

***reach.***

Unlock your **digital potential**





**Elevate your brand,  
engage your customers  
& ignite growth.**

Demand **more** from your online presence >>>

A solid blue parallelogram graphic located in the bottom right corner of the slide.

# A powerful team of results driven marketing specialists.

**2013**

Reach Digital was founded

**94%**

Client retention rate

**4.98<sup>/5</sup>**

Customer rating

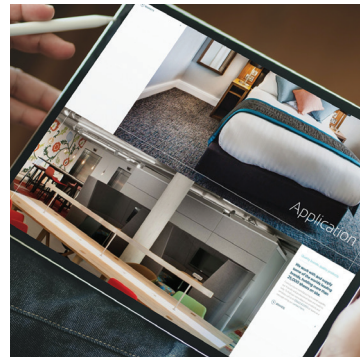
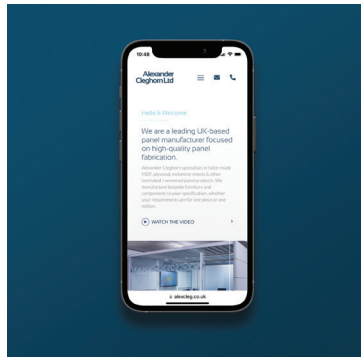


**We are an award-winning  
full-service digital marketing  
agency with studios in both  
Suffolk & Essex.**

Elevate your brand and ignite growth, today. >>>

# Alexander Cleghorn brand, website and search engine optimisation

A complete overhaul of branded assets. New website design and development, video production, photography and ongoing SEO.



## The challenge

Alex Cleghorn needed to drive more clicks and increase website conversion rates. We were tasked with rebranding an ageing website as well as refocusing and relaunching the online offer.

## The approach

Having implemented a full competitor analysis audit, we built a bespoke project plan. That included a new logo, internal branded documents, website and media assets for the client to review. We also developed a new organic social media strategy to maximise the clients reach and engagement.

## The result

Having successfully launched the all-new website alongside the new social media strategy accompanied with new assets, we saw an immediate uplift in overall engagement.

Through our long-term SEO strategy, we have increased organic impressions for relevant queries by over 1300% since launching just over a year ago.

## Insights and results

**+84%**

Increase in new users over the past 12 months compared to the previous 12 months.

**+136%**

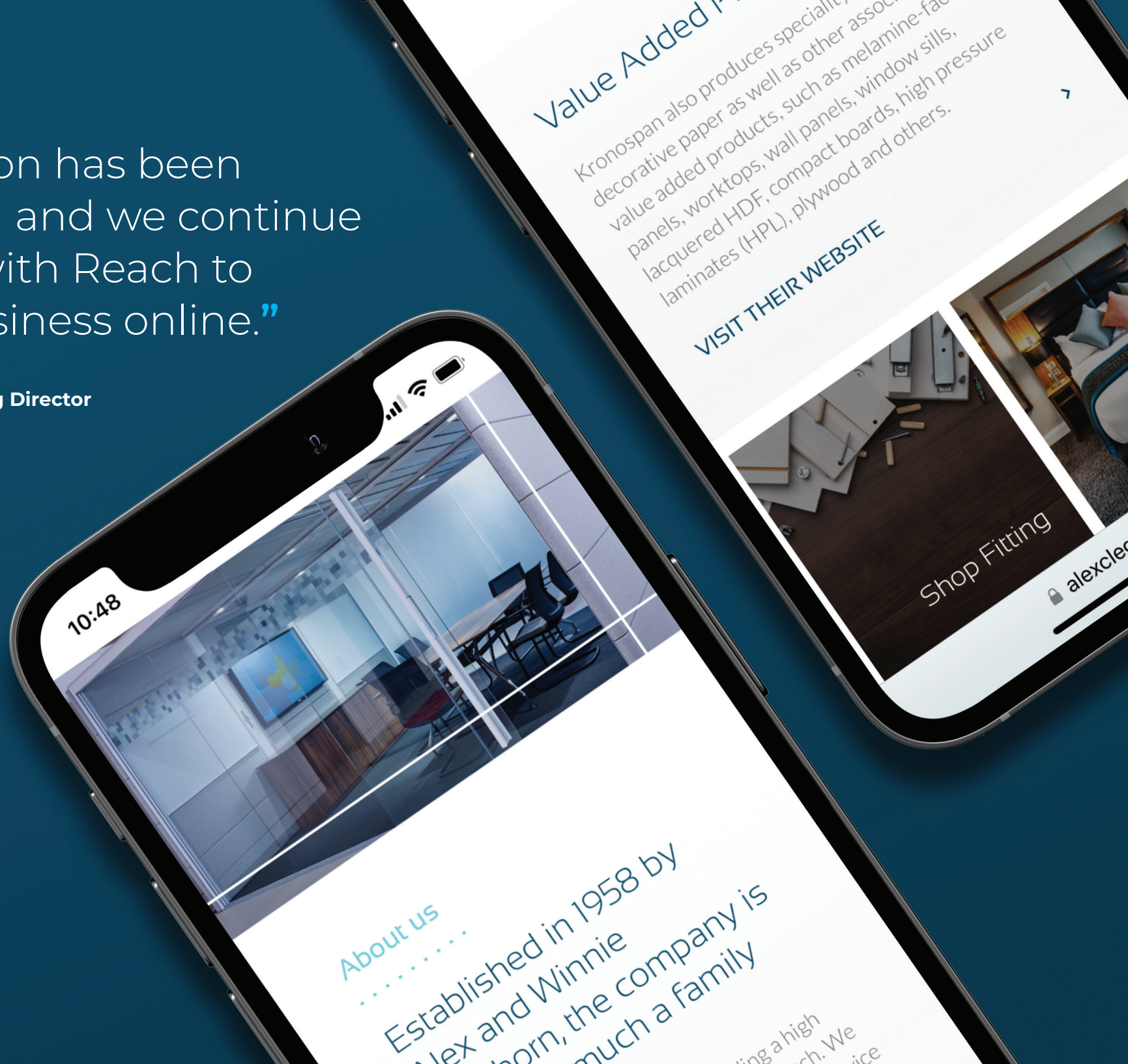
Increase in meaningful event count. The number of times users triggered a valuable event.

