

Performance Digital Marketing



We are Bespoke

For more than 15 years, Bespoke's clients have benefitted from the results we've helped them generate through digital.

Our team's approach is to create campaigns that meet with your business' needs and goals, delivering the returns you're looking for using the services in this brochure:

- **Web Design**
- **Web Consultancy**
- **Web Optimisation**

Most clients engage with us on a retainer basis with 12 or 24 month strategies, using the RACE framework.

Our experts can work with you on a project basis for web redesigns or rebuilds, with ongoing optimisation campaigns or digital marketing workshops to follow.

I'd like to invite you to meet with our team to establish how we can generate you more business online and help you grow.



Steve Brennan
CEO



Web Design

Launch a next generation website and outperform your competitors with Lancashire's most experienced website design agency.

“Working with the Bespoke team means working with experienced lead generation and E-commerce design experts. Our team develops beautiful user experiences, but more importantly, they work and generate the returns you need.”



Adam Pattison
Head of Production



Bespoke Website Design

Every design is bespoke and geared to your specific target customers

Lead Generation Websites

Proven track record of successful online lead generation

Bespoke E-Commerce Websites

15 years' experience building E-commerce systems that deliver ROI

Magento E-Commerce Websites

When appropriate, customised Magento websites are recommended

Bespoke CRM Systems

In-house skills to build the bespoke CRM your business needs



“A very professional firm,
highly recommended.”

Tracey Murphy, HR Savvy

Web Consultancy

As industry leading experts, we offer a range of services to aid your business such as workshops, audits and general consultancy.

“Bespoke has the experience needed to properly audit your website and advise on where your biggest opportunities are. Our audits and workshops are useful as one-offs, or as part of a monthly optimisation retainer agreement.”



Iain Wood
Digital Strategy Consultant



Digital Strategy Workshops

A digital Strategy plan that will set you apart from your competitors

Social Media Workshops

Get better returns from your social, with our creative workshop

Website Audits

Analysis of your site's performance, with actionable recommendations

Google SEO Audits

Results driven expert SEO Audit to help you aim to get better results

Google AdWords Audits

An AdWords review to show where performance can be improved



BELMONT
PACKAGING

“Very helpful and make you feel like one of their team.”

Kate Hulley, Belmont Packaging

Web Optimisation

Be one step ahead of your competitors with our extensive range of Optimisation services delivered by industry leading experts.

“Our customer focused digital marketers work with clients on a monthly basis to maximise traffic and conversions. We have skills in content, conversion and technical SEO amongst others, to ensure we’re delivering maximum ROI.”



Lauren Grice
Head of Client Services



Digital Marketing

We are a specialist digital marketing agency, we only deal in digital

Search Engine Optimisation

Benefit from one of the most experienced SEO teams in the region

Paid Search Optimisation

Let's get your paid campaigns spending less and returning more

Conversion Rate Optimisation

We use CRO to turn more of your website visitors into customers

Content Marketing Outreach

With Outreach, boost brand awareness and better Google rankings



“Great results, with excellent customer service.”

Adam Livermore, Begbies Traynor Group

RACE Framework

The RACE framework summarises the key online marketing activities that need to be managed as part of a digital marketing strategy. It is essential all are covered for the best results and ROI.

*Race Framework created by Smart Insights Dr Dave Chaffey

Reach

The cycle starts with customers first being *reached*

- Search Optimised Blog Article
- Outreach Marketing Strategy
- On-site Web Copy Optimisation
- Keyword Research & Analysis
- Page Title & Meta Tag Optimisation
- Social Media Advertising
- Pay Per Click/Google Shopping

Act

How are users *acting* on your website and with your brand

- User Journey Analysis
- Cross Device Analysis
- Customer Persona Analysis
- Competitor Analysis
- Google Analytics Audit
- Heatmapping Analysis
- Technical SEO Audit

Convert

Let's *convert* more website visitors into customers with CRO

- Search Optimised Video Content
- A/B Testing Analysis
- Video User Testing Analysis
- Phone Lead Analysis
- Abandoned Cart Analysis
- '5 Quick Wins' Conversion Analysis
- Website Form Conversion Analysis

Engage

Engage with your customers to encourage them to return

- Search Optimised Infographic
- Email Marketing Campaigns
- Remarketing Advertising
- Social Media Marketing
- Email CRM Cycles
- Loyalty/Referral Scheme
- Customer Survey Feedback



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