018 the General Data Protection Regulation (GDPR) came into effect, posing a huge challenge for businesses who rely on the collection of personal data. Our **Operations Director, Dave Morgan**, describes the new rules as good news (yes, that's right!) for marketers looking to improve their marketing communications.



Dave Morgan



At a time when customer trust in how companies handle their data is at an all-time low, GDPR emerges as an important first step towards repairing that relationship.

Historically, personal data has not always been considered a valuable commodity. Instead, some businesses collected personal data in bulk, often through non-transparent means, and used it for undisclosed purposes. GDPR is a necessary step towards building a more transparent and efficient data economy that treats people's data as valuable, and benefits both customers and data collectors.

The new data collection rules can do wonders for your digital marketing campaigns by ensuring you collect better quality data from leads, so you can plan more targeted communications to an engaged audience who have already expressed an interest in your products or services.

By tapping into a captivated audience, expect to see an increase in the conversion of your email marketing in the long run, as well as improvements in brand loyalty and customer satisfaction. With a happier email subscriber database, time resource that would be spent managing unhappy customers can be used for more important things, like generating sales.

At a time when customer trust in how companies handle their data is at an all time low, GDPR emerges as an important first step towards repairing that relationship. Customers doubt whether companies are keeping their data completely safe and express concerns that their contact information is being used for purposes they didn't sign up for.

It's not surprising, then, that a growing number of customers opt to withhold their personal information or give a false email address, harming the work of digital marketers who rely on accurate data to segment customers and target communications such as product offers or voucher codes.



Now GDPR is in effect, businesses have the opportunity to be more open about what they use customers' data for. This can only be a positive move: with transparency comes trust and a loyal customer base, meaning a higher volume of quality contact data and an increased return on investment for your marketing strategy.

The ultimate aim of GDPR is to create an open data economy by placing control of data into the hands of the individual customer. The regulation directs businesses to provide customers with a breakdown of what their data will be used for. By presenting customers with this information in a clear way, rather than long and confusing boilerplate text, they

will be more incentivised to share their personal information. A relationship based on transparency and mutual benefit will see the dynamic between customers and businesses dramatically improve.

When putting together your email subscription landing page, make sure it highlights the benefits of signing up for prospective customers. For example, will they receive exclusive offers or more tailored news about your products? In the short term your email lists might take a hit, but, by improving transparency, expect to see a large pool of more engaged customers who are more receptive to your products and services build up in the longer term. Exciting times!

To sum up, with GDPR now in full force, it's time to start thinking about how to make use of your good quality data and generate a higher return on investment.

THE FOLLOWING RESOURCES CONTAIN DETAILED ADVICE ON GDPR:

Information Commissioner's Office:

<https://ico.org.uk>

Direct Marketing Association:

