

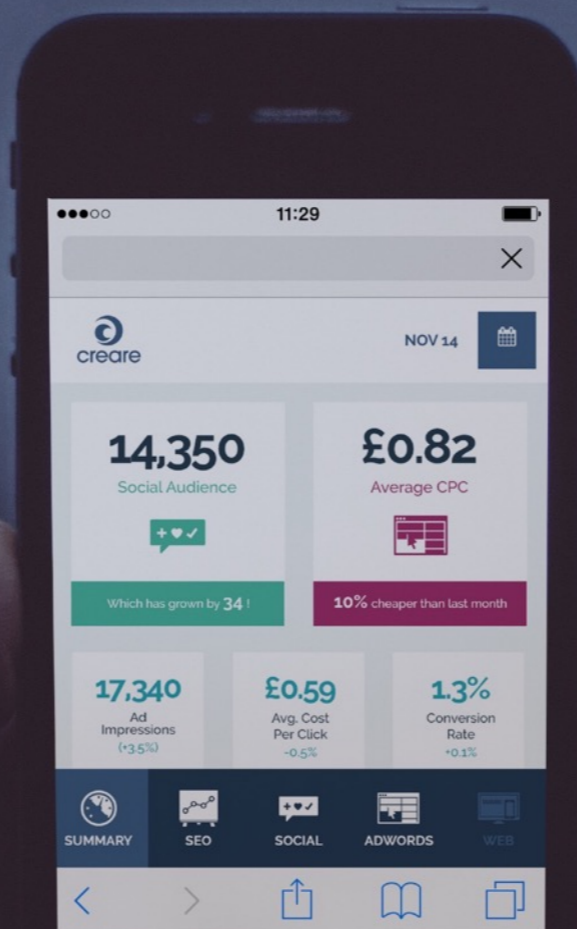
MEDIA PACK



We're a digital marketing agency with a simple passion; making our customers' businesses great by delivering a digital presence that works as hard and affordably as possible.

Our People Your Team

wraps up how we work. We are your team of experts who will work with you to develop a complete digital solution tailored to your business. We are partners, not faceless techies at the end of an email.



The choice offered to small and medium sized businesses in the digital marketing space is vast, but also confusing and varying in quality. From lone intellectual students building websites in their bedrooms to companies charging a small fortune to optimise a business' presence online that never seems to deliver. SMEs are rightfully entitled to feel confused and in many instances reject all solutions.

Many SMEs have been failed in the past, promised the world and left with a website that is a relic in time, no longer relevant, no longer an online storefront that they can feel proud of. The SME is no longer willing to trust any marketing agency or web designer, therefore they are missing out on the significant opportunity digital presents.

Much of the digital marketing industry has failed SMEs. Talking in riddles, using confusing jargon and terminology which is not useful for busy SMEs to take action on. Solutions presented with a layer of mystery and confusion that does not bring the SME on the journey or put them in control of their investment, instead web design and search marketing companies have over complicated their offering and sold solutions on false promises.

SMEs have a clear and simple need. They want to present themselves to their market effectively, however far and wide that might be. They have a simple requirement to 'get found', generate new business and see a return on their investment, through a variety of on and offline channels.

The market is crying out for simplification, real support and partnership to help businesses start up, grow and succeed by leveraging the power of digital marketing.

35% of SMEs still do not have a web presence

More than half of all SMEs with a website have not updated it in the last year

Almost 90% of SME websites are not mobile friendly

2015 has seen a tipping point, with over 50% of all searches now conducted on a mobile device

Creare's Solution

At Creare, we believe that in order to flourish, our industry must remove the mystique of digital marketing and provide small and medium businesses with transparent, professional services that they can embrace.

Creare presents a simple three step approach designed to help businesses discover the performance of any existing digital presence, provide clear recommendations on the set of solutions which will best address their needs, and then provide ongoing consultation and support, alongside simple, yet powerful reporting, empowering the SME with full transparency on how their marketing investment is performing.



1.

