

BARK

M A G A Z I N E

ISSUE

5





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CONTRIBUTORS



Ben Hayward

Ben is part of the Support Team and reveals some CMS top tips on page 24. As a child, he played football for his village winning just once in over 50 matches.



Laura Button

Laura is our Account Manager at Spindogs and has loved horse riding ever since her first lesson aged two. On page 6 she discusses the power of personalisation in email.



Sean Giles

Sean has cycled 196 miles to work so far this year and is a developer at Spindogs. On page 30, he gives his opinion on whether smartphones should be taken on holiday.



Chris Tanti

Chris explains how to freshen up your email marketing strategy on page 6. He also once caught a fish in Spain that was bigger than him (a 140lb Wells Catfish!)



Charlotte Cook

Charlotte is our Marketing Assistant and gives us all the details about this year's summer client party on page 34. Charlotte is a huge rugby fan and played as a 2nd row for four years!



Clare Treverrow

Clare is our newest designer and joins the Design Team for 'In the Spotlight' on page 32. When she isn't creating beautiful designs, Clare can be found at the beach learning how to surf!



Amanda Williams

Amanda is Front of House at Spindogs and a huge New York Yankees fan. She argues why it's important to have a digital detox on page 30.



Joe McMullen

Joe, our Digital Marketing Executive, explains the best practices for search success on page 26. He is also a keen footballer and has won the five-a-side World Cup in Cardiff.



Kirsty Jones

Kirsty is a member of the Support Team and explains how to use our CMS on page 24. Her claim to fame is that she once served Leigh Halfpenny when she worked in a cinema.

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WELCOME TO THE SPORT ISSUE

Liam Giles, Managing Director

Well, what a summer for sport! Andy Murray has just won Wimbledon for the second time along with Heather Watson, Gordon Reid and Jordanne Whiley, who have all added to the British title haul. In other sporting news, Lewis Hamilton triumphed at the British Grand Prix, England were awful at the Euros but Wales were incredible, Ronaldo finally did it at international level and Scott, our new Digital Campaign Manager, won 10-2 last night at five-a-side. The Open is also just about to start and the Olympics too, so with all this sport ahead I can hardly contain my excitement. Hence why it felt only natural that this issue of BARK should be all about sport.

Amongst all of the sporting activity, 2016 has seen some big wins for Spindogs too. We have seen quite a few changes in the team with three new faces joining in a range of roles and a further four people joining

the team. This was part of an acquisition which has provided a new level of strength and depth in our online marketing and lead generation capabilities. Find out more about all that later on...

Without even realising it, sport and winning are very central to the way we act as a team. At Spindogs, we love being competitive, we love working hard to get amazing results and we love to win. Although, it's not just about winning new clients and projects. One of the values that we agreed on as a team a few years back was to ensure that every client refers us or places a repeat order. Year on year since then, the best part of our income has been generated from our existing client base...That's definitely a win in my book!

I hope you enjoy this issue as much as you will enjoy the summer of glorious sport ahead!



WAYS

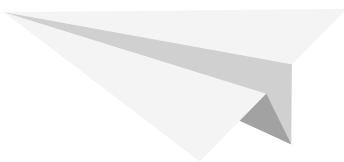
to update your email marketing strategy

In a world where we regularly receive countless emails, a one-size-fits-all email marketing strategy is no longer sufficient. Now, it is important to unlock the power of the email and target your audience effectively.

1

Humanise your email

Trying to make your message stand out in a crowded mail box is an ongoing challenge for all marketers. A simple but effective way of humanising your email communications is to take advantage of avatar images. Avatars or profile images appear next to email messages when the sender's details are registered with the recipient's client platform. The most obvious way of doing this is to create a Google Plus profile associated with the outbound email address you are using. As of May 2016 the proportion of Google clients that could take advantage of this was 25% (based on 16% using Gmail and 9% using Google Android).



