

# urbanmedia

a digital marketing agency providing  
innovative solutions that increase  
your profits





It isn't often you hear about digital marketing agencies that have been around since 1997. However, it is something I am very proud of at Urban Media. In an industry sector that changes so rapidly, much of what we did in 1997 is, of course, obsolete. What isn't obsolete is the passion and drive towards creating client successes that are the reason we continue into our third decade.

To this day, I see it as my main role to cultivate a culture within Urban Media that places your objectives at the centre of everything we do. A culture that both challenges and supports our team in their individual growth, personally and professionally. I believe it is these things that make the massive differences to the results and relationships we have with our clients.

**Elton Boocock**

Executive Chairman



You could be one small change away from **doubling sales**. We are laser-focused on maximising conversions.

We start by getting to know your target audience and finding out where you can connect with them on the internet. We benchmark your current page views, downloads, social media engagement and other metrics relevant to your business and help you **establish your digital marketing efforts** and **increase your brand recognition** online.

As agents of change, our purpose is to provide brands with 'that' chance to reimagine and reinvent their digital world. We create and rebuild connections with customers, inventing and developing new digital platforms - and most importantly **increasing business performance**.

**Since 1997** we have executed measurable, cross-channel strategies that **target your audience** where they're most likely to **engage**. Closely monitoring consumer behaviour and crafting clear actions that **boost revenue**, increase brand awareness, and drive targeted traffic to your website.

# urbanmedia

We are **proactive** in looking for ways to **increase your profitability**

With local, national and international reach, Urban Media's **marketing experts** and digital know-how will lead to profitable results for your business.

Digital transformation drives everything we do. Every strategy and solution we develop is rooted in **affecting positive change**, both in how businesses operate and how they interact with their customers.

Sometimes it's hard to know where to start. Sometimes you're doing a lot of things right and just need help taking things to the next level. That's what we are here to help you do. We want to educate you so you feel comfortable with every step of the journey with **one main point of contact**, working with you to **provide solutions**.

We'll tell you what we know, why we know it, what we'll do, and how we'll do it. Our team is what makes us **distinctive**.



# A Global Reach.

Urban Media HQ is based in Amersham, UK. A digital agency with national and international reach, we work with companies across UK, Europe and the USA. Big or small, it's the customer who matters.



star



British Gas  
Looking after your world



Stott and May



Allianz



trio healthcare



parajet



Just some of the industries we work in...



Automotive



Education



Finance



Healthcare



Manufacturing



Marketing



Music



Recruitment



Retail



Sporting Goods



# Our Solutions

Core to the success of what we achieve for our clients is our understanding of the fluid relationship between attracting customers and engaging them through a well-defined digital relationship model.

It's our mission to create digital solutions that are not only innovative and market leading, but most importantly deliver commercial success. It's through the blend of our expertise that we are able to affect positive change.



## Digital Marketing

Attract and drive targeted traffic to your website to increase brand awareness, sales and profits

- Search Engine Optimisation
- Pay-Per-Click
- Social Media (Organic)
- Social Media (Paid Ads)
- Email Marketing



## Web Development

Templated and bespoke websites that will help your business achieve its goals and ambitions

- Brochure sites to help market your business
- Custom e-commerce solutions
- 2 design options to fit your budget
- Integrate with thousands of systems to make your business run more smoothly.



## Web Application Dev

Custom built cloud-based software that works for your business using the latest web technologies

- Data driven business applications
- CRM & ERP systems
- SaaS products
- Custom web portals & e-commerce solutions
- Process automation
- 3rd party integrations

# Search Marketing

You are missing out on potential customers to your competitors!

If people cannot find your website when searching for the goods or services that you provide, you are losing out to the businesses that **are** found. We provide the knowledge and skills that have helped numerous clients increase sales and profits by improving their rankings in Search Engine results. We can help you, too.

**Search Engine Optimisation (SEO)** is all about getting a website to appear near the top of Search Engines' listings when people search for the goods and services provided on the site. This is done by making the site, and pages within the site, relevant to the search terms. This requires a mix of technical knowledge about website page structure and language skills.

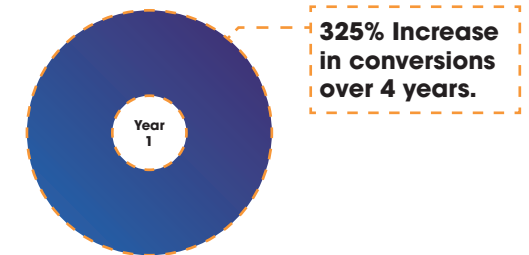
Ensuring that there is also support for the site's content in the greater internet with highly relevant links from quality websites adds power to the effort. When all is done correctly, the rankings for the keywords rise and traffic to the website builds.

**Paid search advertising** is another way of getting your website found for key search terms (keywords). This is done by working with our clients to determine the best keywords (very specific to the clients' offerings, and enough searches for the keyword to generate good business).