DIGITAL HEALTH CHECK

Creare's Digital Health Check helps you to understand how your current online presence is performing and provides tips and advice on areas to improve.

The integrated campaign planner then helps you discover the opportunity for your business to embrace digital marketing.

We provide a report detailing your results and recommendation, and we do this all for free.



2.

SOLUTION BUNDLES

Digital marketing requires more than just a good website.

The Creare bundles provide holistic marketing solutions that are tailored to your business needs.

By answering a few simple questions, we are able to recommend which collection of products would meet your requirements.



3.

DIGITAL REPORTING

Knowing how well your website and marketing campaigns are working is crucial to understanding how your investment is paying off.

Our new reporting puts you in control. We help you understand your results, but we also highlight the key information so that we can take action.

Furthermore, with your Digital Account Manager always on hand, your marketing investment is in safe hands.

Digital Health Check

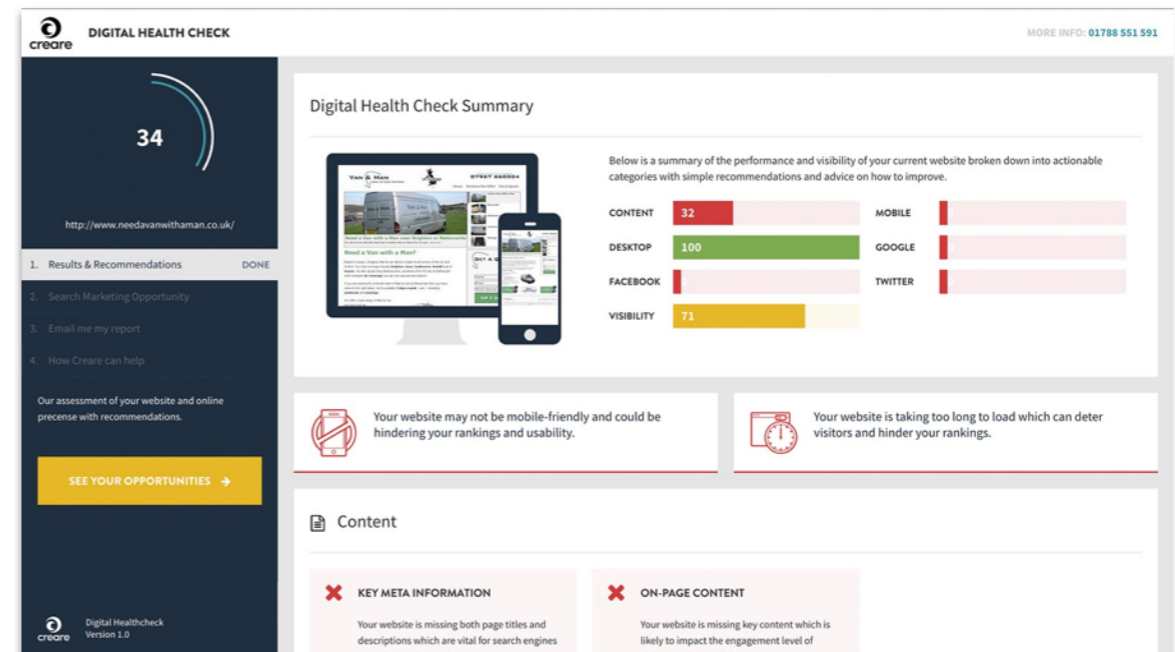
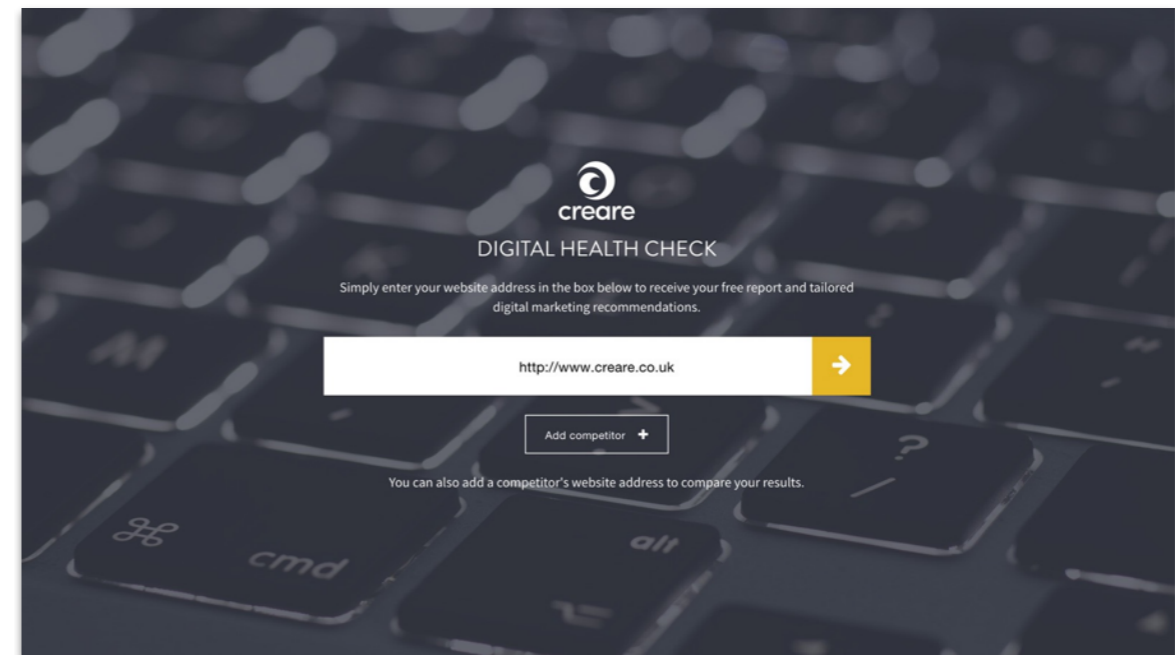
Central to Create's solution is our new, revolutionary Digital Health Check tool.