<https://dma.org.uk>



RIDING

HIGH



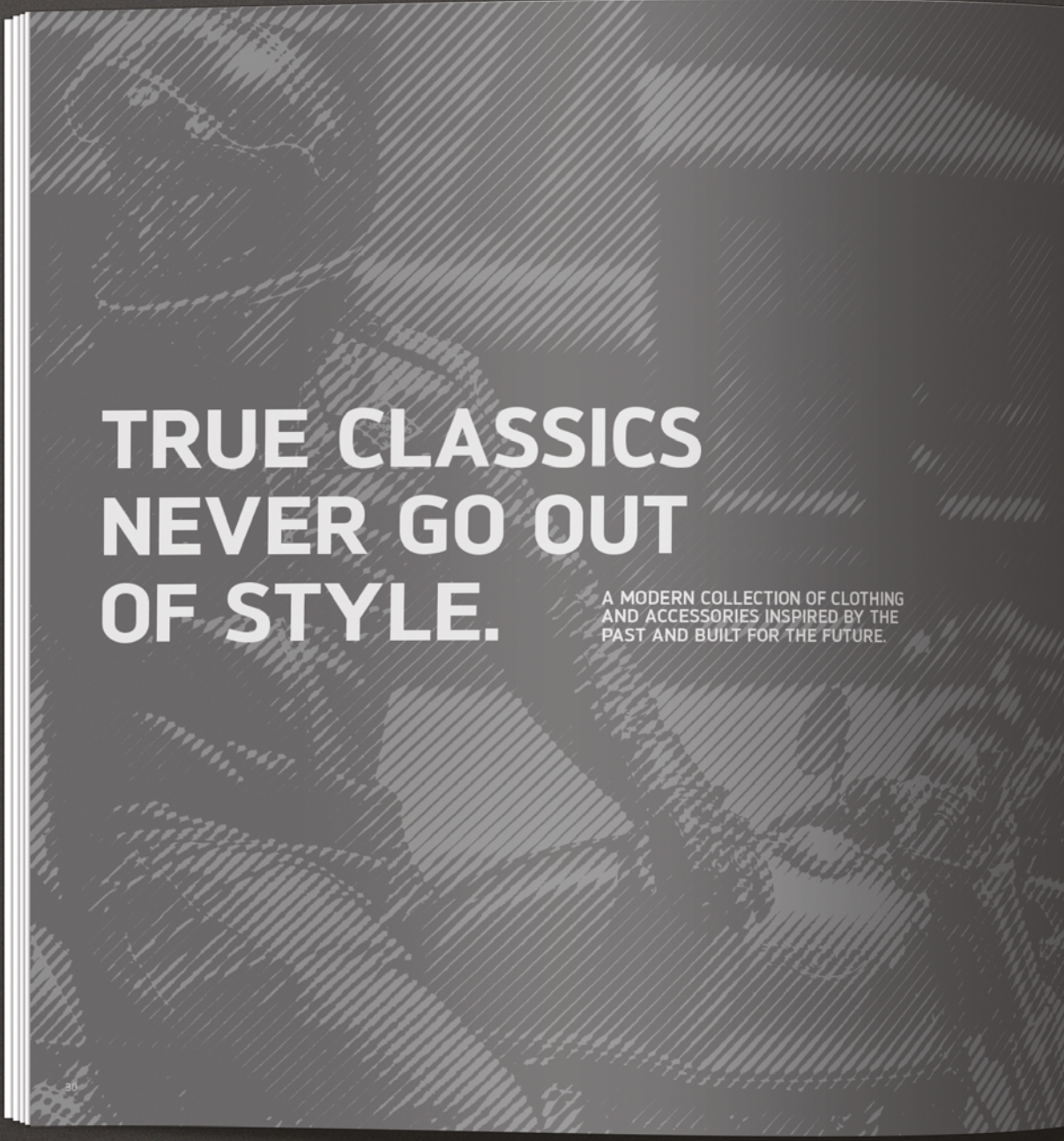
Catherine Cox

Autumn 2017 saw Spindogs become the leading aftersales commercial agency for print, design and digital for motorcycle manufacturing giant Triumph – an incredible moment for team Spindogs! To date we have delivered 8 projects across multiple languages, and the opportunity to shape the creative output and system builds for such an innovative and much-loved brand has been fantastic.

To ensure our concepts were going to both inspire and resonate with the Triumph audience, we immediately immersed ourselves in the world of motorcycles. This included talking to the target market, conducting extensive research, taking a behind-the-scenes tour of the product development facility, and being involved in photo shoots for the clothing brochure.

**"WE RELISH THE CHALLENGE OF
WORKING WITH A GLOBAL BRAND"**





TRUE CLASSICS NEVER GO OUT OF STYLE.

A MODERN COLLECTION OF CLOTHING
AND ACCESSORIES INSPIRED BY THE
PAST AND BUILT FOR THE FUTURE.

The most exciting project to date
has been the Spring/Summer 2018
Consumer Clothing Brochure, an
88-page catalogue distributed
worldwide. It was a project that
required the full Spindogs' suite of
creative services, from the initial brief
meeting and concept research, to
concept approval and setting the scene
with a photo shoot.





CLOTHING
COLLECTION
SPRING/SUMMER

IN NUMBERS

8

PROJECTS
TO DATE

5,000 >
50,000
PRINT RUN

3-10

WEEK PROJECT
TURNAROUND

50+

COUNTRY
DEALER
NETWORK

7

LANGUAGES

Left: A picture taken from the December 2017 clothing photoshoot

Bottom Left: Close-up detail of silver and black foil print detail

Right: The incandescent history of Triumph, Triumph HQ, Hinckley

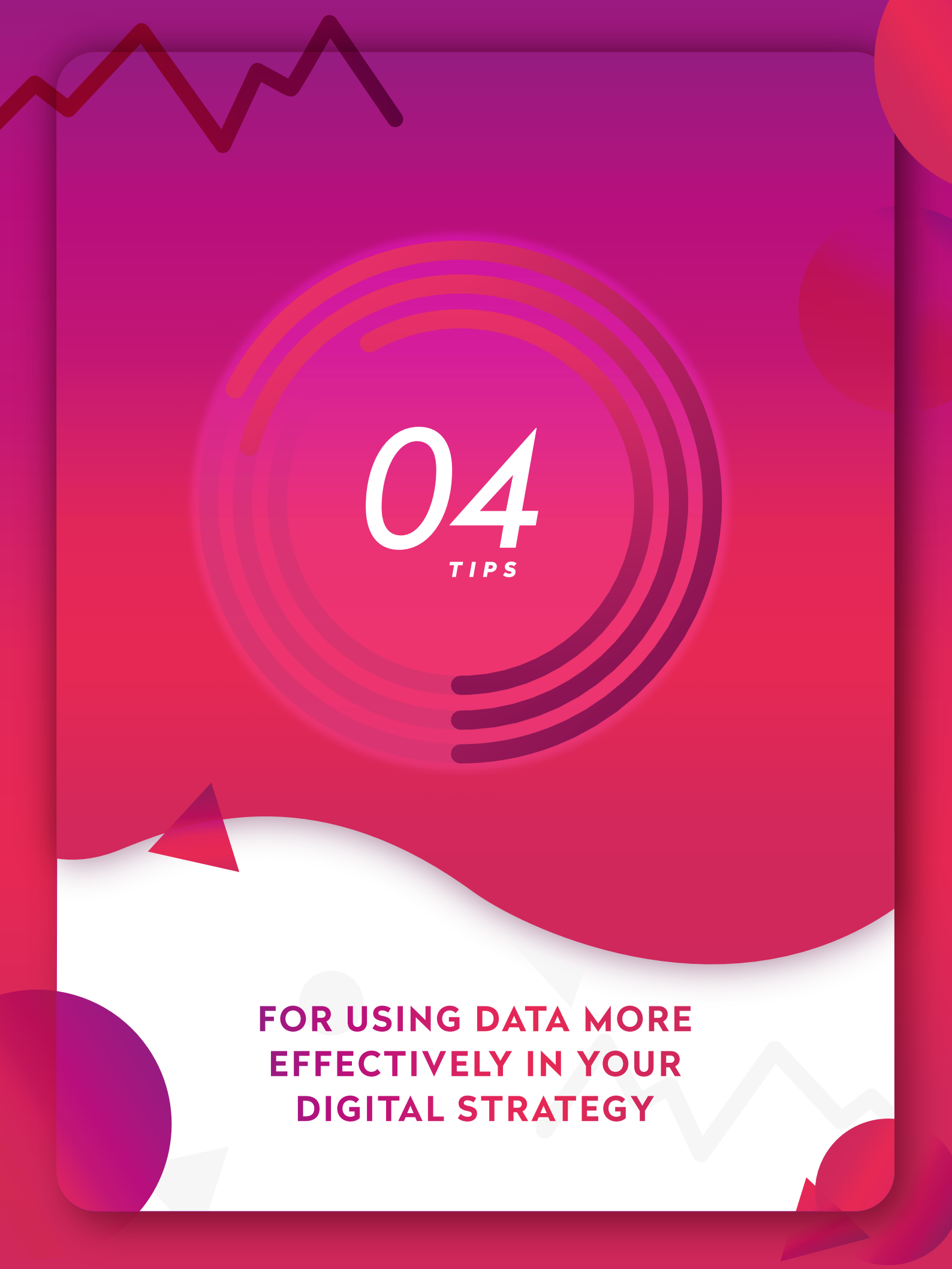
We quickly identified the route we wanted to pursue and, with Triumph on board, we launched the finished catalogue showcasing market-leading and outstanding design. We advised on print specifics of the brochure, such as weight and finish, and the exceptional quality of the finished article marries up with both Triumph's reputation and the expectations of its customers.