**92%+**

Minimum site audit health score over the last 12 month period.

“The execution has been outstanding and we continue to partner with Reach to increase business online.”

**Gary Cleghorn, Managing Director**  
Alexander Cleghorn Ltd





## Arc Systems website development & SEO

We have been working with Arc Systems for over 5 years, working on the continuous development of their website and online presence.



### The challenge

As a rapidly growing IT Support business based in Essex, Arc Systems needed a web-focused partner in order to continue to compete and lead in a very competitive industry.



### The approach

Showcasing the full range of services provided along with communicating the risk posed to businesses not having complete protection for their digital assets was very important.

We developed a new website and worked with Arc to create quality content which would improve both engagement and SEO as a result.



### The result

After several rounds of redevelopment over the years to ensure consistent improvement we have maintained a best-in-class website. With a limited budget, we have achieved consistent 1 – 5 positions for over 20 keywords relating to IT support services.

## Insights and results

**+65%**

Increase in traffic driven to Arc Systems via Google's top 100 organic search results.

**+7%**

The percentage increase in number of backlinks leading to the Arc systems domain.

**+20%**

Increase in the total number of referring domains that have at least one link pointing to Arc Systems.

“We were so impressed with the service, that we have retained Reach to move forward with our SEO work.”

Steven Dove, Marketing Manager

Arc Systems Ltd

**arcssystem** MANAGED SERVICE PROVIDER

Is your data safe?  
**PROTECT YOUR DATA TODAY!**

At Arc Systems we have been providing our customers with multiple options including fast on or off-site recovery, high availability and archiving via our Arc Vault Service for over 10 years.

**STANDARD MANAGED BACKUP**  
Our Standard Managed Backup provides businesses with the perfect solution at an affordable cost. It has never been simpler to have a backup service for your business.

**ADVANCED MANAGED BACKUP**  
Our Advanced Managed Backup is an upgrade from our standard package which adds a server to your site suitably specified to spin up a copy of your server straight away if you have a failure.

**MANAGED HIGH AVAILABILITY**  
Our Managed High Availability Solution is the ideal recovery package if you can't afford to lose any data. If disaster strikes, we can recover your network back to the point prior to failure ensuring minimal loss.

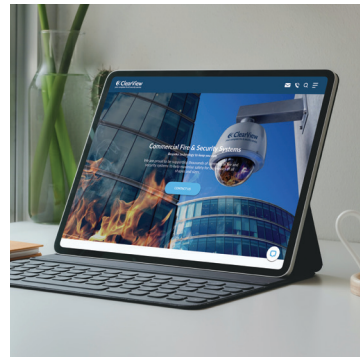
**DISASTER RECOVERY PLANNING**  
Our consultants understand the maze of requirements your business needs to plan for Disaster Recovery. We will complete an analysis of your business, any compliance requirements and guide you through the steps to get you on the most suitable backup plan for your business.

01268 288 100  
Unit 9, Carnival Business Park, Basildon, Essex SS14 3WN  
info@arcsystems.co.uk  
www.arcsystems.co.uk

in f

# ClearView Communications website, SEO & PPC

Since September 2019, we have worked with ClearView on their SEO. During this timeframe, we have increased site traffic by over 300%.



## The challenge

When Reach were approached by ClearView, the current website was effectively broken. They needed a useable CMS system, along with a website that highlighted their expertise and highly accredited status within their sector.

## The approach

Using Adobe XD we designed a full site concept that allowed us the flexibility to get both the structure and design of the site in line with the ClearView's vision.

Our in house development team then coded this from scratch in WordPress.

## The result

Sales of services through the website have gone from £127,000 in 2020 to £265,000 in 2021 and now are over £1m as of July 2022 as a result of elevating the brand and online exposure.

## Insights and results

**687%**

Increase in website revenue over a 3 year period.

**+300%**

Jump in organic traffic for relevant keywords both locally and nationally.

**173%+**

Increase in referring organic domains with at least one back link pointing to the ClearView website.



“It was great working with Reach who are consummate experts in their field.”

—  
**Michael Vincent, Managing Director**  
ClearView Communications

**ClearView**  
your complete fire & security service

**ClearView**  
Passive Fire Protection

**Is your business fire safety compliant?**

Did you know you could be fined or even go to prison if you do not follow fire safety regulations?

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- Fire Doors
- Fire Alarms
- Fire Extinguishers
- Fire Dampers

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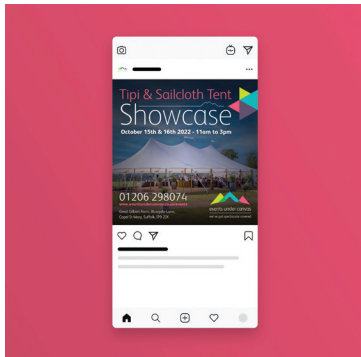
[www.clearview-communications.com](http://www.clearview-communications.com)

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Logos: CHAS, Investors in People, Constructionline, ISO 45001:2018 REGISTERED, FPA, FIA, IFC, British Safety Council, Fire Protection Association, Fire Industry Association.

## Events Under Canvas digital marketing & graphic design

Using a combination of both SEO and Google ads Reach have generated well over 5000 leads for Events Under Canvas since 2018.



### The challenge

Events Under Canvas Ltd was launched in September 2013 and Reach Digital have been working alongside them from the outset, developing their brand, website and marketing materials. In addition we have had great success with national search engine optimisation and pay per click advertising.



### The approach

Looking at both organic and paid search we defined and executed a bespoke strategy to reach and engage potential customers.

This strategy included concessions for the nature of the business which is seasonal and fast paced and continually adapts to incorporate new behaviours in search.



### The result

From humble beginnings Events Under Canvas has grown to become the market leader in tipi & event tent hire across the South East of England.

They have cemented themselves as a go to brand among the most well known in the industry. Ranking number 1 organically for over 36 competitive keywords.

## Insights and results

+14%

Increase in users year on year in both peak and off peak seasons.

5,000+

Leads generated with an average order value of over £5k per lead converted.

10%

Conversion rate from PPC campaigns at an average CPA of £7.



