



Making Brilliant Marketing Simple



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About Us

We are a team of unique individuals that are fun to work with but deadly serious about marketing. Each one of us has individual experience, expertise and qualifications that allow us to deliver a supreme marketing service unlike any other.

Individually we all excel in our own fields, from web design to public relations and content marketing to CRM and journalism and Google Ads (formerly AdWords). Together, we bring our unique elements to the mix to deliver the perfect marketing formula for your business.

We have trained for years to gain our qualifications and win our awards but we don't expect you to become an expert in our services as others do. We're here to make it easy at every stage of the game, so you can concentrate on your special skills confident we've got your marketing covered.

You can see from our projects on our website how our result driven approach has worked for many respected companies already and with each success we've grown a little bigger allowing you to now benefit from The DM Lab treatment.

Despite our differences of talents, we all share the same vision for your business, we all want to produce results you can see; results that make your online presence and reputation grow.

We're business people too and we know that ultimately you want to drive valuable visitors to your website, you want to increase conversions, you want to retain your customers and you want to become a leading voice in your industry.

We not only have the expertise but we also have the tools. We have full access to the Adobe Creative Cloud and Microsoft Office 365 as well as numerous SEO tools which we pay for so you don't have to.



Inbound Marketing

The DM Lab creates customised, high-value inbound marketing solutions for any type of business. We will learn your industry, business processes and develop Key Performance Indicators, which allows us to measure the success of any marketing strategy in place. Our inbound marketing covers content driven strategies, social media marketing, PPC advertising, e-marketing and much more.

WHAT WE DO

Social Media

No one's a stranger to social media and in this day and age it seems everyone's a social media expert. Social media for business though is a whole new formula that requires the right mix of ingredients to produce real results. From engaging posts, ads or competitions, we have it all covered. Read more on page 8.

Google Ads

There's no denying that Google Ads (formerly AdWords) has incredible potential for generating incredible profits. It boosts conversions dramatically and is an essential element in any savvy marketing strategy. See how we can help deliver results for your business. Read more on page 10.

Email Marketing

Good email marketing is more than sending offers to your mailing list, it incorporates a range of platforms and in-depth psychology to ensure your message isn't missed. Along with putting it in front of your target audience, we ensure your emails appeal to your recipients. Read more on page 12.



Social Media

Social Strategies That Make Your Connections Work on Your Behalf

No one's a stranger to social media and in this day and age it seems everyone's a social media expert. Social media for business though is a whole new formula that requires the right mix of ingredients to produce real results.

Steering away from the general profile management, (that any teenager can execute with aplomb), The DM Lab turns social media on its head to shake out all the secrets, in order to make your connections work for your conversions.

As the REAL social media experts we will:

- 1) Manage all accounts across every established and trending platform, ensuring they work in harmony while content is unique to each network
- 2) Interact in real time with your connections to bring you real time leads and to enhance your reputation for spot on customer care
- 3) Adapt the content to suit the audience, for instance:

Business Insights and articles for LinkedIn
Entertaining, shareable content for Facebook
Quick content that engages at a glance for Twitter
Image rich content for Pinterest
Popular videos for YouTube
Tips and Advice for your target market for Google+



We also use every platform as an extra tool for analysis allowing you to know your customers like never before while we deliver content that we know they're going to love.



Google Ads

Campaigns That Use the Right Words to Deliver Results

There's no denying Google Ads (formerly AdWords) has incredible potential for generating incredible profits. It boosts conversions dramatically and is an essential element in any savvy marketing strategy. It's also intangible, leaving it open to deception as many take your money without delivering results.

We produce results you can see, you can watch your visitor numbers increase, your leads become hotter and your conversions increase. Through the right mix we're always focused on the end result, the result that ultimately grows your business from the inside.

Our Google Ads (formerly AdWords) team develop bespoke formulas that deliver positive reactions across all your marketing as we:

- Research heavily

- Consider your customers AND your competition to appeal to one and beat the other

- Develop campaigns that deliver

- Design all aspects to integrate seamlessly, to ensure incredible UX

- Improve conversions through thorough testing

- You know the campaign is just the beginning, we see it through to the very end, ensuring every step along your new customer's journey is easy, allowing them to gravitate towards that contact or buy button without using too much thought.

Tailored to your budget, this is Google Ads the way it should be, Google Ads that don't only deliver clicks, Google Ads that deliver business growth.