One of the most rewarding parts of the project was delivering the brochure on time and within budget. That's a huge achievement given its multiple language translations and the extra time needed for the print phase based on our additional recommendations. It was extremely time intensive for everyone involved, but we are all very proud of the end result – which proves every minute was worth it!

From brief to delivery, the projects we have completed for Triumph so far have been diverse, ranging from promotional display stands at press days for new bike launches, clothing dealer guides (both dealer and consumer facing), and internal marketing collateral. We are now receiving project briefs from different areas of the business within Triumph, which is a testament to the work we have delivered so far. The team are itching to start creative on the new projects!

We relish the challenge of working with a global brand that prides itself on its incomparable attention to detail and quality. We are exceptionally proud of our work and the relationships we have built with the Triumph team, and will continue to build as they thrive in their market.





04

TIPS

**FOR USING DATA MORE
EFFECTIVELY IN YOUR
DIGITAL STRATEGY**

If you have ever been responsible for reporting on data using tools like Google Analytics or Google Search Console, you probably appreciate how difficult it can be to communicate that information in an accessible and useful way to a wide audience of people. After all, not everyone will have a grasp of the metrics being used and page after page of numbers can feel intimidating.

Our in-house digital marketing data analysis and reporting expert Chris Tanti shares his four go-to tools for analysing and reporting on data to inform your digital marketing strategy.



Chris Tanti



01 Say what you see

Google Data Studio

There are several data dashboard services to choose from to visually track, organise and display key metrics and data, but let's take a look at one that sometimes slips under the radar. Launched in 2016, Google Data Studio is a free, easy-to-use information management tool that transforms data into easy-to-read reports, dashboards or visualisations. Surprisingly powerful and flexible, the platform is a fast and efficient method of visualising data and sharing results in a user-friendly way.

Google Data Studio is part of Google's ever-growing suite of web marketing applications, and they certainly seem to be investing time and resources into it – nine updates to the service have already been rolled out this year (January–April 2018).

Connecting data sets to Google Data Studio is the first step to creating an impressive report or visualisation. A good range of first party connectors can be plugged into the platform to feed in the data, including Google Analytics, AdWords, Search Console, YouTube, Google Sheets and various SQL services.

Data sets from outside the Google ecosystem can also be imported through third-party connectors, including the major social networks (Facebook, Twitter, LinkedIn), search engines (Bing) and E-commerce sites (Amazon, eBay).

Google Data Studio's biggest strength is its ease of use. Take your pick from an impressive suite of in-built templates to familiarise yourself with its capabilities and controls. The process of segmenting and filtering data (e.g. date, location) isn't too complex, with convenient functions allowing you to import an additional data connector, impose date ranges, and field filters directly onto your dashboard.

Unlike other data visualisation services, Google Data Studio doesn't limit the number of dashboards or connections you can create. Each dashboard can be broken down into sub-pages with collective universal filters applied to all pages, or filters unique to a single sub-page.

Chris Says...



One of the most powerful aspects of Google Data

Studio is its sharing features for reports, dashboards and visualisations. Gone are the days of sending reports attached to emails and the time-consuming process of manually merging edits and comments.

Collaborators on a project can make changes or read only depending on the permission level granted. You can also embed the dashboard using a simple iframe generator that is built into the service.

If you are looking to improve your data reporting and visualisation in a simple and effective way, take a look at the Google Data Studio:
<https://www.google.co.uk/analytics/data-studio/>

02 Let me console you

Google Search Console

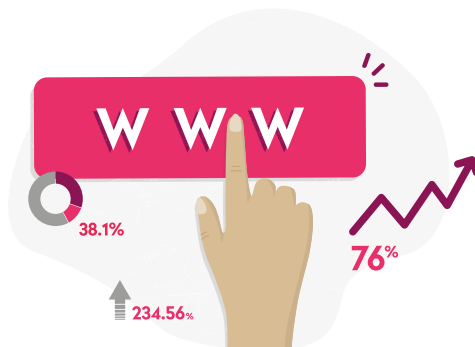
Google Search Console (previously Google Webmaster Tools) is a free web service from Google that helps businesses adjust and optimise how Google views their website in search engine rankings. Google Search Console has the following features to help you gain additional search engine visibility for your business:

- Check your website's index status
- List internal and external links to your website
- Regulate the crawl rate at which Google indexes your website
- Find crawl errors such as missing pages
- Remove URLs from Google's crawl using the "nofollow" tool
- Register site maps
- View the queries driving users to your website

In January 2018 Google launched a new version of Search Console with a refreshed user interface and improvements to charts and filtering. The largest and most impactful update was Google's decision to increase

backdated access to organic search query data from 90 days to sixteen months, giving you more concrete insight into the keywords driving organic traffic to your website, including:

- **Clicks:** the number of times a lead clicks from the search results to your website
- **Impressions:** the number of links to your website visible in Google search results for a particular keyword, providing insight into potential visitor volumes
- **Click-through rate:** the proportion of leads who click-through to your website
- **Position:** the average position of your website on search engine results pages



Chris Says...



Google Search Console data has lots of potential

to assist key decision-making and inform digital marketing strategy. My top tip for boosting the search engine ranking for a webpage is to look out for organic queries with a relatively high impression count paired with an average position outside the top ten.

By using queries to guide amendments to content, for example, by answering questions posed in queries, it's possible to bring a webpage's ranking into the top ten, improving its average position and click-through rate. Remember – filter queries by a specific landing page to get the most useful information.