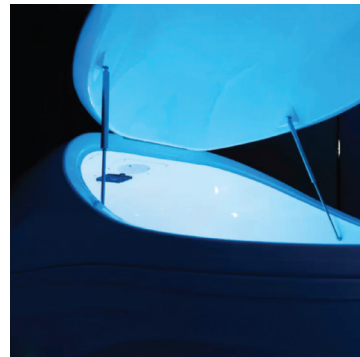
“Great design agency, who have assisted me throughout the start up, launch and growth of my small business.”

**Jenna Ackerley, Director & Founder**  
Events Under Canvas



# For You Now brand development, website design & digital marketing

FYN needed a digital agency partner to support them through the startup phase of their business journey.



## The challenge

As a complete startup FYN had no local presence. We needed to provide brand direction as well as planning the introduction of an e-commerce system for their customers to place orders online. Opportunities for valuable organic social exposure had already been identified and needed to be actioned in the most optimal way.

## The approach

After an initial consultation, we decided on the voice and tonality that the brand wanted to portray. Using a combination of brand strategy and social marketing we increased website traffic from local audiences who would benefit from the FYN experience.

## The result

With a successful website launch and organic social pilot, we have amassed over 2,327 followers within a 6 month period. The new prospecting traffic that we generated continues to prove profitable with an increased conversion rate over an extended attribution window.

## Insights and results

# 50<sup>+</sup>

Ranking keywords with 8 of those in the top three positions. All high relevance, medium search volume terms.

# 2,327

High value engaged followers across social acquired organically with no paid element.

# 5,000<sup>+</sup>

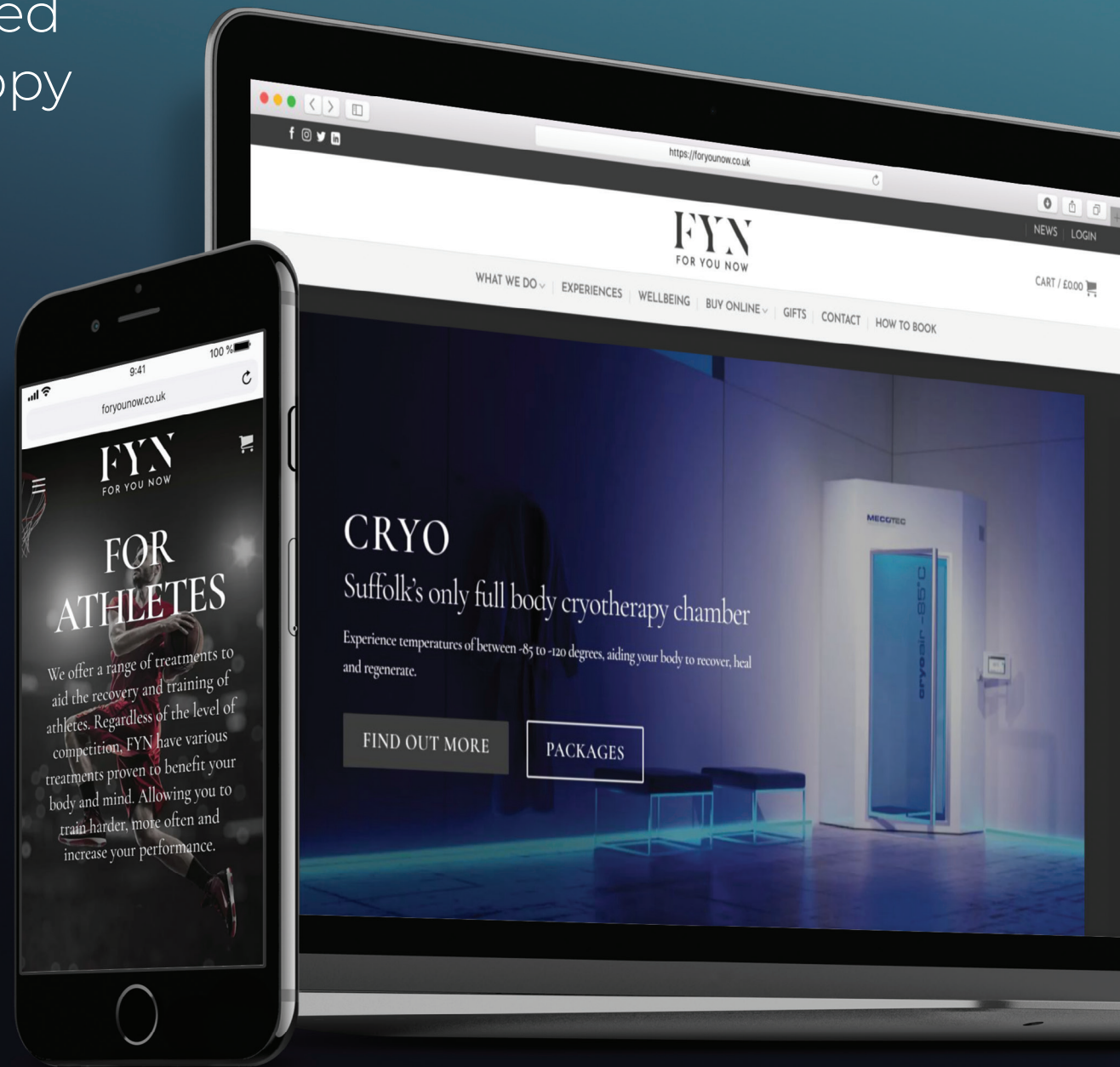
Visitors to the website from organic search and social media.



“Reach were recommended to us and we are very happy with the service received, we still get compliments from our customers.”

**Lenny Pack, Co-owner**  
For You Now Ltd

**FYN**  
FOR YOU NOW



# Guinea Pig Magazine social media advertising & conversion rate optimisation

Reach Digital continue to work alongside Guinea Pig Magazine's paid social media activity to continue to grow their subscriber rate and reach monthly quarterly and annual targets.