2

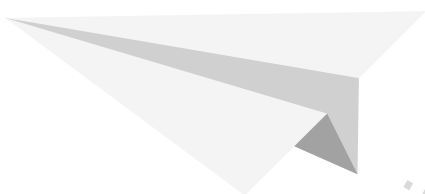
Personalisation

There are so many simple, yet sophisticated, ways to use personalisation in your emails that go beyond just using the recipient's name. To get started, an effective way to segment your audience for personalisation is to ask the right questions. Asking customers their reasons for visiting your website or why they decided to subscribe to your newsletter can give you insightful data that can lead your business to send incredibly targeted emails. You can then use this information to tailor your messaging accordingly. Also, timing is key. Your customers might love getting an email at 8am, or they might respond better to getting one at 5pm. Either way, you can A/B split test your theory and find the optimum time to send your emails.

3

Segment your database

Segmenting is often an overlooked aspect of email marketing, as marketers frequently build up lists within email services that have few, if any, additional field elements other than the obligatory email address. Therefore, segmentation can greatly improve your open and click rates, as it allows you to tailor your message appropriately. You may believe that you are unable to populate your lists with additional information, but you can actually enrich your data with elements like gender and location. While gender is a broad way of grouping, it can be an effective starting point when you are trying to tailor your messaging.



4

Ensure the email template works on multiple platforms

Many email template suppliers now offer responsive email designs as standard, but you should also consider where the email is being sent to. Take a look at your client list and decide whether the email will be sent to an Outlook account or a Gmail. For example, if the majority is going to Outlook, test the email in this platform to see if it is rendering correctly. Having a responsive email isn't enough in some cases, as each platform can show the email differently. Therefore check that your email renders consistently on multiple platforms by adjusting the design.



Experiment with call tracking

Call tracking allows you to determine the exact path that certain phone calls have come from and gives you multiple numbers for the same phone number. For example, in an email marketing campaign think about adding a different phone number from the one that is shown on your website. This will make the most of your email marketing campaign as by displaying a different number, it gives you the ability to measure how many calls have come from it. To analyse the data from your email marketing campaign further, there is also the option to add a call tracking service to Google Analytics.

If you would like more information on any of the techniques mentioned in this feature please get in touch! We love creating successful email marketing campaigns for our clients and we're always happy to answer any questions.

Emails we love:

1. Emerald Street

A quirky and fun daily newsletter from the people behind *Stylist*. *Emerald Street* know exactly who their audience is and tailor the content effectively, making it perfect reading for lunchtime.

2. Andy Bounds

Andy sends an email every Tuesday with top business tips and illustrates the importance of timing. This newsletter arrives at the beginning of the working day and has a no fuss approach, as his storytelling is enough to keep open rates high.

3. Thread

Thread sends regular emails about fashion that is guaranteed to suit their subscriber's style. They achieve this by asking subscribers a series of questions when they sign up, so that their answers dictate the content they receive.



Chris Tanti



Laura Button



Joe McMullen



**JOIN
THE
CLUB**



Sport Wales discuss their new website for sports clubs in Wales, Club Solutions.

When Angela Farr, Richard Dando and the team at Sport Wales decided to create a website for sports clubs in Wales, they knew it would be an ambitious project. It had been tried before and the sheer scale of content that the website needed had made it a daunting task. Undeterred, the team at Sport Wales decided to take on the challenge and armed with the knowledge that clubs needed help, they approached Spindogs.

As huge fans of sport and members of clubs in Wales ourselves, we were delighted to join Sport Wales on this journey. It was exciting that in Wales a website of this calibre hadn't been designed, so we knew it would be a learning curve for not just Sport Wales, but Spindogs too.

A year later and a month into its launch, we felt it was the right time to reflect on this ambitious project. We caught up with Angela and Richard to find out if the website was achieving their initial objectives.