Google Analytics stopped offering organic keyword insight in 2011, so it's essential to integrate the two platforms to access a rich data set on website user acquisition and behaviour.



03 *You need structure in your life*

Structured Data

Once you've set up Google's tools to get an insight into how people find your business online, the next step is to implement strategies to improve your business's organic (that is, unpaid) visibility on search engine results. Start by including structured data on your website to enable search result features and enhancements.

Structured data is a clear, standardised format of structuring content on your website that helps search engines to better understand the information it contains. The ease with which Google's crawl bots are able to classify content on a webpage will improve its search result listing and generate the "extra" information you see next to the title and meta description in search engine results.

For example, customers searching for a local plumber will see not only the business name, but also additional information such as an image, location, cost, opening hours and customer reviews.

Website content that is structured reduces Google's effort to determine basic information such as a business's

name, address and location, as well as classify more complex content including products, videos, events and recipes.

When you set up structured data on your website, look up the correct template to match the page's purpose. One such resource is the Schema website (<http://schema.org/>). Browse templates for most types of websites, from E-commerce to local business, and eliminating the need to classify more specific structured formats for flexible content, including video.



E-commerce websites selling products have even more scope for detailed structured data, with fields for material, colours, manufacturer,

sale prices and delivery details available. You can also use E-commerce structured data to automatically update the product information in Google AdWords and Google Shopping.

When launching a new structured data mark-up, you can use an automated generator tool to test its validity, such as Google's testing tool. Simply use an embedded script to point the tool to a webpage or paste the code in directly for testing.

Chris Says...

“ Google prefers that you include all the required fields in a structured data template for a webpage to be eligible for an enhanced search result. However, less can sometimes be more. Whilst filling in more fields can help prioritise your webpage, it's more important to supply key data that is accurate.

04

It's the sentiment that counts



Sentiment Analysis

Sentiment analysis (or opinion mining) helps businesses understand the perception of their brand, product or service by monitoring online conversations. Methods like natural language processing, text analysis and computational linguistics are used to evaluate whether an audience is responding in a positive, negative or neutral way.

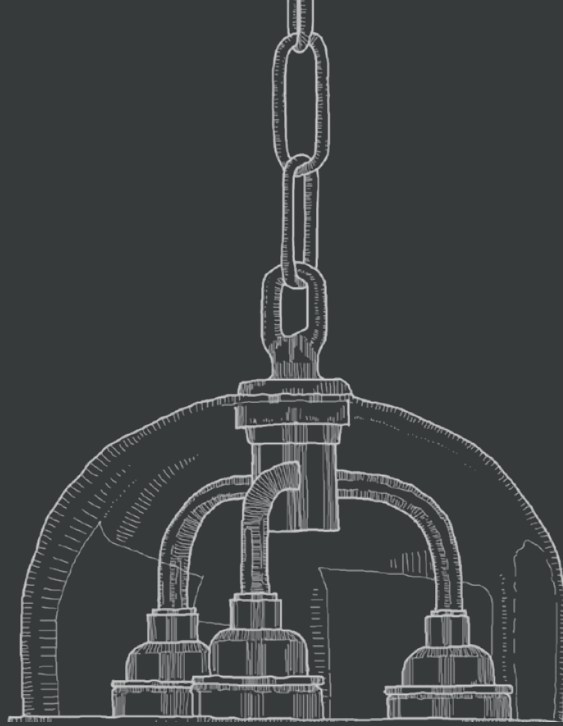
Thanks to modern sentiment analysis tools, businesses no longer

need to manually analyse reams of text. Instead, services like Hootsuite Insight or Semantria can process large volumes of social conversations or product reviews with a relatively high degree of accuracy, flagging responses by feeling.

Sentiment analysis can also inform insight into brand reception and popularity, new product anticipation, company reputation and flame detection (customer rants).

Chris Says...

“ Implementing a sentiment analysis may involve complex integrations with sophisticated software, but there are free and simple tools to get you started. Services like Aylien and Dandelion can be integrated with Google Sheets to extract useful insights such as location, name and business in multiple languages.



FRITZ FRYER:

SHINING A LIGHT ON SEO





Ruth Saunders



When Fritz Fryer approached Spindogs in 2016, their successful lighting business had

outgrown the functionality of its existing website, and they were looking for an agency to build additional functionality to cope with the complexity of their bespoke E-commerce lighting customisations.

In addition to improving the functionality of the CMS, Fritz Fryer were also looking to take their business to the next level and boost their online presence in order to drive traffic to their website and increase revenue from online sales from wider audiences across the UK and Ireland.

ABOUT FRITZ FRYER

Specialists in lighting, Fritz Fryer design, create and restore antique, contemporary and designer lighting for discerning customers looking for high quality and beautifully unique products for their home or commercial premises.

THE TASK

The challenge for Fritz Fryer was to stand out online in a competitive and increasingly busy marketplace. To outperform the competition, our data and analytics experts got smart to improve Fritz Fryer's visibility and increase revenue from organic search audiences.





WHAT WE DID



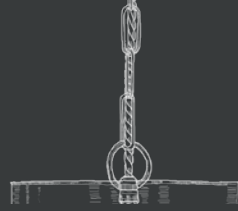
We reviewed the Fritz Fryer website and optimised the content to make it

desirable for search engines. Using industry best practice techniques, we came up with a targeted search engine optimisation (SEO) strategy to support business growth by:

- Conducting in-depth search query analyses to identify popular phrases that we wanted to rank highly for
- Optimising the meta descriptions and browser titles for more than 400 lighting product pages
- Setting up routines to automatically tag products by useful groups, including style, era and product type e.g. chandeliers and lanterns
- Redesigning several landing pages and populating them with optimised content

Whilst the SEO work was core to driving organic traffic, we took a 360° approach to the strategy to meet ambitious targets of revenue and business growth. A conversion rate optimisation (CRO) strategy was implemented to dramatically increase the number of website visitors that converted into leads.

Search engines prioritise websites that not only have mobile-friendly design, but also provide a good user experience. By getting to know Fritz Fryer's audience and learning the different ways they interact with the website, we used expert analysis and best practice to inform incremental improvements to the website.