For the first time, a tool of this kind has been designed specifically for the business owner or manager to use and take action on.


Non techie, no jargon, simple yet comprehensive results detailing the performance of a business' existing digital presence, with tips and advice on where to focus and how to improve.


With an integrated search marketing planning tool, helping the user discover the opportunity to embrace digital marketing; we have put the power into the hands of the business owner.

We provide the Digital Health Check free for all to use, whether you are a Create client, or any business looking to improve your online presence.



Enter your website address and receive a report which outlines how your website and online presence are performing, with key recommendations on how you can improve.


DIGITAL HEALTH CHECK
MORE INFO: 01788 551 591




34

http://www.needavanwithaman.co.uk/

- 1. Results & Recommendations DONE
- 2. Search Marketing Opportunity
- 3. Email me my report
- 4. How Creare can help


Our assessment of your website and online precense with recommendations.

SEE YOUR OPPORTUNITIES →




Digital Healthcheck
Version 1.0

Digital Health Check Summary




Below is a summary of the performance and visibility of your current website broken down into actionable categories with simple recommendations and advice on how to improve.


CONTENT	<div style="width: 32%; height: 10px; background: linear-gradient(to right, red, white);"></div> 32	MOBILE	<div style="width: 0%; height: 10px; background: linear-gradient(to right, red, white);"></div> 0
DESKTOP	<div style="width: 100%; height: 10px; background: linear-gradient(to right, green, white);"></div> 100	GOOGLE	<div style="width: 0%; height: 10px; background: linear-gradient(to right, red, white);"></div> 0
FACEBOOK	<div style="width: 0%; height: 10px; background: linear-gradient(to right, red, white);"></div> 0	TWITTER	<div style="width: 0%; height: 10px; background: linear-gradient(to right, red, white);"></div> 0
VISIBILITY	<div style="width: 71%; height: 10px; background: linear-gradient(to right, yellow, white);"></div> 71		



Your website may not be mobile-friendly and could be hindering your rankings and usability.



Your website is taking too long to load which can deter visitors and hinder your rankings.