Brief

Sport Wales had conducted extensive research into what clubs needed in Wales and they discovered that club members wanted access to more support in order to grow their clubs. At the time, grassroots sport was facing challenges and it was becoming harder to maintain a strong volunteering network. Consequently, Sport Wales decided that a website would help to answer a lot of clubs' questions and provide them with the support they needed. Alongside the website, they were keen to produce a Club Assessment Tool which would sit within the website and be a test that taught clubs how to improve.

"It was a very simple vision," explained Richard. "For me, I wanted the Club Assessment Tool to have simple questions and answers but with solutions that could be backed up throughout the website."

The content on both the website and the Club Assessment Tool needed to be clear, concise and helpful and this was explained determinedly in the brief. Sport Wales wanted to create a website which offered genuine value to clubs and volunteers with intuitive navigation, a wealth of resources and interactive tools, without compromising on style.

"Yes!" said Angela reflecting on the brief, "There was definitely a vast amount of content to get right. You can build something that looks really good but if you don't have the content to back it up, then it doesn't work."

Solution

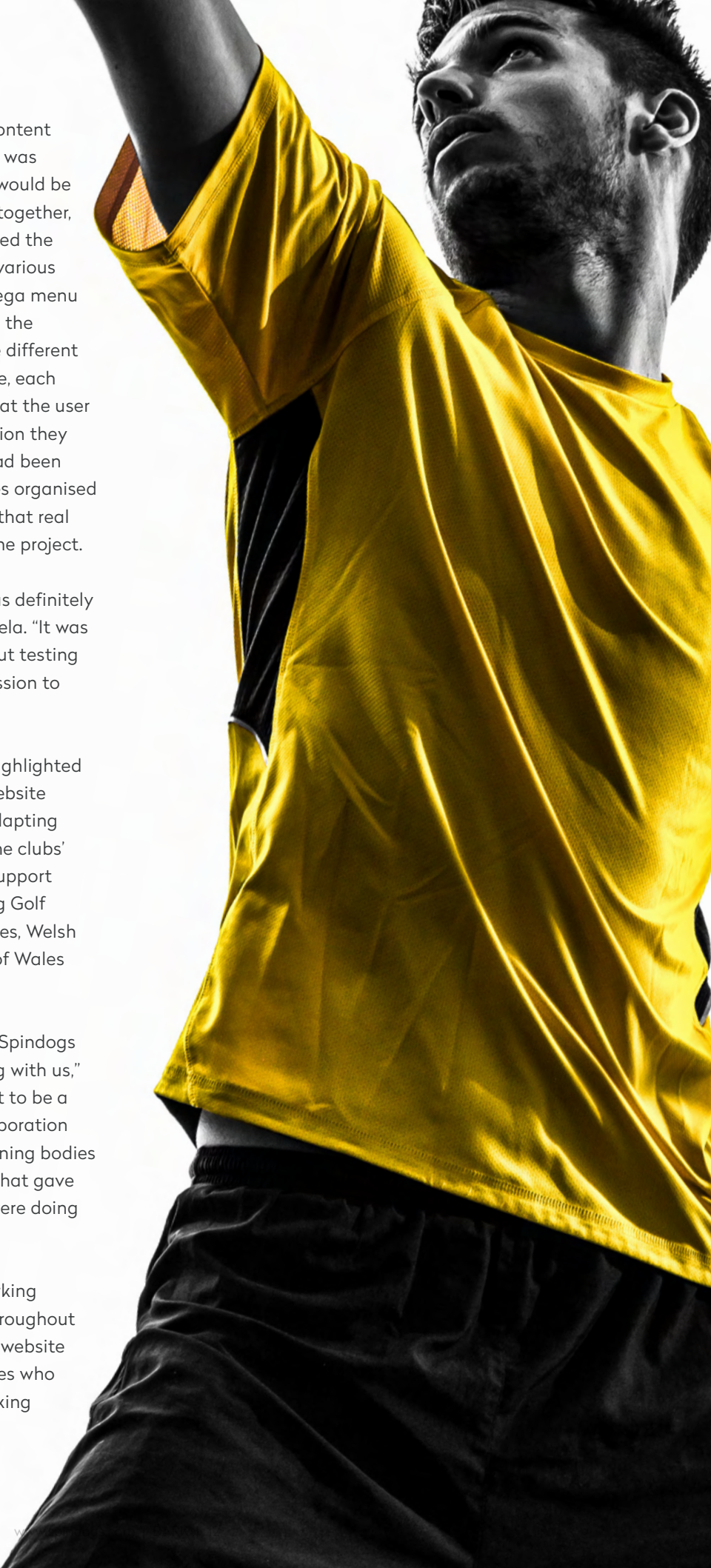
It soon became clear that the content on 'Club Solutions', a name that was decided early on in the project, would be the biggest challenge. Working together, Spindogs and Sport Wales tackled the content first and went through various options for the navigation. A mega menu became the suitable choice and the content was divided up into five different areas. From a design perspective, each section was given a colour so that the user could quickly identify what section they were in. Once these decisions had been made, Spindogs and Sport Wales organised several user testing sessions so that real users could test each stage of the project.