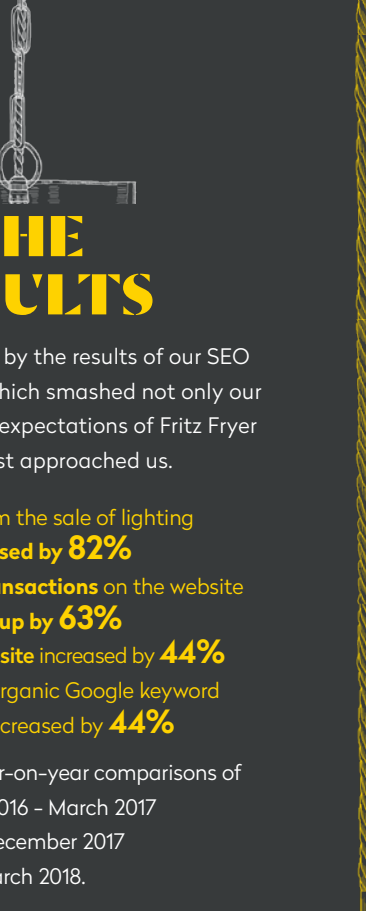


THE RESULTS

We were blown away by the results of our SEO and CRO strategies, which smashed not only our expectations, but the expectations of Fritz Fryer when they first approached us.

- **Revenue** from the sale of lighting increased by **82%**
- The **volume of transactions** on the website went up by **63%**
- **Visits to the website** increased by **44%**
- Referrals from organic Google keyword searches increased by **44%**

These results are year-on-year comparisons of December 2016 – March 2017 versus December 2017 – March 2018.



SPOTLIGHT ON SEO

By implementing a bespoke blend of technical and content-based SEO methods, Fritz Fryer now ranks in the top 20 of Google search results for the following commercially significant keywords:

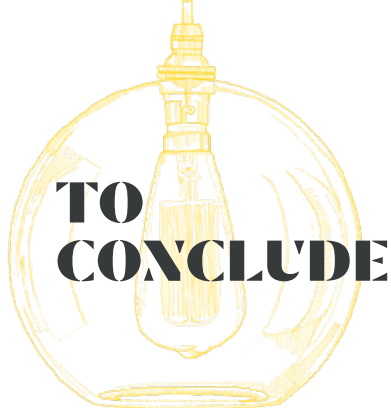
GLOBE LIGHTING
4TH

INDUSTRIAL STYLE LIGHTING
3RD

VINTAGE LIGHTING
11TH

ART DECO LIGHTING
11TH

One of the most exciting parts of the project was experimenting with mid-volume keyword phrase "Edwardian lighting history". This showed us what we could do to boost the style pages and had the rather cool outcome of propelling the keyword to number one, overtaking the BBC website and achieving a Google featured snippet.



The fantastic results show the power of SEO as an inbound marketing strategy to become a top source of leads and generate new revenue. Fritz Fryer have experienced a huge uplift in online sales, which has led to a review of their business direction and positioning within the marketplace. This modest business tucked away in the heart of Herefordshire is now

working with some of the UK's biggest brands and influencers, and this is testimony to the quality and unique craftsmanship of their products. Having recently completed a rebrand, the Fritz Fryer website is currently undergoing a redesign and rebuild with Spindogs, and we are very excited about its forthcoming launch in July, ahead of their inaugural exhibition at 100% Design® in London this September.



It has been a pleasure to work with Spindogs from day one.

At Fritz Fryer, we suffered constant frustration, knowing we were offering great products and services, but we weren't getting good Google rankings. We tried various methods and companies (including some very big, expensive names) without success, until we came across Spindogs.

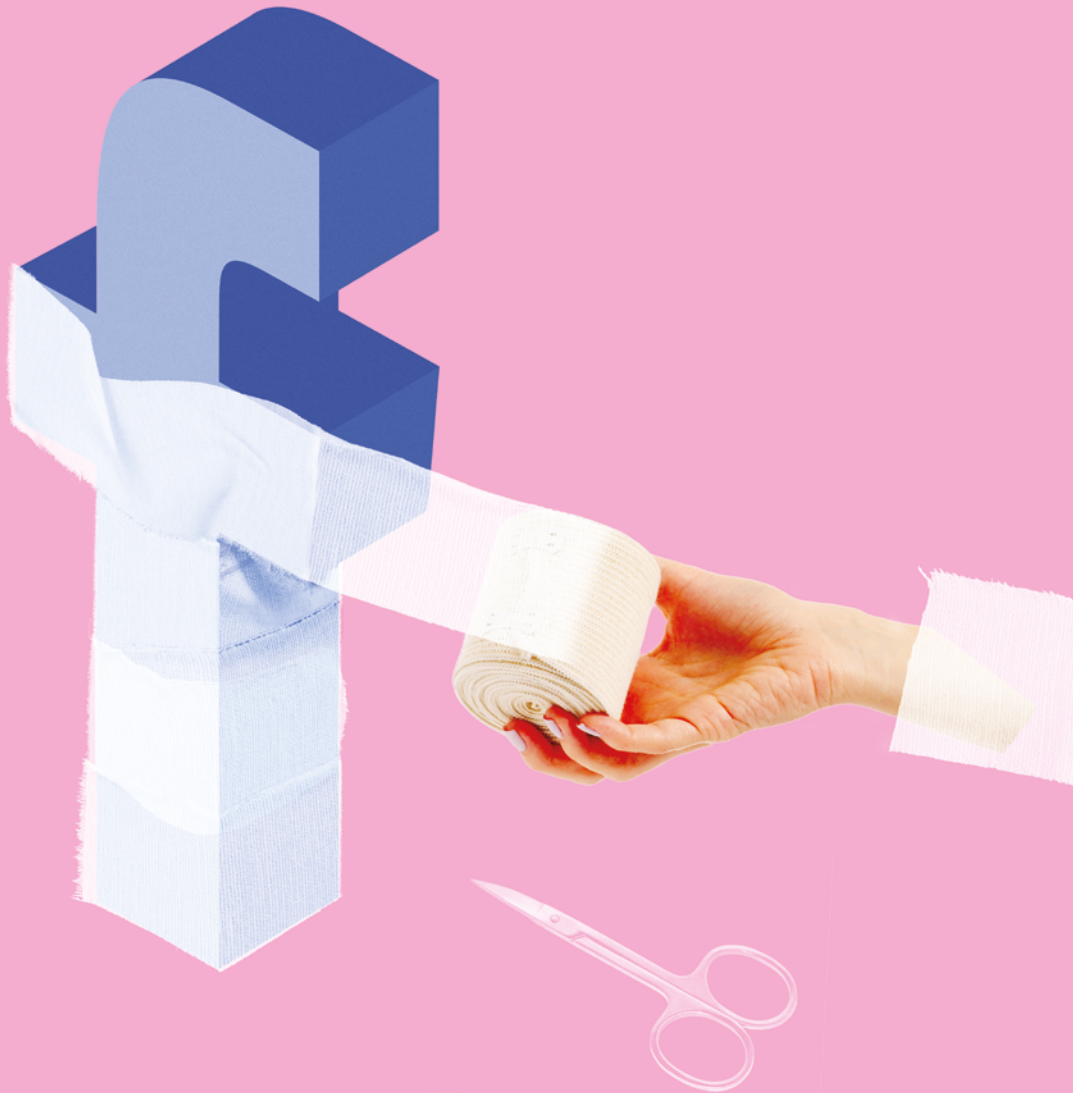
The bottom line is that Spindogs understand and care about our business and take a very proactive approach. They don't sit in a remote office playing with keywords, but actually understand what we do, where we want to get to and how to help us get there.