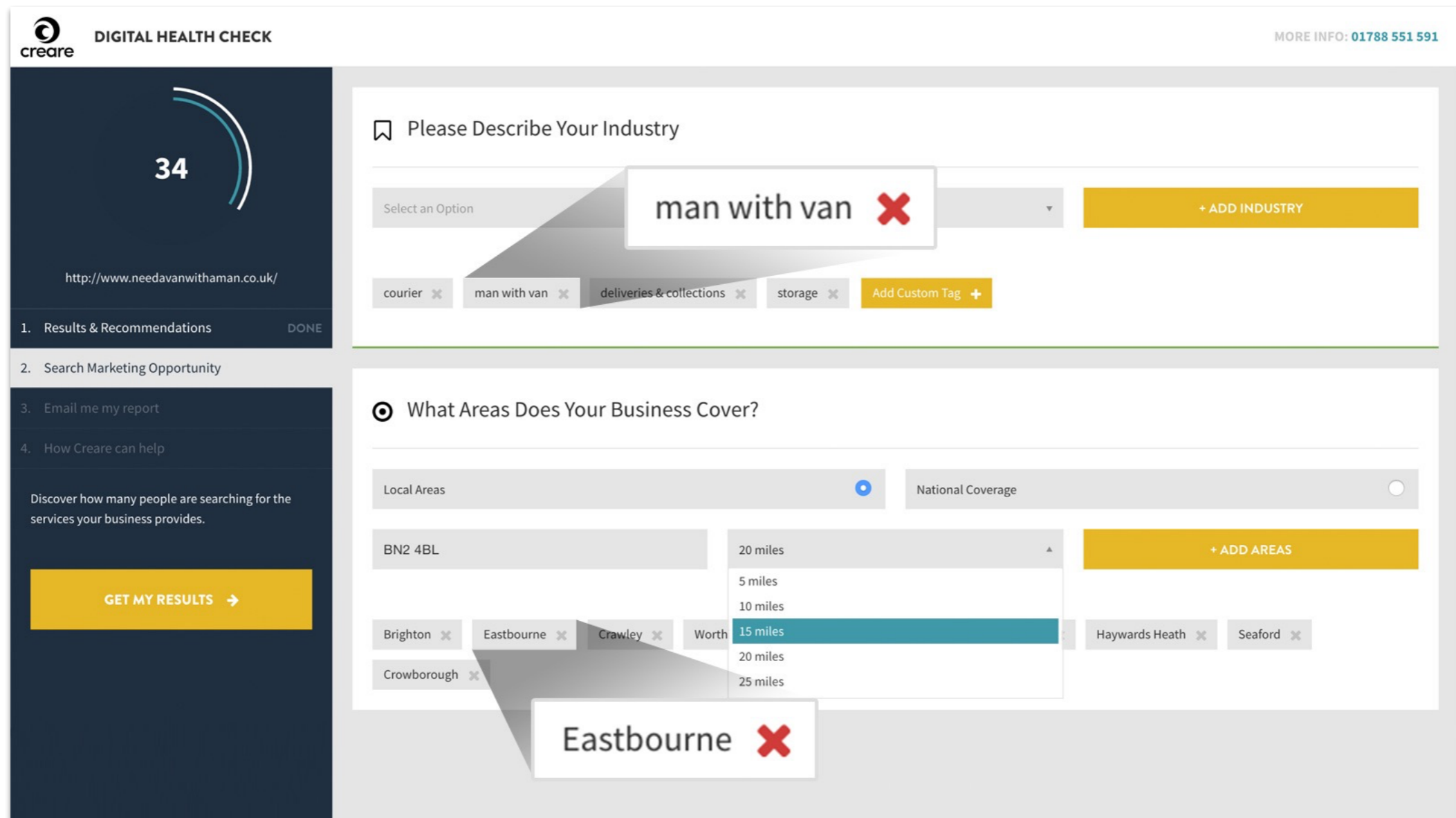


Your website may not be mobile-friendly and could be hindering your rankings and usability.