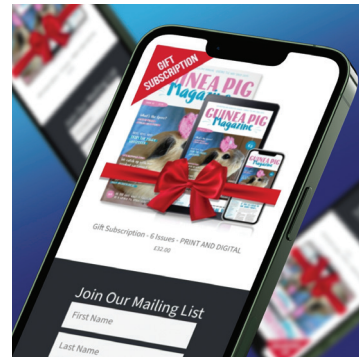
## The challenge

Guinea Pig Magazine is the world's only dedicated magazine to pet guinea pigs. This fun and informative magazine was adored amongst the initial readership, with Ventura's mission to expose the brand to a global audience and showcase the wonderful content, imagery and advice that is omnipresent throughout the magazine.



## The approach

We have been able to identify a highly engaged community that is active across the relevant paid social platform. We are able to target those individuals through a combination of both interest-based targeting and lookalike audiences.



## The result

As a result of a multitude of A/B testing and CBO implementation, we were able to create, maintain and then improve on a comprehensive paid social media campaign that has generated over 3,000 subscribers, all whilst focussing on a healthy business CPA.

## Insights and results

-142%

In CPA.

+3,000

Magazine subscribers.

51,000+

Targeted clicks into the website.



“Our growth over the last year has been sensational and we can’t thank the team at Reach enough – they have made it all very easy for us.”

---

**Rik Cridland, Director & Co-owner**  
Guinea Pig Magazine

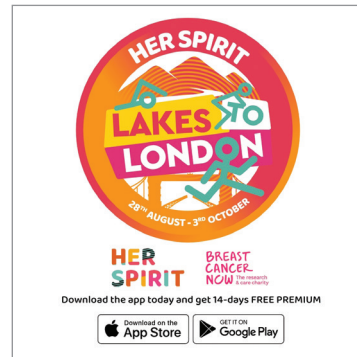
**GUINEA PIG**  
Magazine





## Lakes to London creative identity

Reach Digital created a bespoke creative pack alongside Her Spirit for their 'Lakes to London' campaign. The assets were used across a multitude of social media platforms to promote their event as well as possible.



### The challenge

Her Spirit is a global community woman all getting fitter, stronger and healthier together. Her Spirit hosts an array of different online classes, activities, forums and challenges for women to join. One of which, was the Lakes to London fundraising event. We were tasked with producing a full branded creative pack for the event.

### The approach

We wanted to bring in all three elements of the challenge (running, swimming and cycling) together whilst retaining the distinctive Her Spirit brand. We worked with Her Spirit to come up with various concepts that reflect both the challenge, the brand and the goal.

### The result

We delivered a suite of social assets ranging from Stories, In-feed and Carousel creatives along with the final medal design. The campaign went on to be a big success across all social platforms with substantial funds being raised for Breast Cancer Now.





HER  
SPIRIT

# Kids Inc brand development, website design & digital marketing

Reach helped Kids Inc to build a website that reflected their brand and was equipped to compete and lead in an incredibly competitive industry.



## The challenge

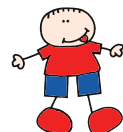
As an established nursery operating throughout Essex and the Greater London area, Kids Inc were looking to further their brand and develop a competitive online presence.

## The approach

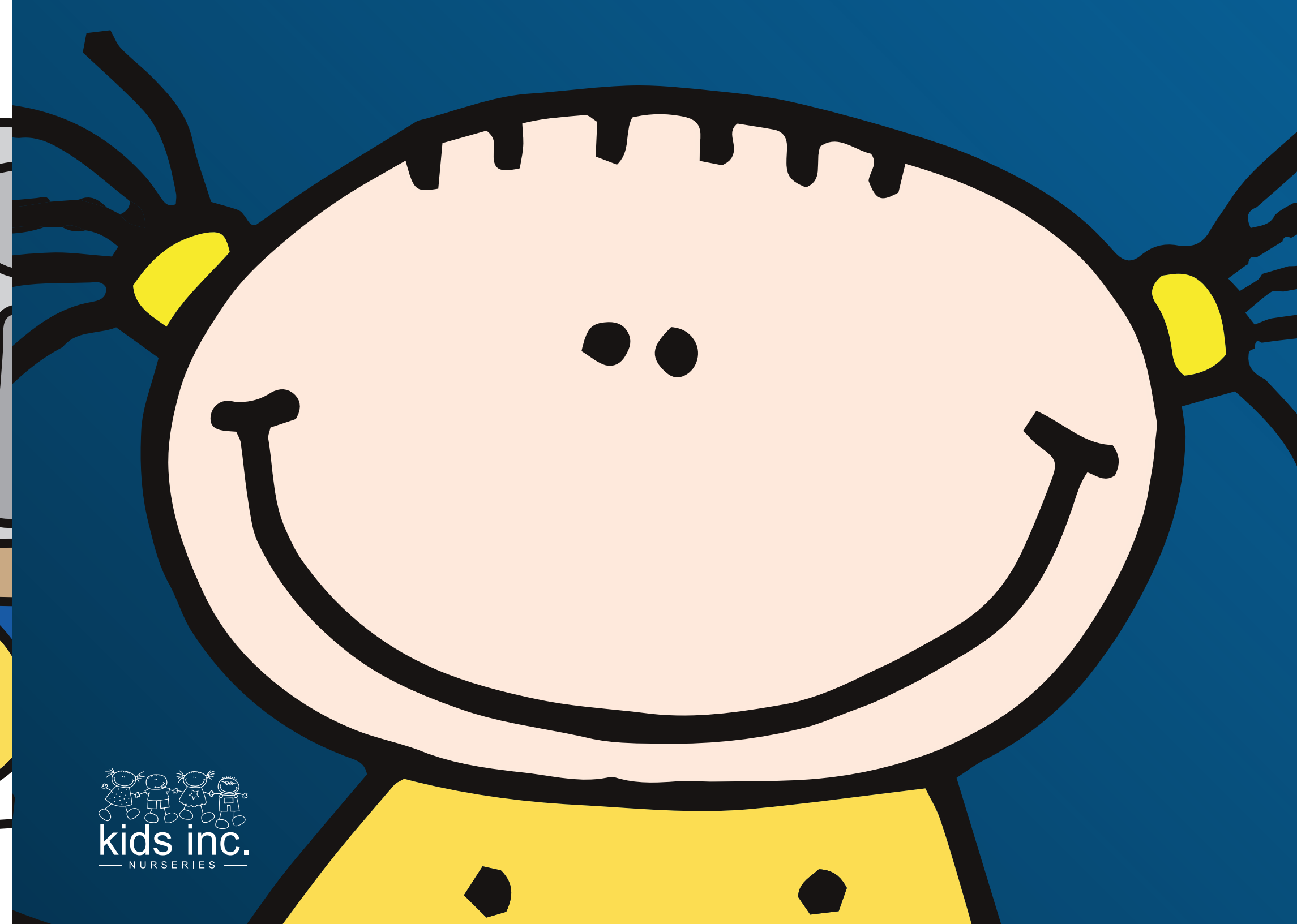
With a unique business model and corporate image we decided a website rebuild was needed. Streamlining their websites content along with introducing new features to showcase everything Kids Inc can offer children in early years development.