"One of the highlights for me has definitely been the user testing," said Angela. "It was great to see people excited about testing our website and seeing their passion to help us."

The user testing sessions also highlighted areas of improvement, so the website was continually evolving and adapting to the user's needs. Alongside the clubs' involvement, Sport Wales had support from governing bodies, including Golf Development Wales, Tennis Wales, Welsh Athletics, Football Association of Wales Trust and many more.

"We worked in partnership with Spindogs and we brought the sector along with us," explained Angela. "We wanted it to be a sporting sector website so collaboration was really important. The governing bodies were so committed and I think that gave us a lot of confidence that we were doing the right thing."

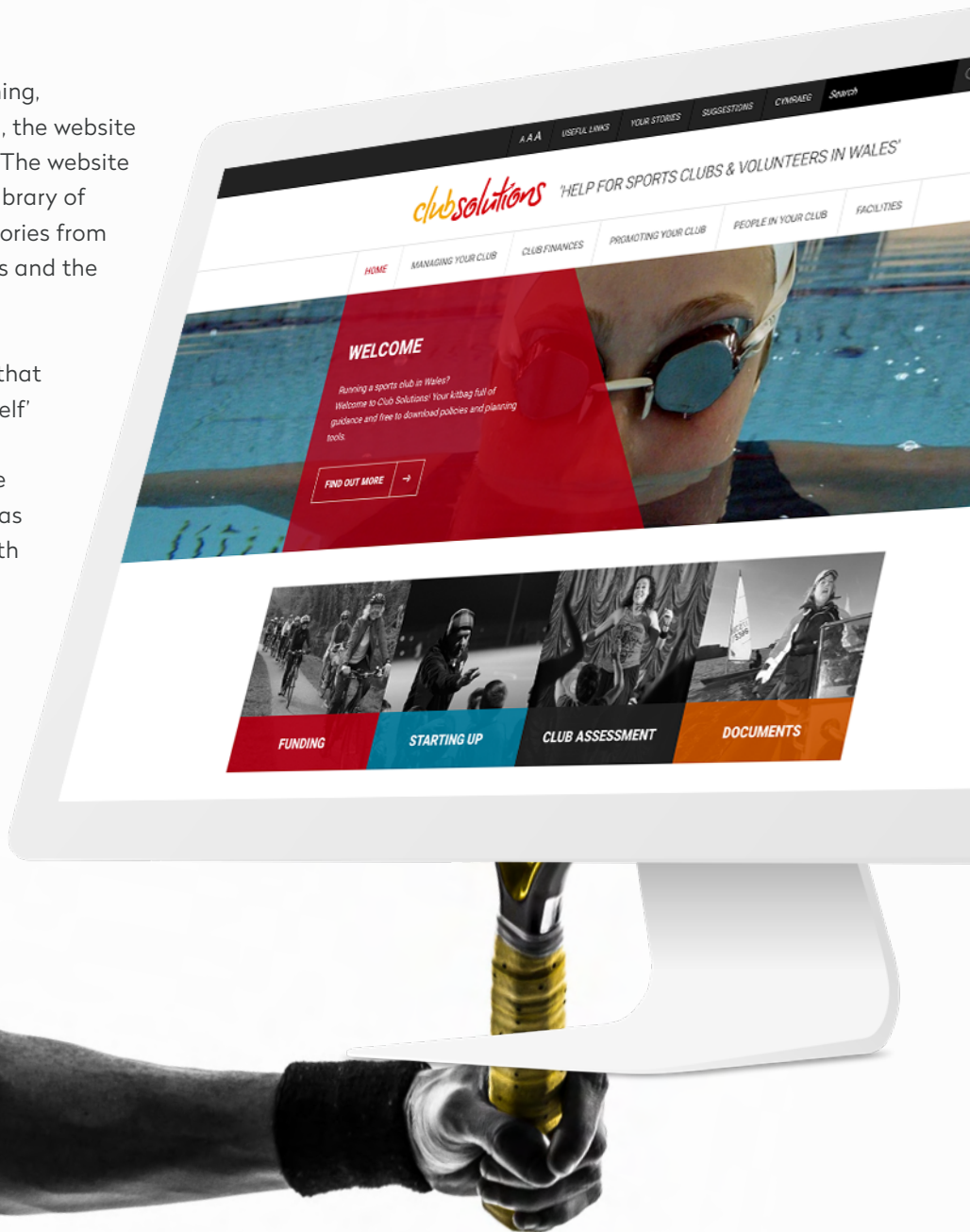
The idea of partnership and working together was a strong theme throughout the project. This was apt as the website was aimed at clubs all over Wales who promote the importance of working together.