It's making brilliant marketing simple...



Email Marketing

Emails That You Want to Open

Good email marketing is more than sending offers to your mailing list, it incorporates a range of platforms and in-depth psychology to ensure your message isn't missed.

Along with putting it in front of your target audience, we ensure your emails appeal to your recipients, ensuring they open up and act when seeing the content.

Many customers see emails from companies as spam, only those that use clever techniques make it past the preconceptions. The DM Lab brings together a wide array of elements, to ensure your email marketing campaigns appeal to every sense.

Through creative design, cross selling platforms, integration of mediums and incredible content we:

- Appeal to your target market while maintaining your brand image
- Provide an email marketing platform
- Make email marketing work for increasing traffic, conversions and sales
- Build loyalty through clever marketing and content
- Bring buyers back to your brand
- Follow it through to the end, ensuring all systems are optimised to carry the visitor through to the buy or contact button
- Focus on real results
- Feature rich, enticing and engaging, our email marketing enhances your reputation for quality while boosting your marketing strategies dramatically.

It's brilliant marketing made simple...



Graphic & Web Design

Bringing Together Creative Elements to Deliver a Winning Formula

You know that creativity is much more than images on a screen.

Great business creations must be capable of:

- Catching the eye the first, second and third time
- Conveying your message
- Capturing your brand personality
- Appealing to your target audience
- Adapting alongside the growth of your business
- Being impressive across all devices
- Delivering a great user experience
- Bringing buyers into your brand



We apply our creativity to:

- Inbound Marketing
- Branding
- Logos
- Websites
- Promotional Materials
- Landing Pages
- Social Media
- Blogs
- Press Releases
- Content Marketing





Analytics

A Complex Formula, Simply Mixed to Deliver Success

We love analysis but although we're passionate about it, we don't expect you to live and breathe analysis as we do. That's why we make it easy for you to receive the incredible results analysis can deliver without getting your hands dirty with dashboards, HTML, tracking codes or geeky data.

Quite simply, we deliver while you keep your focus directly on your business. Just like any perfect formula, every service The DM Lab produces a positive reaction that you can experience first-hand.

Our analytics and training delivers on every level as we:

- Give you a competitive advantage with in-depth insight
- Focus on increasing conversions and results
- Uncover areas that need improvement in order to deliver more
- Gain access to the psychology of your target market
- Show you a complete profile of your average customer
- Ensure you are benefiting from every relevant analysis strategy to beat your competition
- Enable you to target your competition's customers
- Give you results that you can act on immediately to increase signs ups, conversions or traffic

Making brilliant marketing simple, we access all areas to enable a chain reaction that gathers data as it travels deep through social media, analytics, ads and the web before producing results you can act on to grow!

Making Brilliant Marketing Simple!



Search Engine Optimisation

SEO That Allows You to Grow Without Compromising Your Reputation

You're in business and as such you're probably sick of hearing the acronym 'SEO'. Unfortunately there's no other way to describe optimising a business for search engines no matter how much it's changed over the years.

Forget the keyword stuffed copy, forget the dodgy backlinks and forget the spamming of forums with details of your products or services. There's a better way to do SEO, a way that won't need completely redoing the next time Google rolls out an update.

It's organic. Since the updates, Google has favoured those websites that deliver high quality content, great user experiences and information people want to share. All reputable businesses optimise their websites to deliver this as standard as it's more than their reputation's worth.

That's exactly what we do, we make you stand out from the competition by ensuring you receive solid foundations that will still benefit your business in years to come. Assessing your target market we build your brand not just for its products or services but for its ability to engage and entertain its visitors.

It just so happens, Google loves this too.

That's the key to making brilliant marketing simple!



Training

Giving You the Tools You Need to Succeed

We also offer onsite training to give you or your staff the tools you need to manage your marketing in house, ensuring your knowledge grows alongside your brand.

Although our services allow you to enjoy a hands off approach to your marketing and analysis, we understand that acquiring our skills in house offers long term results.

This is why we offer training to your staff allowing your company to gain the skills they need to continue with the great work we implement. Covering every aspect of analysis and marketing, we work closely with your team to ensure they are left completely confident that they can drive growth alone. We also offer never ending support so you always have help on hand when you need it.