I can't pretend to understand all that they have done for us, but the figures speak for themselves!

We are so excited to have them developing the next generation of our website, launching this summer, and we can't wait to see the results.

**Karen Wallis-Smith,
Director, Fritz Fryer**





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The changing face of Facebook

It's safe to say there has been a lot in the press about Facebook this year, generating conversations amongst users and businesses alike. But what exactly does this mean for your social media marketing strategy?



Emily Harris



Social media doesn't stand still for long, so the more you tap into industry expertise and keep your digital strategy flexible, the more you will be able to plan to minimise the impact of Facebook's recent changes.

Facebook recently announced the removal of a number of high profile third-party data providers from its advertising platform. Will the popular social media network still be able to offer an attractive level of targeting for businesses?

Social media marketing allows businesses to promote their products and services to targeted audiences in a quick and cost-effective way. Facebook, in particular, is famous for its ability to dive into detail and target consumers with pinpoint accuracy, from their buying habits to their interests and hobbies, and life events.

Third-party data and Facebook

Prior to the changes, Facebook was collecting data from its users and third-party commercial brokers. Some of the big players selling third-party data to Facebook included Experian, Acxiom and Oracle Cloud.

By using third-party brokers, Facebook was able to collect a huge amount of incredibly precise and in-depth information about consumers, including identifying information connecting users to their Facebook profiles. Facebook then offered businesses advertising services with detailed targeting options, allowing companies to get their adverts in front of the right people.

However, in March 2018, Facebook surprised businesses and users by announcing it would be dropping its relationships with third-party providers and removing advertising access to thousands of third-party data sources.

Embracing the change

Despite the recent changes to ad targeting, Facebook is still an integral part of most marketing strategies, so it's important to embrace the new changes. Whilst third-party data may be a thing of the past, Facebook still collects large amounts of data from its users that can be used in marketing.

For example, advertisers have access to valuable remarketing data offering detailed insight into user behaviour and interests, along with the profile and account information of Facebook's user base – sources of data which are unrivalled in detail compared to Facebook's competitors.

Refreshing your digital marketing strategy

Be ready to change. Social media is constantly changing and new algorithms are frequently being rolled out, which means you need to be fast-thinking and agile. Keep on top of the latest

changes by following trusted resources like AdEspresso from the guys at Hootsuite. Another way to buff up your social media knowledge is to attend regular training and industry speaker events. Social media doesn't stand still for long, so the more you tap into industry expertise and keep your digital strategy flexible, the more you will be able to plan to minimise the impact of Facebook's recent changes.

Be creative. Until now, advertisers had been able to rely on a sophisticated range of targeting options, but these are no longer at the tip of their fingers. Without such in-depth audience insight, you have the opportunity to get creative and craft social campaigns to capture your audience's imagination. Adapt your social strategy by coming up with new ways to generate organic engagement. Whilst data should still play a core part in your strategy, go back to basics and have some fun! After all, organic is good for you, right?

Think strategically. Organically-sourced customers are proven to be stronger leads, so take the time to really get to know your audience, and craft relevant content for them. There are many ways to put yourself in front of your target audience: you can opt for the trusted strategy of remarketing or explore advertising on other social media platforms such as LinkedIn. If you haven't already, consider introducing or strengthening your email marketing strategy, as it is one of the most powerful digital marketing channels for getting return on investment. Find what works for you and make sure your marketing plan has the full mix of channels to create a well-rounded strategy.

Use a Facebook Pixel. A Facebook Pixel is a piece of code which tracks the behaviour of leads on your website to measure, optimise and retarget Facebook ads. A valuable insight into your customers, pixel tracking provides detailed data to craft campaigns and generate social engagement amongst your target audience.

To conclude...

The latest round of Facebook's updates took the marketing world by surprise. But don't worry, Facebook still wields a huge amount of data to enable you to target audiences effectively, and they are constantly coming up with innovative products to offer advertisers. A force not to be reckoned with, we're excited to see what Facebook has in store for us.

SPOTLIGHT

in the



The **DEVELOPMENT** *Team*

A new issue of BARK is the perfect opportunity to get to know the team at Spindogs a bit better. This time, we put the “spotlight” on the Development Team as Senior Developer, Oli Salisbury, and Technical Director, Peter Johnson, give us the lowdown on what goes on behind the code.