Results

After months of designing, developing and testing, the website went live in June 2016. The website includes an extensive library of information and has stories from clubs, useful downloads and the Club Assessment Tool.

"I never had the sense that this was an 'off-the-shelf' website," commented Richard. "It is a genuine bespoke project that has grown and adapted with everyone's ideas."



Feedback

After everyone's hard work it is wonderful to see clubs all over Wales using Club Solutions and finding the support that they need. Angela and Richard are now working hard on Phase 2 of the project and they are delighted that the governing bodies are continuing their support.

"We have not had one negative comment about the website," concluded Angela, "Every single person has fed back really positive things. Everyone throughout the project has been great and for Spindogs nothing has been

too much trouble. When you go out to tender, it can be a bit of a gamble, but we absolutely made the right decision to go with Spindogs. It has been a real pleasure."

To find out more about Club Solutions visit:
www.clubsolutions.wales



Lucinda Reid

ONE TO WATCH:

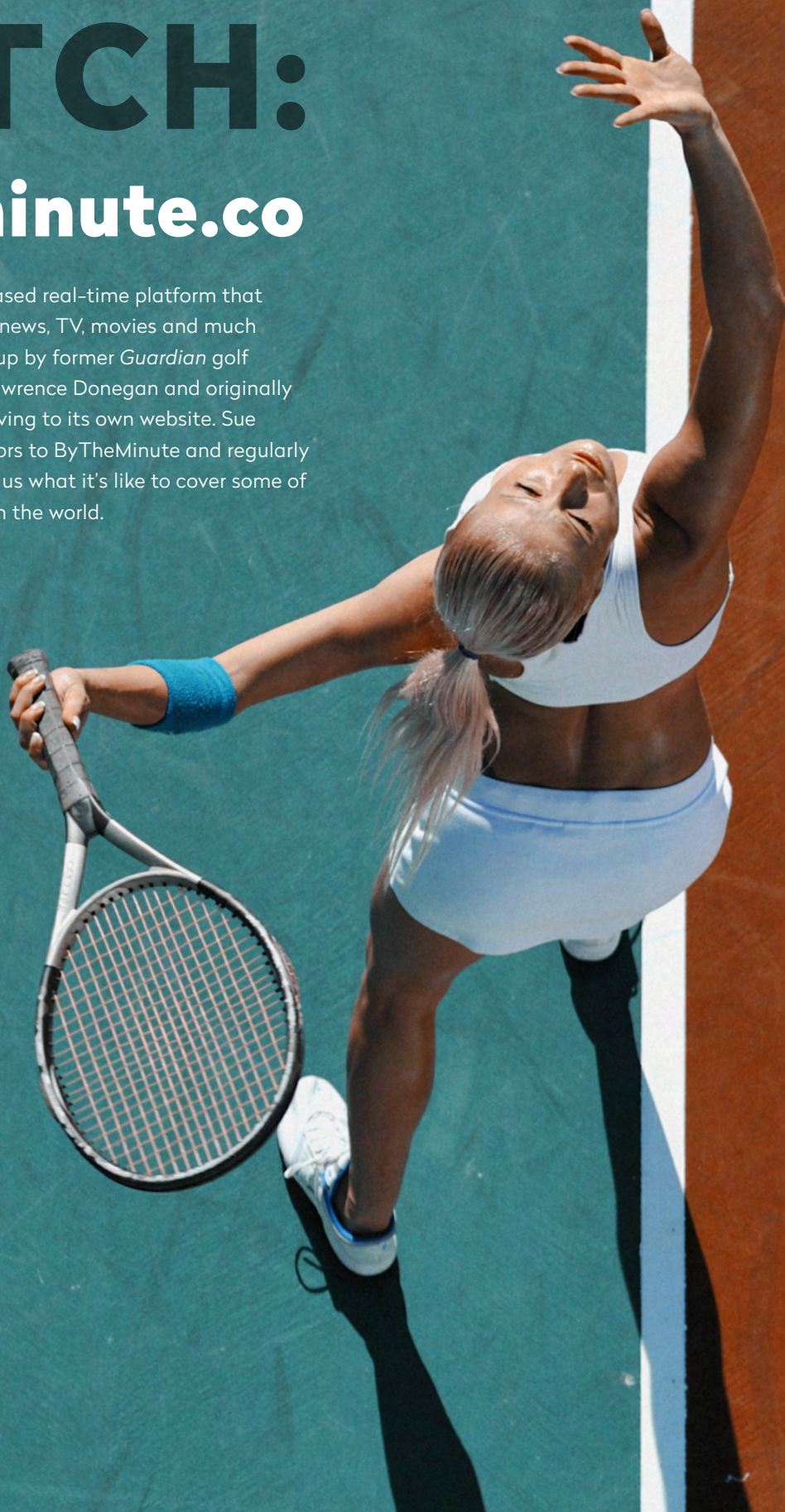
bytheminute.co

ByTheMinute.co is a story-based real-time platform that keeps you updated on sport, news, TV, movies and much more! The platform was set-up by former *Guardian* golf correspondent and author Lawrence Donegan and originally started on Twitter before moving to its own website. Sue Revell is one of the contributors to ByTheMinute and regularly writes about tennis. She tells us what it's like to cover some of the biggest sporting events in the world.



SUE REVELL

Contributor to
bytheminute.co



When did you start writing for ByTheMinute?

I received a tweet from them in May 2014 as they had noticed that I was tweeting a lot about tennis, so they asked if I would like to tweet for @ByTheMinTennis. I was extremely flattered (and more than a little shocked!) to be asked and I'm now in my third year of writing for them!

Why do you love writing about tennis?

I'm a Transformative Leadership Coach and run my own business, Magenta Change, where I work with clients who are looking to improve their mental game in sport, performance and business. As a tennis player, I love to learn from the tactical and technical expertise of some of the greatest players of all time but, in sport as in life, it's the inner game that creates success.

How would you describe your first experience live tweeting for @ByTheMinTennis?