## The result

The website now aligns with their brand more closely and coupled with ongoing marketing efforts, Kids Inc continue to expand by opening new locations across the south east.







# Medicare EMS website, video production & social media management

We have partnered with Medicare EMS to manage a rebrand and promote their ambulance services to relevant audiences across the UK.



## The challenge

As the UK's market leader in pre-hospital care Medicare EMS are well established. We were approached to elevate the company's brand through uniform design and innovative marketing campaigns.

## The approach

The current brand image has been used since incorporation and was beginning to look tired, so our first step was to take a more modern approach and create a comprehensive set of corporate guidelines to ensure consistency.

With this in place we could start to roll out the new look across all mediums.

## The result

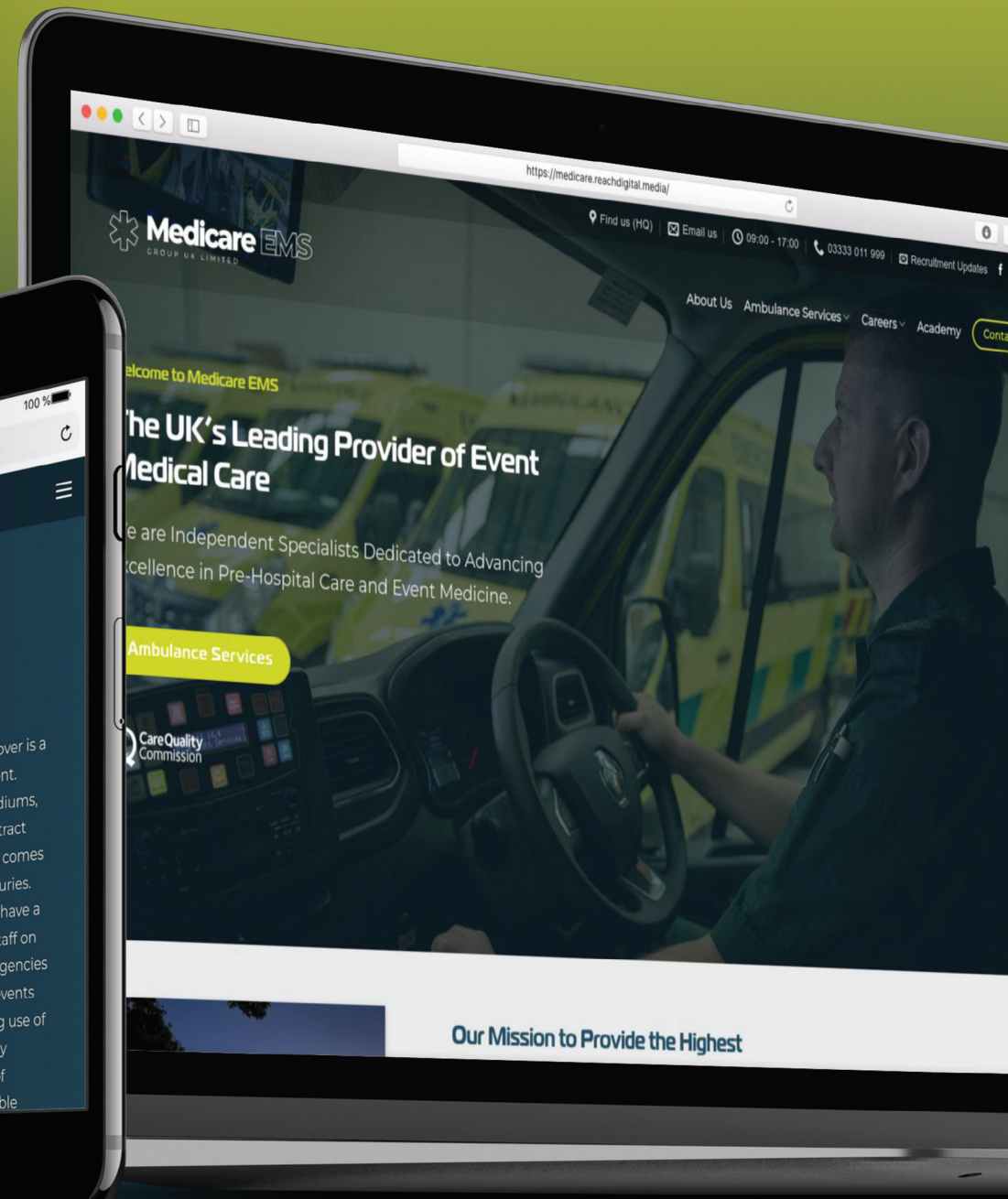
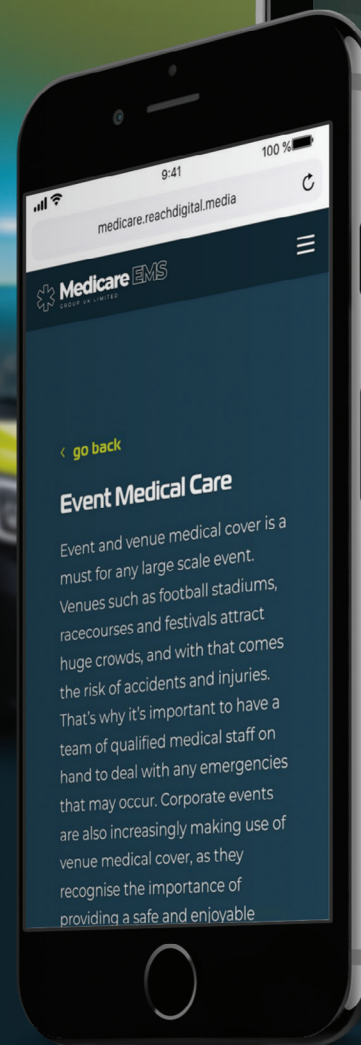
Since we started work in 2021 we have completed numerous rebrand projects and continue to grow awareness through social channels. Two new websites are currently in progress and we are working on further integrations with newly developed web applications.