Campaigns are optimised using the tools provided by the advertisers' platforms. The real key to maximising the return on the advertising spend is an in-depth knowledge of how to use those tools. Urban Media has that knowledge.

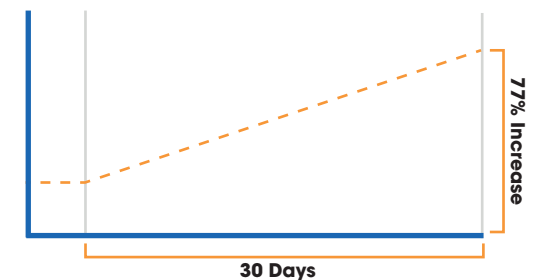
## Example SEO Campaigns

One client, selling their manufactured products B2B on a global basis, saw their keyword rankings climb dramatically. As a result, they enjoyed a 325% increase in conversions (enquiries) over a 4-year period. This stemmed from a 111% increase in organic traffic. Those very good rankings have held their places in the face of stiff competition.



## Example PPC Campaigns

A retail business selling internationally saw a 77% increase in conversions (number of sales) in the first 30 days of their campaign launch. The increase was 127% year-on-year.





# Social Media Marketing

**38.1%**

conversion rate  
increase

**94.8%**

drop in cost per  
conversion

You want to make use of social media to build an audience of potential customers in order to get more sales and profits, but your posts aren't resonating with the right people. Urban Media create highly targeted social media campaigns which will drive interaction and subsequent targeted traffic to your website and acquire new customers.

Building a social media presence for your business is easy, but actually generating quality engagement isn't nearly as simple. Our social media specialists craft effective campaigns with content and calls to action which capture the attention of people we already know are looking for goods and services from a business like yours.

## Example Campaign

Working closely with our client, Urban Media developed a dynamic, in-depth social media strategy, designed work in conjunction with their overall marketing strategy, to target audiences in the UK and United States. Using highly personalised messaging and sharing unique micro-content, Urban Media successfully built and engaged their audience.

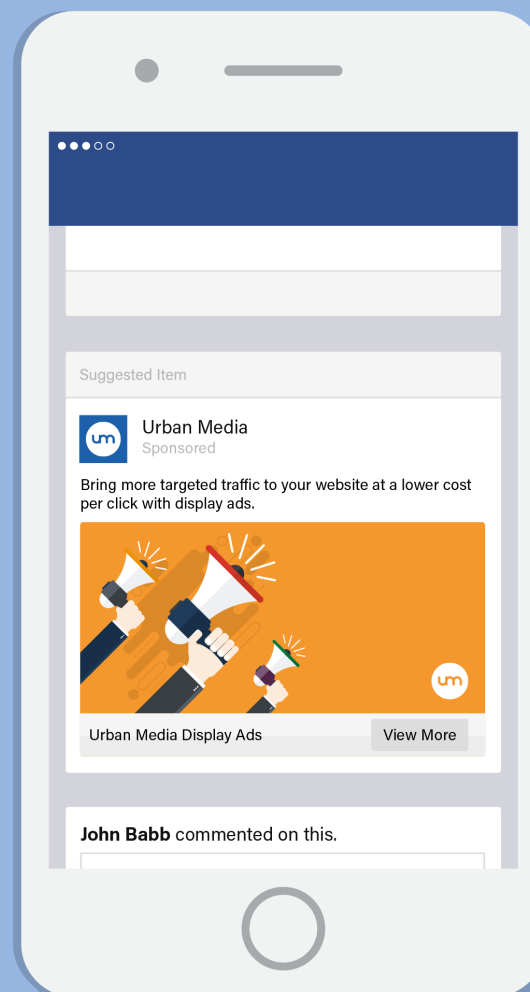




# Display Ads

Your brand and its products need to be seen at the right time and in the right place by the right people. Display advertising allows you to do just that. Whether you're appealing to potential customers early in the buying cycle, or looking to re-attract past visitors of your site, Urban Media can employ a number of different strategies to boost your sales.

From simple banner ad campaigns to more intricate remarketing, our marketing specialists and graphic designers will combine to craft effective display ad content that can be displayed across every available spot on the internet.





**17.4%**

click-through rate

**\$56,000**

of revenue  
generated

# Email Marketing

The ultimate goal of any search and social based digital marketing should be to build an audience that you can market to on your own terms. With search, you are waiting for people to come to you. With social, you are playing in someone else's playground. With GDPR compliant permission-based email marketing, you finally 'own' the relationship.

Understanding your audience and personalising your messages are just the start of a successful email campaign. Segmentation, timing, automation and action-based triggering all work together to make email marketing a valuable part of your integrated digital marketing plan. Where search and social bring people in, email marketing builds their value to your organisation (lifetime customer value).

## Example Campaign

By understanding our client's audience, we were able to create various automations that presented bespoke messages according to previous purchases and actions taken during the campaign. Using optimum open rate timing and intelligent (GDPR compliant) tracking, we were able to achieve 17.4% click-through rates and \$56,000 of revenue for an online school over a 2-week campaign. Further campaigns performed with similar results by phasing the email offer.