Your website is missing both page titles and descriptions which are vital for search engines to understand your site.


Your website is missing key content which is likely to impact the engagement level of visitors and potential customers.

Select your business type and location to calculate the opportunity to generate visitors, enquiries and new customers through online search.



The screenshot displays the 'DIGITAL HEALTH CHECK' interface. On the left, a sidebar shows a progress indicator with the number '34' and a list of steps: '1. Results & Recommendations' (DONE), '2. Search Marketing Opportunity', '3. Email me my report', and '4. How Create can help'. Below the sidebar is a yellow button labeled 'GET MY RESULTS →'. The main content area is divided into two sections. The first section, 'Please Describe Your Industry', features a search bar with 'man with van' entered, a dropdown menu showing 'man with van' selected, and a '+ ADD INDUSTRY' button. Below this, a row of tags includes 'courier', 'man with van', 'deliveries & collections', and 'storage', along with an 'Add Custom Tag +' button. The second section, 'What Areas Does Your Business Cover?', has radio buttons for 'Local Areas' (selected) and 'National Coverage'. It includes a search bar with 'BN2 4BL', a dropdown menu for radius (with '15 miles' selected), and a '+ ADD AREAS' button. Below the dropdown, a row of location tags includes 'Brighton', 'Eastbourne', 'Crawley', 'Worth', 'Haywards Heath', and 'Seaford'. A callout box highlights 'Eastbourne' with a red 'X' icon.

Discover how many people are searching for services like yours and a potential return if your business was to embrace search marketing.


DIGITAL HEALTH CHECK
MORE INFO: 01788 551 591

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http://www.needavanwithaman.co.uk/

- 1. Results & Recommendations
DONE
- 2. Search Marketing Opportunity
DONE
- 3. Email me my report
- 4. How Creare can help

Your custom Search Marketing Opportunity analysis for your business.

EMAIL MY REPORT →

Search Marketing Opportunity Result

WE CALCULATE THAT ON AVERAGE

3830

SEARCHES

happen for your services within your chosen coverage area every month.

THIS BREAKS DOWN TO ROUGHLY

537

VISITS

to your website with good, organic and paid search marketing campaigns.

THIS EQUATES TO A POTENTIAL

25-30

ENQUIRIES / LEADS

Based on of those visiting your website going on to make contact.

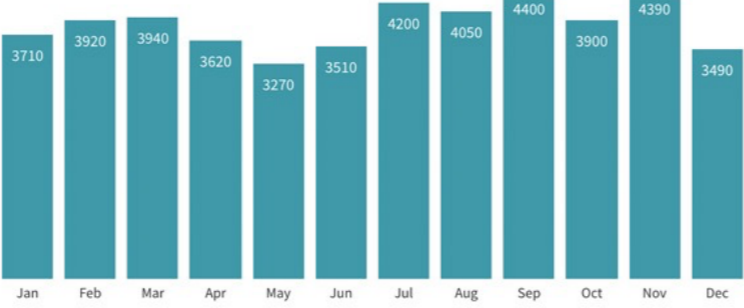
WHICH COULD BRING YOU AROUND

5-10

NEW CUSTOMERS

per month based on your business converting of those enquiries/leads.

Search Marketing Insights



Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Searches	3710	3920	3940	3620	3270	3510	4200	4050	4400	3900	4390	3490

The cart above shows the average, annual monthly search trends for your industry within the areas you have specified.

HIGH


The data presented on this page is an estimate and should only be used as a guide to review potential search marketing opportunities for your business. The figures, estimates and conversion rates are calculated against our average metrics taken from our experience and data-sets of working with 2000+ UK SME businesses. The figures are based on the following areas and industries you entered:

AREAS

Brighton Charwood Eastbourne Crawley Worthing
Hove Littlehampton Horsham Burgess Hill Haywards Heath