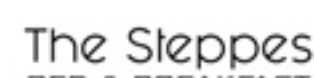
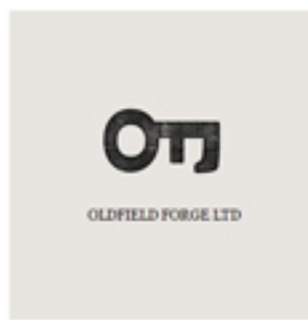
As a very experienced digital marketing company we deliver training at all levels from entry to MD. Helping your company to embrace digital marketing we empower you to make the most of your strategies both on and offline.

You'll be left feeling motivated, inspired, more knowledgeable and ready to optimise every platform for marketing success.

Like us, you'll have your sights firmly set on results as we make brilliant marketing simple for you.



Canwood Gallery





Website Audit

Want to know how to improve your website?

You have a website promoting your business or product, but it's not performing. We have heard this time and time again, optimising a website involves a multitude of areas, from where you appear in Search Engines to conversion optimisation.

With our review we will look at all aspects that affect your website covering usability, SEO, Social Media, PPC and conversion optimisation. The review will contain actionable insights for you to work on and make a difference.

We have worked with many clients who have found our website reviews insightful, making a direct affect on how the well they perform.

We have a sample report on our website.

It can take us up to two weeks to provide a detailed review of your website. If you have any questions please contact us we would be more than happy to help you out.



Basecamp

Since we started trading in 2010, we have learned and adapted the way we work to be the most cost effective, efficient and best we can be.

Basecamp has become a valuable asset to The DM Lab. Streamlining the way projects are undertaken, managed and executed. We invite and encourage all staff involved with a project at the clients' end to use Basecamp. Everything is accessible 24/7, comments and documents can be uploaded whenever suits the client. Clear, concise and chronologically ordered posts allow project progress and status to be viewed anytime. Nobody is left in the dark as to their role and actions. In addition to this it enables us to successfully work on projects with you wherever you are based!

Instead of this:

- Messy email chains
- Stuff slipping through the cracks
- Constantly playing catch up
- Client / vendor disputes
- Time-wasting meetings

You'll have more of this:

- Full accountability
- Clear visibility into projects
- Feeling on top & in control
- Work organized in one place
- Better decision making



Don't take our word for it. In 2017 Basecamp has 2,581,030 accounts signed up!



How We Add Value

A marketing department would include a copywriter, a graphic designer, a project manager, a website developer, a website manager, SEO manager, a social media manager, an analyst and if you need them – sales people. Between 5-10 people if you were to successfully market a business.

5-10 people on, let's say, £20,000 salary each. You're looking to spend at least £100,000 a year on staff. Let's put this into perspective. Imagine if you could have all the expertise of these people but at a fraction of the cost.

Sound appealing?

We, as an overall agency, will operate as your dedicated marketing department. We undertake everything we need to do to successfully market your business externally. Businesses are comfortable with the fact that we offer a 'white label' marketing solution – as far as anyone is aware – WE are YOU!

You do what you do, we do what we need to do.



WordPress

To be clear, we have the staff and resources to produce a site in whatever format the client requires. However, we specialise in WordPress and is our platform of choice.

Why?

It is our responsibility when developing a new website to firstly make that site as up to date as it can be at the point of sale and secondly we feel as an agency that website does not become outdated and has the capacity to futureproof itself with the option of scalability to remain current.

WordPress powers almost 27% of the internet.

It isn't just our opinion that WordPress is the best platform, with a statistic like that it speaks for itself. With over 47,000 plugins, whatever you need a website for, WordPress will undoubtedly have a solution that we can develop to suit your project.

WordPress is THE most user-friendly platform from a management point of view. Upon completion of a project we give the client full access to the website which can be updated easily and more importantly we encourage the client to use the website, continually adding blog or news posts. At the end of the day the website is an important sales tool – whatever you do. It is imperative that this therefore is kept as up to date as it can and with a little training – we'll show you how to use your website!



Good Marketing Starts with a Good Website

Whether you already have a web presence or have none at all great marketing requires solid foundations.

If you have a website, we carry out an audit to ensure it is performing as well as it can be before we even start thinking about marketing it. This can be a long but rewarding process as we have to ensure no rock is left unturned. Building on this is far more rewarding long term as we start as we mean to go on.

Where do we start? With a website audit!

We are multi-faceted and we never back you into a corner where you feel you have to pay us to do everything. We'll do our utmost to advise to suit your budget and would never sell you something we feel you don't need. After all, results speak for themselves, if you are investing in our services you'll want to see a return and that's why we use Google Analytics; they can't and don't lie.