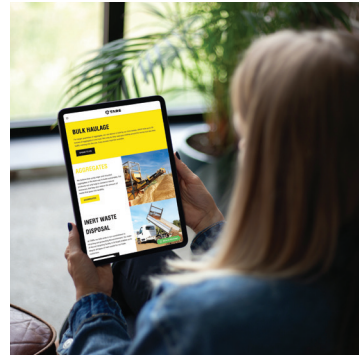
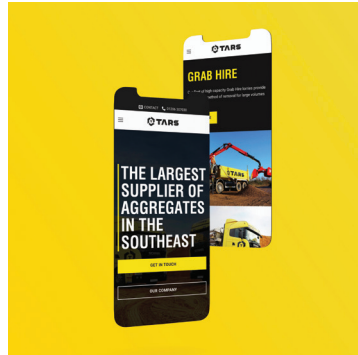
“I cannot recommend  
Reach enough.”

**Matt McDonnell, CEO**  
Medicare EMS



# Total Aggregate Recycling Solutions website design, SEO & Google Ads

Since 2021, we have worked with TARS on a long-term SEO strategy as well as a performance focussed Google Ads campaign where reaching high-intent, engaged users was the priority.



## The challenge

With an existing website that was underperforming from SEO perspective, the main challenge was rebuilding the website in an SEO friendly way to allow our in house experts to create and add content in a quick and cost efficient way.

## The approach

With the help of some initial keyword research we restructured the website so target keywords had dedicated landing pages. In addition we increased the website speed and UX. Conversation rate optimisation was a major consideration with the rebuild.

## The result

Off the back of having dedicated landing pages and CRO, we have seen a healthy uplift in conversions both paid and organic.

With the SEO strategy still in its infancy we are now starting to see positive signs with ranked keywords now twice what they were previously.

## Insights and results

<£17

Cost per lead via Google ads.

100%

Increase in organic keyword rankings.

30k+

Relevant social media users identified through audience sizing research.

“We have high expectations but so far these are being exceeded. Good people with a great work ethic.”

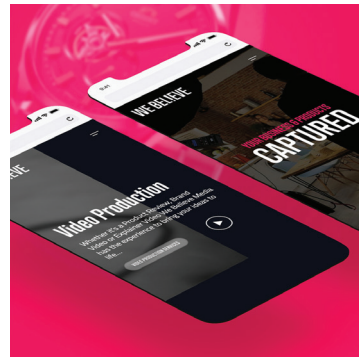
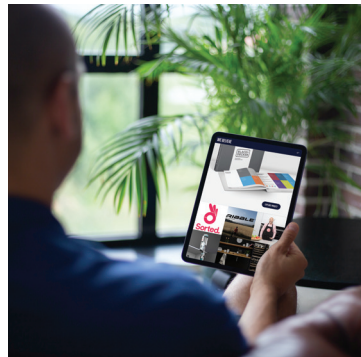
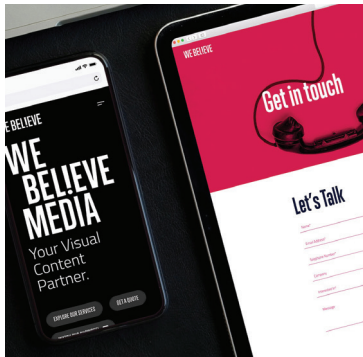
**James Carter, Director**  
Total Aggregate Recycling Solutions Ltd





## WeBelieve Media web design, SEO & PPC

Since 2019, we have worked with WeBelieve Media across their graphic design products as well as designing and building a brand new website to reflect their brand offer and personality.



### The challenge

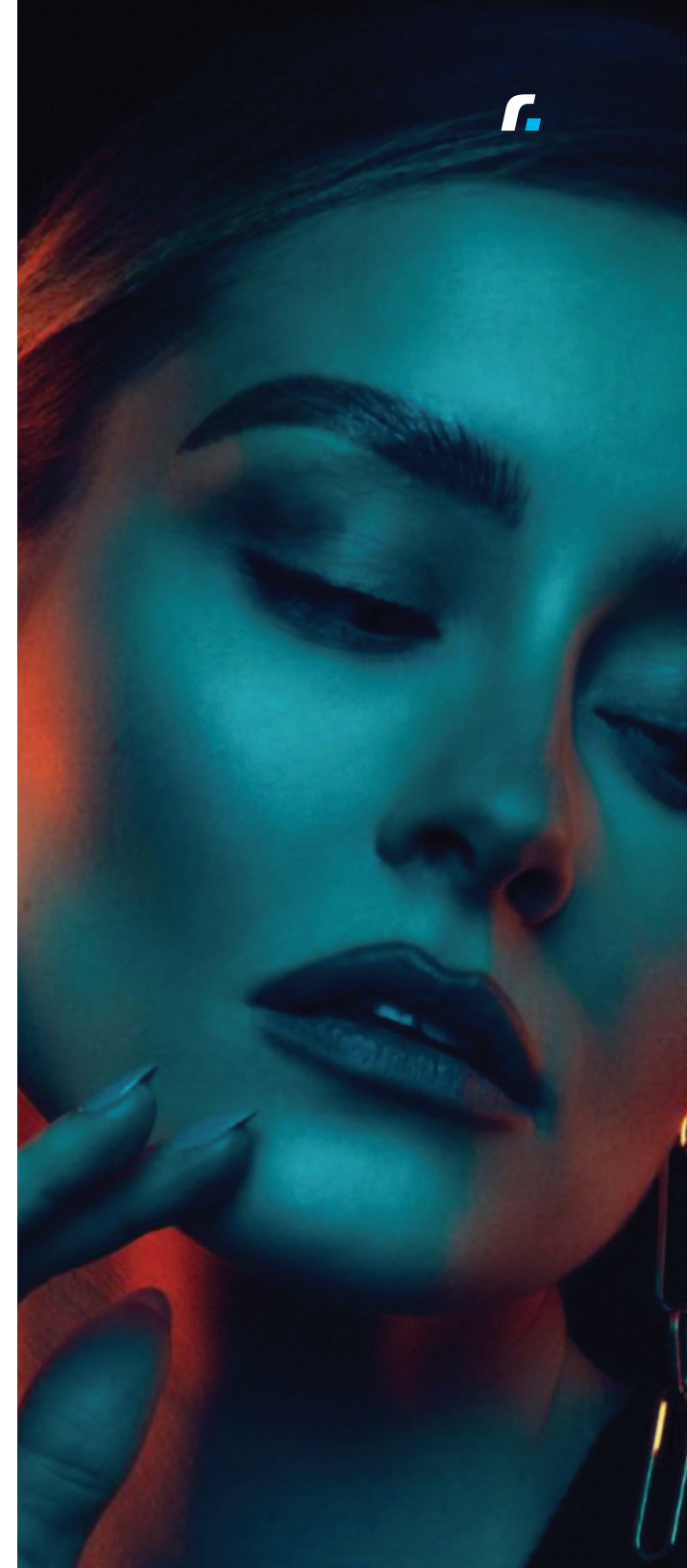
As a team of top tier, product based media asset producers, the visual element of the site was extremely important. We had to develop a website that could both showcase their outstanding work and extensive service offering while still being user friendly and easy to edit by internal staff.