Peter Johnson



Oli Salisbury

Put simply, we transform the vision of clients and designers into reality and we are the engine room of the project lifecycle.

When Spindogs takes on a new web project, we help translate technical customer requirements into deliverable items and quote costs accordingly, as well as advising on system architecture, hosting requirements and functional feasibility.

At the creative stage, we work closely with the Design Team to ensure the design is technically possible and within budget, as well as feed in our expertise in areas such as usability and accessibility. When the technical build begins, our front-end and back-end developers support the project

manager closely to manage the priorities and deliverables.

Technical builds tend to happen at the end of a project's journey, and our savvy team have to be equipped to deal with any unforeseen issues effectively. Pragmatic in our approach to decision-making, our work means Spindogs is trusted to deliver projects on time and within budget.

Ultimately, our team want to make our clients happy so we make sure that websites meet their expectations by being technically impeccable, fast and easy-to-update. On top of this, a developer's ultimate goal is to deliver products that are fit for purpose and will achieve clients' online objectives.



It is not uncommon for

projects in the final

stage of delivery to

have as much as 75%

of the team dedicated

to working on them.

Whenever the Development Team start a new project, we take great care to understand in detail what we are being asked to do.

For example, a single line in a project brief that requests a report can mean different things to different clients, and while developers are great problem solvers, we will need to understand what a client wants before putting fingers to keys.

At Spindogs we deliver websites using WordPress, Umbraco and Kentico content management systems (CMS), as well as bespoke systems and third-party integrations. All our code is built on robust frameworks such as .NET or Laravel and use PHP and C# technology. When a CMS is decided on, we build the system to be as easy-to-use and intuitive as it is powerful. Our team build

on top of PHP and Microsoft stacks, and can integrate with any external platform that has an application programming interface (API).

We pride ourselves on having a nimble Development Team with a broad range of capabilities to tackle fast-tracked projects which require a quick turnaround. It is not uncommon for projects in the final stage of delivery to have as much as 75% of the team dedicated to working on them to fulfil demanding deadlines.

Whatever the project and the CMS platform, we approach the project with flexibility and determination. With mind-blowing focus and perseverance, we're proud of the outstanding results we achieve – just look at the websites we've launched in 2018!

How it works

Front-End Development

Finished designs are passed to the front-end developers who build the interfaces users interact with and craft an intuitive user experience. They work to bring the flat visuals to life by adding interactivity and ensure the layouts are optimised for mobile, tablet and desktop devices.

Back-End Development

Our back-end developers work with programming languages such as C# and PHP in robust model-view-controller (MVC) frameworks such as .NET or Laravel to build bespoke features based on customer requirements. This can range from full-blown online systems to integrating third-party products with an existing website. Whatever the project, our back-end developers write code (and lots of it!), expertly solving complex technical problems to produce the most elegant and maintainable results.

PHP vs .NET

Some of the main benefits of building a website using PHP is that it's open source, meaning no hefty licence fees. A rapid and versatile stack, it's ideal for projects that are new to the market with a fast turnaround. The .NET stack from Microsoft, on the other hand, brings together a number of technologies and is constantly evolving. It's the first choice for companies seeking to keep their IT systems within Microsoft, and its heavy-duty environment is preferable for more established products.

In numbers

New websites

We've built 20 websites since the start of 2018 - and that's just at Spindogs HQ. Our remote-working development superheroes in Oxfordshire have launched several more!

Average turnaround time

With the budgets of our projects ranging from £5k-£100k, the turnaround time can take four weeks to over a year, depending on the size and sophistication of the build.

Team growth

We have grown steadily over the last five years to meet the demand of our customers. With the acquisition of Unified Digital Solutions and their .NET developers, the Development Team is now the largest it has ever been!

In short...

The Development Team is essential to transform projects from a creative concept into first-class products for our clients and their audiences. The mix of knowledge and skills of our expert team means that we can tackle a wide range of projects, small and large, and match our clients' needs with an optimum technical system to ensure their website operates as smoothly as possible.

"If you have a problem... if no one else can help... and if you can find them... maybe you can hire..."

THE
DEV TEAM



Foursqu



Your app's biggest
fan



are

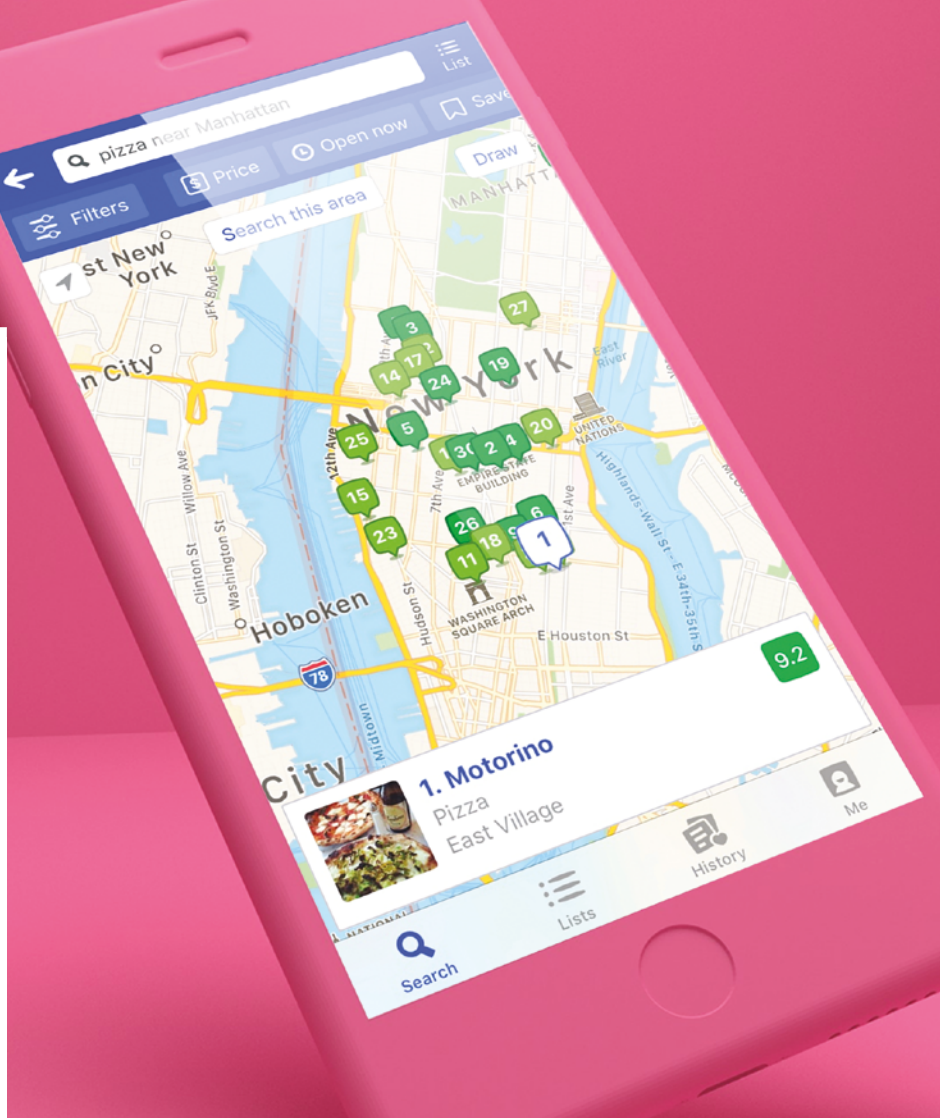
I am absolutely obsessed with using Foursquare to plan my holidays! What used to be a platform for “checking in” and racking up badges and prizes, has grown into a much more sophisticated trip planning tool.