OK, I want to use your services...But which one?

Get in touch so we can first get to know what is you want to achieve. We'll then undertake some stringent market research and advise you on the best solution. It is an investment and changes take time to implement. We would normally ask for 3 months to see improvements. 3 months?! Yes, but we start making things happen from day one however we do not control how fast Google propagates these changes and will assure you than even within that 3-month period you'll be able to see things happening. After 3 months we offer a review to suggest further steps as good marketing has no fixed price or set time frame. Clients tend to be comfortable with what we have done and are willing to increase their spend to in turn see more profit. It's a tried and tested system and we are confident that no matter how big or small your business, we can help.

Take your first steps to growing your business today by contacting us, we look forward to working with you!



UKFAST Partner

We are very pleased to have become UKFAST partners to offer premium hosting services

As our existing clients will tell you our hosting is second to none. This has primarily been down the hardwork UKFAST put in with our servers. Previous to joining UKFAST we spent a long time testing different providers and like many web development companies came across the frustration of downtime, bad customer service or no tech support. This is usually the case with most resellers of hosting, you'll find they are resellers of resellers of resellers, you never actually deal with the right company.

It was soon apparent that to move our business forward in the right direction and give our customer peace of mind we needed a high quality solution and UKFAST was it. The solution sold its self to us, the benefits including:

- 100% Carbon neutral hosting
- Fully owned local data centres
- Flexible, and highly redundant data centres
- ISO 27001:2005, ISO 9001:2008 and ISO 14001:2004
- PCI compliance



These were only a few of the benefits, it was quite clear that this was a serious server company for serious businesses. We instantly signed an on-going agreement, to date we have not even considered moving to another provider, the service has been impeccable!



Printed.com – Approved Supplier to The DM Lab

We outsource all our printing jobs to UK based company Printed.com

We have recently becoming a silver tier customer! Printed.com offer fantastic products and great prices. Ideal for us as we love designing business stationery, brochures and flyers but we don't have the printing facilities in-house. This is exactly why Printed.com are a trusted and approved supplier to The DM Lab.

Download a template. Design the artwork for the product. Upload. They print then deliver.

Printed.com have printed all of our current business stationery and literature. We cannot fault the quality, price or process. Also by employing the services of The DM Lab you don't have to source your own printer. We can offer to get it done thanks to Printed.com.

Products we have ordered from Printed.com:



Business cards
Saddle stitched brochures
Perfect bound brochures
Spiral bound notepads
Banners

Posters
Flyers (all types and sizes)
Greeting cards & calendars
Hardback books
Display boards

All these products listed we can safely say are fantastic and great value for money. We have also recommended Printed to other businesses.

Their comprehensive sample pack and our history of orders allows us to determine what will suit your needs. Taking all the hassle away from you and enabling us to make a sound decision we know will suit your needs and you'll be happy with.



Awards

Growing Business of the Year 2017



In September 2017 we won the award for Growing Business of the Year at the Herefordshire Business Awards.

Other finalists in our category were Julu Ltd (chosen as one of the Small Business Saturday's Top 100 small businesses) and Solar Panel Cleaning Services Ltd.

Entrepreneur / Business of the Year 2017



In November 2017 we won the award for Entrepreneur / Business of the Year at the Sunshine Pride Awards.

Other finalists in our category were Merry-Go-Round Nursery (who'd recently opened a third Nursery). The other was A Rule of Tum, who recently won a NATIONAL award for 'Best Sunday Lunch'. Awarded at the Observer Food Monthly Awards 2017.



Accreditations

Google Certified Partner

Company Specialisations: Search Advertising

Google Partner status isn't just handed out. That badge has to be earned. Not only must we take courses and pass several tests to gain individual qualification, the business itself must prove that it can meet strict requirements to become a partner.

99 Designs

3 wins and 2 x runner-up

ThreeBestRated

Best Marketing Agency in Hereford

Handpicked as 1 of 3 Top Marketing Agencies in Hereford by passing a 50-Point Inspection including everything from checking reputation, history, complaints, local reviews, nearness, satisfaction, trust and cost to the general excellence.

Hereford & Worcester Chamber of Commerce

Member since 2011



SMALL BUSINESS SATURDAY[®]

SMALL BIZ 100

Small Business Saturday

Small Biz 100

Small Biz 100

We're incredibly honoured to have been selected as one of Small Business Saturday's Small Biz 100!