### The approach

We set about developing a series of new code that enabled a host of functionality we have never previously use on other projects. Features like dynamic scroll motion used on the homepage would provide a great showcase for what they can do with product advertising and would stand them apart from competitors.

### The result

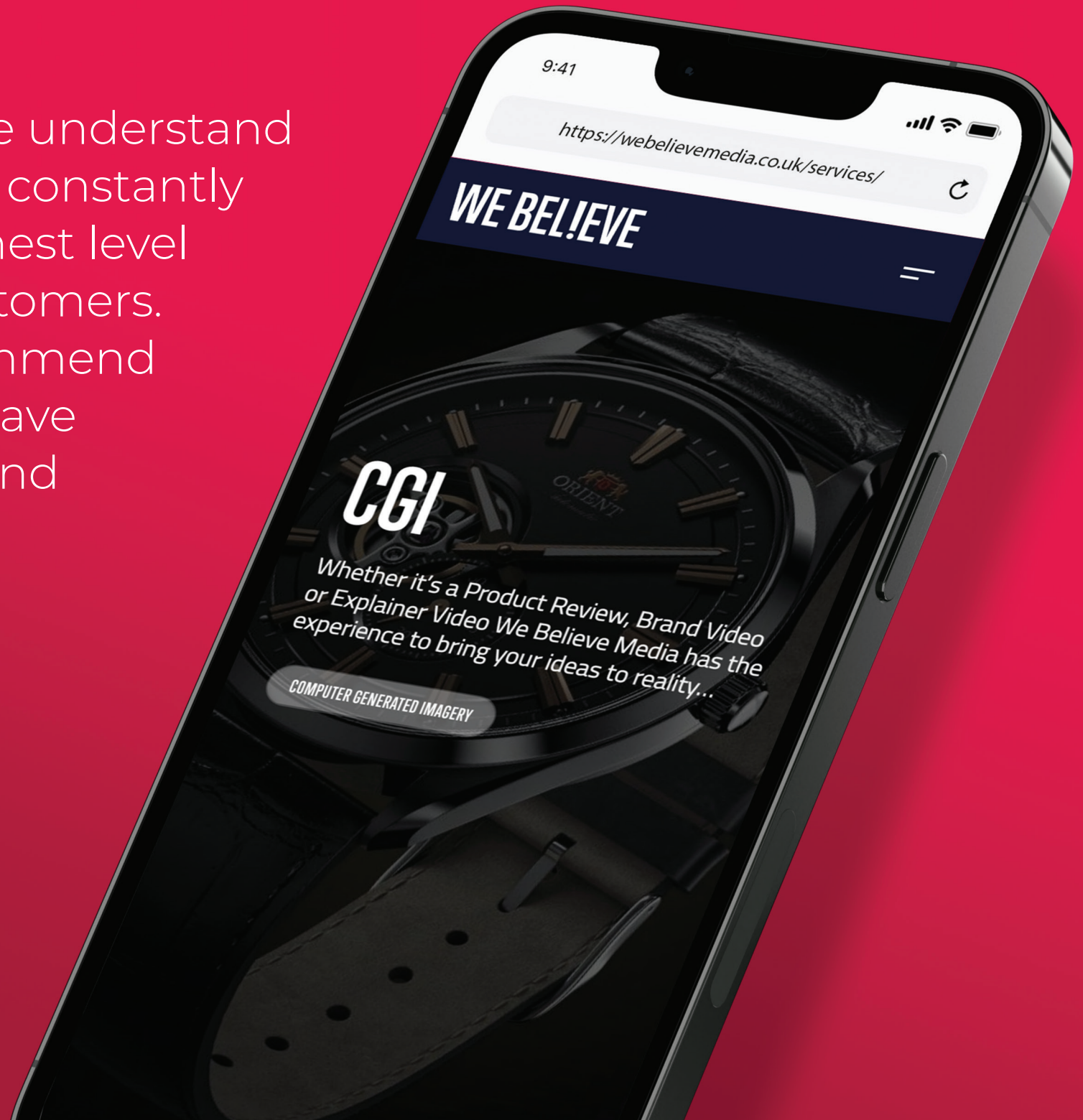
We have a site that not only is very visually impressive but performs exceedingly well from the aspect of site speed and usability.



“As an agency we understand how hard it is to constantly provide the highest level of service to customers. We highly recommend Reach, as they have delivered time and time again.”