Foursquare promises to “help you find the best places to eat, drink, shop and visit” in any city, and it has not let me down over the last few years when planning trips to Venice, New York and Copenhagen.

There have been many times when I’ve been on holiday in an amazing location but ended up having a boring meal because we fell into one of the “tourist traps”. The beauty of Foursquare is that a lot of the information is from locals or people who know places well. They can tell you what to order that’s not on the menu or the busy times to avoid a certain tourist attraction. What better way to have a truly authentic experience than to live like a local?

Foursquare allows you to be extremely targeted when finding somewhere amazing to visit in a city. Want to find the best place to eat pizza in New York? Easy! The results show you the top-rated places in the city to find what you’re looking for, photos from people who have eaten there, suggestions of what to eat, opening times and so much more.

If you like the look of somewhere, you just save it or add it to a list. This makes it easy to find your way to the places you want to visit, without the fuss of typing addresses into Google Maps. It also conveniently shows the contact details of the venue if you want to make a reservation.



Luke Cardy



The beauty of Foursquare is that a lot of the information is from locals or people who know the places well

Foursquare’s “list” functionality also displays the places you want to visit on a map. This is super handy when you have limited time in a city and want to make sure you visit as much of it as possible. Whilst you can find similar information on apps such as TripAdvisor, these tend to be very content-heavy, displaying wordy and lengthy written reviews. Think of the difference between Foursquare and TripAdvisor in a similar way to Instagram and Twitter: Foursquare is full of visual user-generated content that takes the unknown out of travel.

Next time you’re planning a trip, give it a go and see if you discover some hidden gems. You don’t have to plan out your whole holiday with a strict itinerary, but researching the hot spots of a city before you go means you’ll have an awesome time when you’re there!

WE'VE BEEN BUSY!

SOME OF THE WEBSITES WE HAVE LAUNCHED FOR OUR CLIENTS IN THE PAST SIX MONTHS.



credas.co.uk

dvs.co.uk

thetunnelsbristol.co.uk



bronafon.org.uk / credas.co.uk / gkrmaintenance.co.uk / slrecyclingltd.co.uk / power2africa.org / authenticindiataours.com / babicm.org
yorkshiretiger.co.uk / recoverycare.org.uk / alstraining.org.uk / thomascarroll.co.uk / indigo-group.org.uk
dvs.co.uk / tfg.com / forcardiff.com / cardiffmartialarts.com / cardiffkidslitfest.com / thetunnelsbristol.co.uk / watkinsandgunn.co.uk



CAN'T STOP US NOW

The Spindogs family keeps growing! Since the start of the year we've welcomed a number of new team members to the HQ team. Joining our ranks are Project Manager Verity, Junior Print Artworker Tash, Content & UX Strategist Ruth, and the newest addition to the Online Marketing Team, Junior Online Marketer Chelsea. Make sure to say hello to them the next time you're in the office!



THE TEAM THAT KEEPS ON GIVING

Since the start of 2018 we have been fundraising regularly for local charities, including Tenovus Cancer Care, Friends of the Dogs Wales and Bake for Bobath – a delicious initiative we support annually.

Our Culture Club heroes are hard at work selecting more charitable initiatives for us to take part in, so keep an eye on our social channels for more updates later this year, and please donate if you would like to.



SPREADING THE LOVE

As many of you may have heard, earlier this year we completed our second acquisition, making Unified Digital Solutions part of the family. We've been working together with the Unified team to ensure they are well integrated and that the Spindogs culture is at the heart of the new teams we have on board.



CULTURE CLUB AT THE EMPLOYEE EXPERIENCE AWARDS

We are so proud to announce that Spindogs took home Silver in the 'Agency of the Year' category at the UK Employee Experience Awards. The awards celebrate and recognise great employment initiatives in organisations across the country, and it's a testament to the incredibly supportive and encouraging atmosphere that the Culture Club works hard to nurture.

Our culture heroes have gotten the team involved in a number of exciting events this year, including a Friends Quiz, swap shops to raise money for charity, and one of the best Spindogs socials to date, a murder mystery night!



THE WOMAN, THE MYTH, THE LEGEND!

But wait, there's more good news! We are thrilled to announce that our beloved Finance Manager Paula can be spotted back at Spindogs HQ, having worked remotely following an injury last Autumn. We are so glad to have her back!

TEAMWORK MAKES THE DREAMWORK.

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