**It all starts with a  
conversation...**



# Website Development

We design web-based solutions to help your business achieve its targets, whether this be creating a brochure website to generate more enquiries or a full e-commerce store to sell your products.

**Some agencies design your website to look pretty. We design your website to make more money. That doesn't mean it doesn't look pretty. We like pretty. Pretty works in some cases, but making money and having a profitable business works every time.**

For every project we start with a discovery meeting to ensure that we understand what you're trying to achieve. This is imperative to recommending the best solution.

Our designers will then pull the information together and present designs for your new website.

To maintain the initial vision of the designers, they will work with the developers to bring your website to life.

## Example Project

We have recently been working with a global recruitment agency who has 3 offices between the US and the UK.

They wanted a flexible and customisable website that they could edit, update and scale as and when they wanted, without constant development.

Our solution was to design the site using a series of components that could be customised, re-ordered, added and removed whenever our client wanted.

The ability to create and modify bespoke pages is extremely important to most businesses trying to make money online.





# Web Application Development

Why adapt your business processes to work with off the shelf systems when we can design a system that works the way your business does? Our experienced business consultants and developers work with you to develop award winning systems that meet your requirements.

**Through custom web applications we've helped businesses be more efficient, collaborate better as teams and integrate with other platforms.**

We spend the time to truly understand your business and its objectives to ensure that the solution we deliver is one that works for your business and we would be proud of.

Our designers are experienced not just in creating knockout visuals but also in the usability (UI/UX) of the system for the end user.

Having worked with startups through to national corporations we have experience in developing award winning solutions.



## Example Project

On behalf of a national energy and home services provider we developed a web portal and offline capable mobile web application to record and report vehicle safety checks performed by service engineers.

Leveraging modern browser technology, we created a cross-platform mobile app that allows engineers to complete their company's user-defined vehicle safety checks whenever and wherever they may be.

Engineers receive pre-programmed warnings in response to the checks they complete which are automatically reported to fleet service maintenance.

The application was very well received and was recognised in Brake's 2017 fleet safety awards for its innovation.

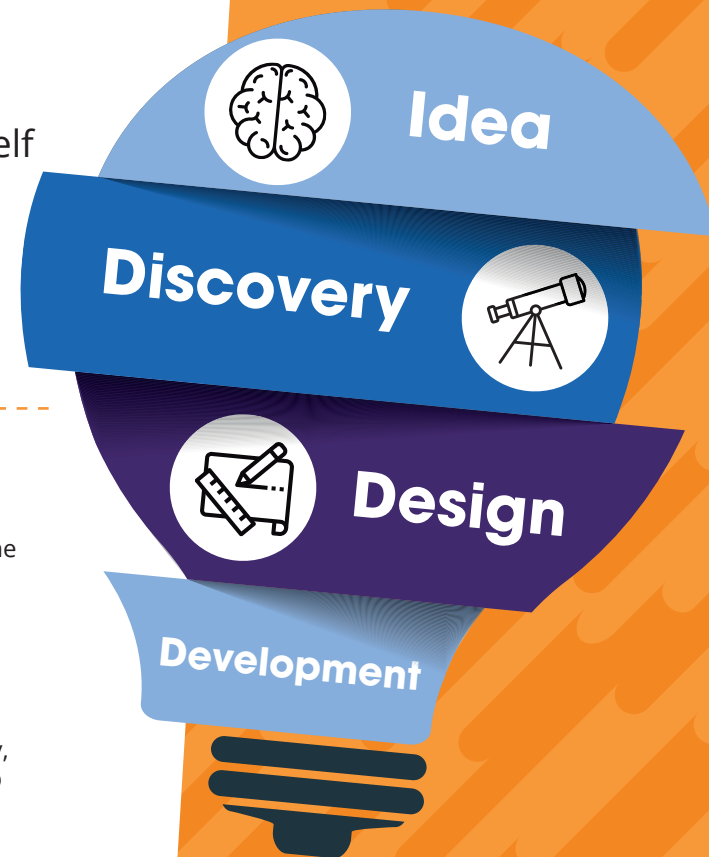






Image taken at the Urban Media  
20th Anniversary celebration dinner







*"Quite refreshing! Your no-nonsense approach to the web has transformed our website and it now delivers a stream of new business enquiries!"*

**Lloyd Pearce, Trio Healthcare**

## Contact Us

01494 538 441  
info@urbanmedia.co.uk

*"Urban Media is the way forward with their specific teams. I thought my Twitter skills were in the bag, but Urban Media educated me, and we are now the number 1 vehicle hire company through Twitter. Overall, visits to our website increased by 113%, causing our sales to increase by 193%! We had a huge wish list, and Urban Media nailed it."*

**Kirsty Dennis, 4x4 Vehicle Hire**

**[www.urbanmedia.co.uk](http://www.urbanmedia.co.uk)**



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