Our day is on the 14th of November so please, keep an eye out for our feature if you're reading this before the date. If you're reading it after the date, please have a look and see how we embraced being one of the Small Biz 100.

Thanks to the accolade we have been featured in The Guardian and The Telegraph. It is great news for our little agency. We neglect promoting ourselves and our services because fortunately we are always busy. The exposure from being one of the Small Biz 100 is a bonus to being chosen and we're very grateful.

Recognition for our work is gaining momentum and a great advert for our business we work hard to maintain and improve every day.



Other Notable Achievements

Best of Britain Business Awards 2018



We were picked as one of two finalists for the Midlands region, missing out to Larkfleet Homes. To be shortlisted as one of two finalists for the region and one of ten finalists nationwide was a great achievement.

One4all Rewards Spotlight Awards

Winner of the Creative / Digital / Media category





Who We've Worked With And Where

Nobody is too big or too small or too far away.



Our Client Locations
throughout the UK

If you've already seen our clients page, you'll see that we have a diverse range. Big, small, local and national. Even worldwide having worked with clients in Denmark, Spain and the US!

As a white label service, we are your marketing department and we'll work with you wherever you're based. Our Basecamp online project management tool enables us all to work together, easily.

When we started trading in 2010, we made our name outside of the county, in the West Midlands and London. As we gained recognition we slowly became quite prominent in the local market. You can see from the map instead of working out to clients in these locations, we worked our way back.

We have had huge success stories from clients near and far. Working with over 100 clients we are tried, tested and trusted. We've worked hard to establish ourselves.

Locally, we have a fantastic client base which stretches from Hereford where we are based all throughout the West Midlands and nationwide. We have grown outwards steadily throughout our 8 years of trading.

It doesn't matter where you are based, we want to work with you. Regular calls, emails and we'll even travel to your office as often as you like to discuss project progress.



Our Client Locations
in the West Midlands



The Team

Our marketing team is what makes The DM Lab stand out from other agencies. Individually brilliant and collectively awesome. Expertise in every element of digital marketing.

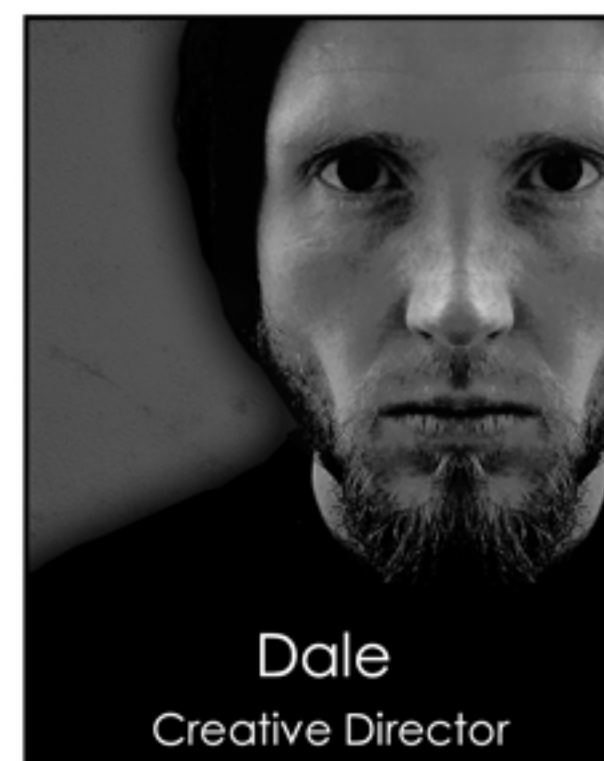
We live and breathe marketing. Outside of that we are each as unique as our skillset. When not taking part in charity and sports events, and indulging in our hobbies we also volunteer!



Chris has built the company from the bottom up. Experience in the sales industry and dealing with clients face to face. Alongside his 10+ years experience in the sales and marketing sector he has a degree in Computer Science, Networks and Information Security.

He also has a further 5+ years experience in the web development, where he harnessed skills in programming and online marketing. Running successful SEO , PPC and digital marketing campaigns for a range of clients in a number of sectors.

His vision and determination is second to none and will always make sure a project is carried out at the highest possible standards.