**Jack Barron, Managing Director**  
We Believe Media Ltd

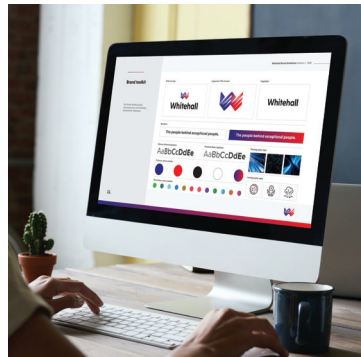
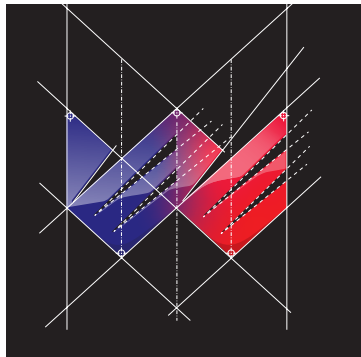
**WE  
BEL!EVE  
MEDIA**





# Whitehall Resources brand development & SEO

From presentation design to ongoing SEO progress, Reach work with Whitehall Resources to elevate their brand and stand out amongst the competition.



## The challenge

As a leading provider in a very complex industry there were numerous pain points we are working to solve for Whitehall. Effectively communicating their service, internal recruitment, asset management and employer brand to name a few.

## The approach

We have undertaken a complete and in depth audit and taken steps to address each need with a solution. We have 4 separate retainers in place to manage each aspect, each with their own dedicated resource allocated internally and dedicated account manager.

## The result

After successfully completing a full rebrand, we have received outstanding feedback. We continue to work with Whitehall on social media management, graphic design, video production, SEO and more. Continuing to digitally push the brand forward in an increasingly competitive market.





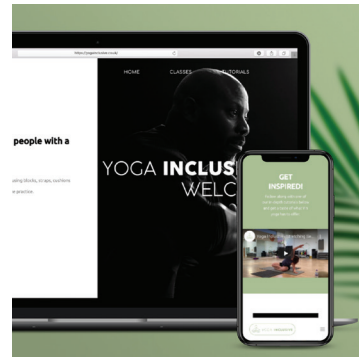
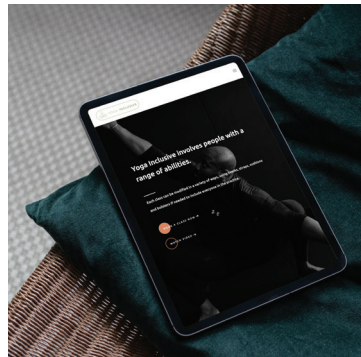
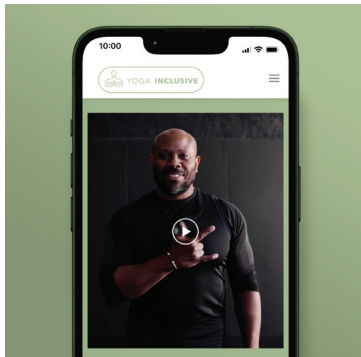
“They have a superb team, full of great ideas and super responsive too!”

**Tremayne Hall, Managing Director**  
Whitehall Resources Ltd



# Yoga Inclusive video production, SEO & digital marketing

As a growing business and brand, Yoga Inclusive needed a partner that they could work with at their own pace and aligned to their own busy schedule.



## The challenge

With no online presence or promotional material we needed to raise awareness over the brand and its service offering.

## The approach

Developing a new website, creating leaflets, posters and business cards along with producing a video showcase of your typical class gave us the material we needed to grow classes and add new locations.

## The result

Yoga Inclusive continues to go from strength to strength with easy access to a variety of material to provide potential customers with information that makes it easy to come along and see what yin yoga is all about.





ARE YOU  
LOOKING FOR  
A YOGA CLASS  
WITH A MORE  
RELAXED  
ATMOSPHERE?  
All levels/abilities are included.

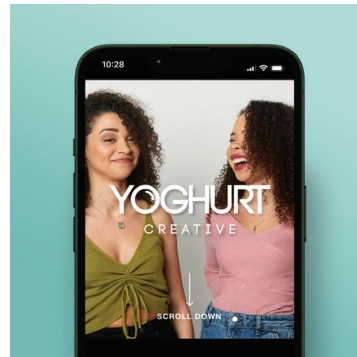
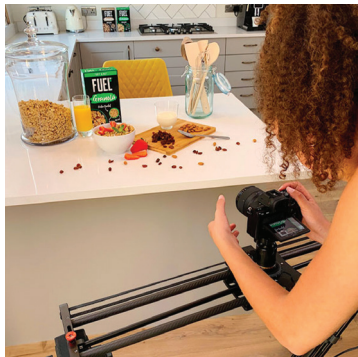
 YOGA INCLUSIVE  
[www.yogainclusive.co.uk](http://www.yogainclusive.co.uk)

“As a sole trader it is partners like Reach that we depend on to continue to grow at a healthy rate.”

Chris McKnight, Director  
Yoga Inclusive

# Yoghurt Creative website design & development

As a brand new start-up, Yoghurt Creative approached Reach to build, develop and launch an all-new website that reflected not only their offer and area of expertise but their personality and character that makes them unique.



## The challenge

A detailed concept website design was already provided by the Yoghurt team. They had a very specific look and feel in mind, we just needed to deliver on the development side.

## The approach

While maintaining an aesthetically pleasing visual the site really needed to be able to be edited extensively by Yoghurt. We coded a site from scratch for them based off the DIVI framework for WP.

## The result

The finished product gave them the appearance they were looking for with the flexibility of a page builder to use internally. They can now continue to work with the site and add to it as they develop and grow as a business.





“We are so happy with the end result. It perfectly aligns with the look and feel we wanted to create for Yoghurt.”

---

**Charnelle Gardiner, Producer**  
Yoghurt Creative Ltd

**YOGHURT**  
CREATIVE



# Are you ready to elevate your brand?

---



# Let's talk...



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Unit 2  
Great Gilberts Farm  
Bluegate Lane  
Capel St Mary  
Suffolk  
IP9 2JX



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**Essex Office** 01206 580202  
**Suffolk Office** 01473 937988



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Elevate | Engage | Ignite