TRADES/INDUSTRY

courier man with van deliveries & collections storage



Digital Healthcheck
Version 1.0

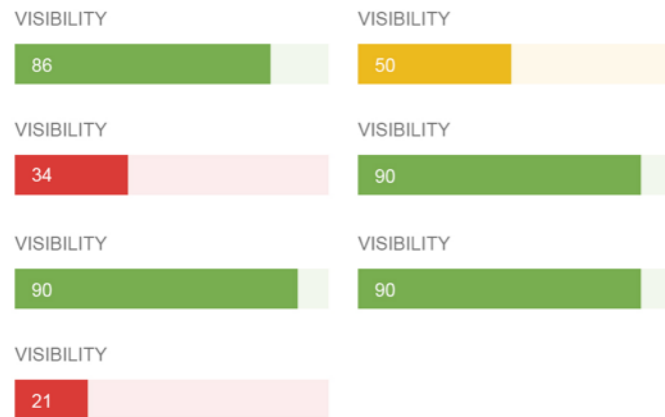
Receive your free report by email and discover how Create can support your business' needs through our holistic range of digital marketing solutions.

ASSESSMENT OF EXISTING ONLINE PRESENCE FOR:

WWW.CREATE.CO.UK



YOUR SCORE IS
37 /100





TOM DARNELL @tomdarns
Chief Commercial Officer

“At Create we have identified a clear need; demystifying the unnecessary complexity of digital marketing for SMEs. Through our simple three step solution, we are helping businesses discover the performance of their existing online presence, then presenting simple, clear and actionable recommendations, helping them find the right mix of digital marketing to achieve their aims. Create’s new Digital Health Check is a game changer for SMEs, for the first time a tool of this kind has been specifically designed for the business owner, no jargon, clear recommendations, and what’s more, Create’s Digital Health Check is available for any business to use for free.”



NICK RINYLO @nickrinylo
Operations Director

“Having worked in digital for 8 years it’s clear that the level of understanding around recommending digital marketing solutions for SMEs differs from company to company. Our vision is simple, a clear proposition and strategy that is designed specifically around an ROI story for our customers. Combine this with a delivery capability that boasts cutting edge reporting tools, transparent service and a dedicated Digital Account Manager, Create now stands tall as market leader in the digital space.”



JAMES BAVINGTON @jamesbavington
Technical Director

“We're excited and proud to launch our Digital Health Check tool. Originally developed as an internal tool, our Digital Health Check aims to provide SMEs with a quick and easy way to not only review their website but explore their digital marketing potential. With many other website grading tools already out there, we've worked hard to demystify the 'tech' and focus on the factors that really matter in today's competitive digital marketplace.”



2,000+ Active
Client Base



Over 4,000
websites built



Backed by
Sovereign Capital



No offshore
outsourcing



Specialists in volume
& scalability



In-house specialists
across all services



Focus on long-term
client relationships



Over 300 public
client testimonials



Big investment
Into R&D



Working with industry
leading platforms





CREARE

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@creare

KEY MEDIA CONTACTS



TOM DARNELL
Chief Commercial Officer

Tom has over 15 years experience in building solutions for SMEs. He is responsible for Creare's marketing, sales and customer experience.

tom.darnell@creare.uk

+44 7595 075724

@tomdarns



HANNAH GREEN
Head of Marketing

Having worked in both B2B and B2C environments, Hannah's experience in branding, content, email communication and lead generation drives Creare's marketing strategy.

hannah.green@creare.uk

@greenHG1

OTHER KEY PERSONNEL



KEVIN ORD
Chief Executive Officer

Kevin has 20 years' experience of building B2B service companies - from global blue chips to private equity ventures. He has set the Creare vision of bringing best in class services to the SME market.

kevin.ord@creare.uk



NICK RINYLO
Operations Director

With 8 years experience in digital, Nick combines this with operational capability to delivery a holistic, scalable solution for Creare's customers.

nick.rinylo@creare.uk

@nickrinylo



JAMES BAVINGTON
Technical Director

With a vast experience in website design and digital marketing, James keeps Creare and its clients ahead of the market by ensuring we embrace latest best-practice and innovations.

james.bavington@creare.uk

@jamesbavington