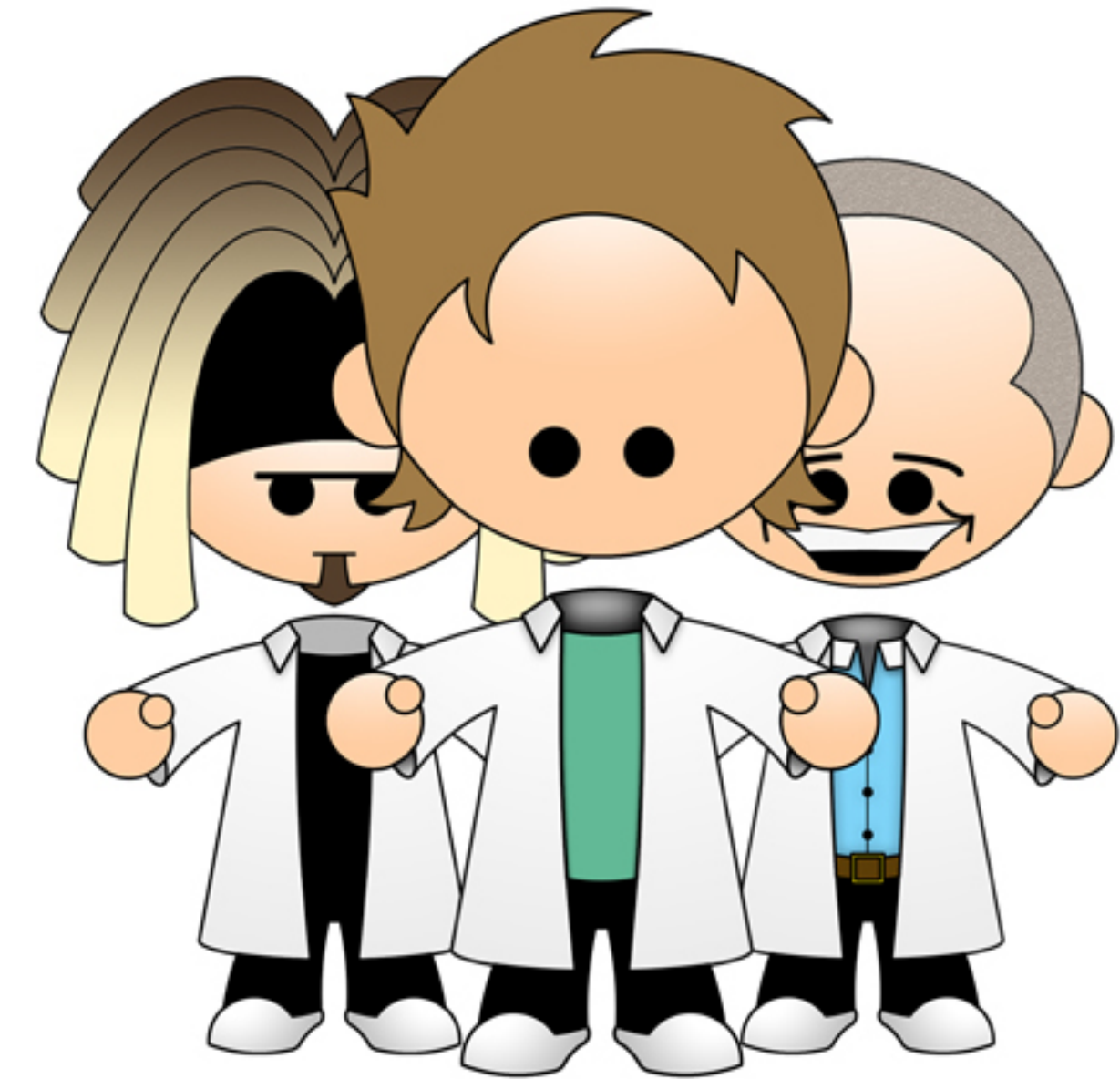


Dale is the lead designer for The DM Lab. He has over 10 years experience in the design industry, plus an extensive interest in art and design. Achieving the Blackler Prize for Art in the final year at at Hereford Cathedral School sixth form and achieving a BA (Hons) degree in Animation and the Moving Image at Glyndŵr University.

His skills range from web and graphic design, 2D technical drawings to 3D design and modelling. This diverse range of abilities allows him to make client's business concepts come alive in design.

His eye for detail, dynamic style and focus makes him valuable asset to any design and development team.

The **Dm** Lab



We look forward to working with you!