I discovered what chaos it was covering a Grand Slam for the first time! There were 17 courts in play during my 2 hour stint so it was a real test of focus and concentration. At that time we were only on Twitter so dealing with the feedback and comments whilst telling the story of one or two key matches - as well as following all the scores on the courts - was a real test, but amazing too!

When writing for ByTheMinute are you allowed to be biased?

Yes, totally! I'm unapologetically a huge Andy Murray fan. There is definitely a healthy bit of bias expressed towards the British athletes - and not always just from the British writers! There are also times when you are personally willing them through every point as you write because you are literally playing the game with them, point by point.

Have you ever had to deal with negative comments?

I did upset a Serena Williams fan once when I tweeted that she was, "out next". A lady became very irate with me and asked if I wouldn't use the word "out" as she thought that Serena had exited the tournament. I had actually meant that she was coming out on court next!

How has the experience changed now ByTheMinute has its own platform?

When we were on Twitter you could only tweet in chronological order, but now we have our own platform it means we have more flexibility to cover complete matches in one place. This is better for catching up with matches you've missed! It also allows us to have a variety of feeds so our readers can keep an eye on the scores as well as the matches in a complex event like a Grand Slam.

Do you miss the 140 character limit?

I liked having the word limit as it meant that you had to be really sharp and disciplined. For me it was a really good academic skill to develop and it has honed my ability to capture and articulate small pieces of information to tell a story. I really like live tweeting events now because I have had a lot of practice watching and listening and relating key pieces of information sharply!

What makes ByTheMinute special?

I think for me, it's the fact that everyone has a common interest and everybody is valued for what they do best. We now have more than 1,000 contributors across the world and they are really committed to its success. As a community it's a really interesting model as it is incredibly cooperative and collaborative, especially as the majority of writers have never met each other!

What has been your most memorable writing moment so far?

I've now covered all the Grand Slam finals but being invited to join the team that covered the men's final at Wimbledon 2015 was really special. There's nothing quite like Wimbledon in the tennis world, and it was a real privilege to be part of it.

Follow Sue @TheFlowFinder

ByTheMinute are always looking for new writers, visit **bytheminute.co** to get involved!



WELSH GYMNASTICS

At the dawn of Rio 2016 and as Welsh Gymnastics' new website is about to launch, we spoke to Rhian Gibson about the importance of gymnastics in Wales.

It's fair to say that gymnastics is having a moment in Wales. Welsh Gymnastics now has over 21,000 members, 97 clubs and 9,000 children participating in gymnastics across the country. That is a 173% increase in membership since 2011, a figure which means Welsh Gymnastics have already smashed their initial membership target for 2020.

This incredible achievement is one that Rhian Gibson, Chief Executive at Welsh Gymnastics, could only have dreamed of when she first joined in 2011.

"People say think outside the box, but when I joined Welsh Gymnastics I didn't have a box to think outside," said Rhian about her first few months as Chief Executive.

Rhian had previously carved out a successful career in the media, which spanned over twenty years, but she realised that it was time to do something different. Although initially she didn't know what career to pursue, a chance look at the *Western Mail* gave her a "eureka!" moment.

"For the first few months I just visited all the clubs and listened," explained Rhian. "One of the things that we decided was that it didn't matter what had happened in the past, we just wanted to make gymnastics one of the best sports in Wales. That's the thing about sport, when you are in it for the love of it, there is passion there."

Although Rhian admits joining Welsh Gymnastics was a very different environment to her media career, she was able to draw on her experience and combine it with her love for sport. Rhian was a gymnast when she was young and believes that the sport shaped her dramatically. She explained a moment where she fell off a beam as a 10 year old and ran to the toilet with embarrassment. This was the day that she realised that she would never run and hide again.



Rhian Gibson
Chief Executive, Welsh Gymnastics

“ Our relationship with Spindogs is far more than a website ”

“For me, gymnastics is the most important sport any child can do as it prepares you for a very fit and healthy life. It gives you the core foundations that you need for, not just sport, but good living. On top of that, it is a hardworking, disciplined sport that makes you very determined,” said Rhian.

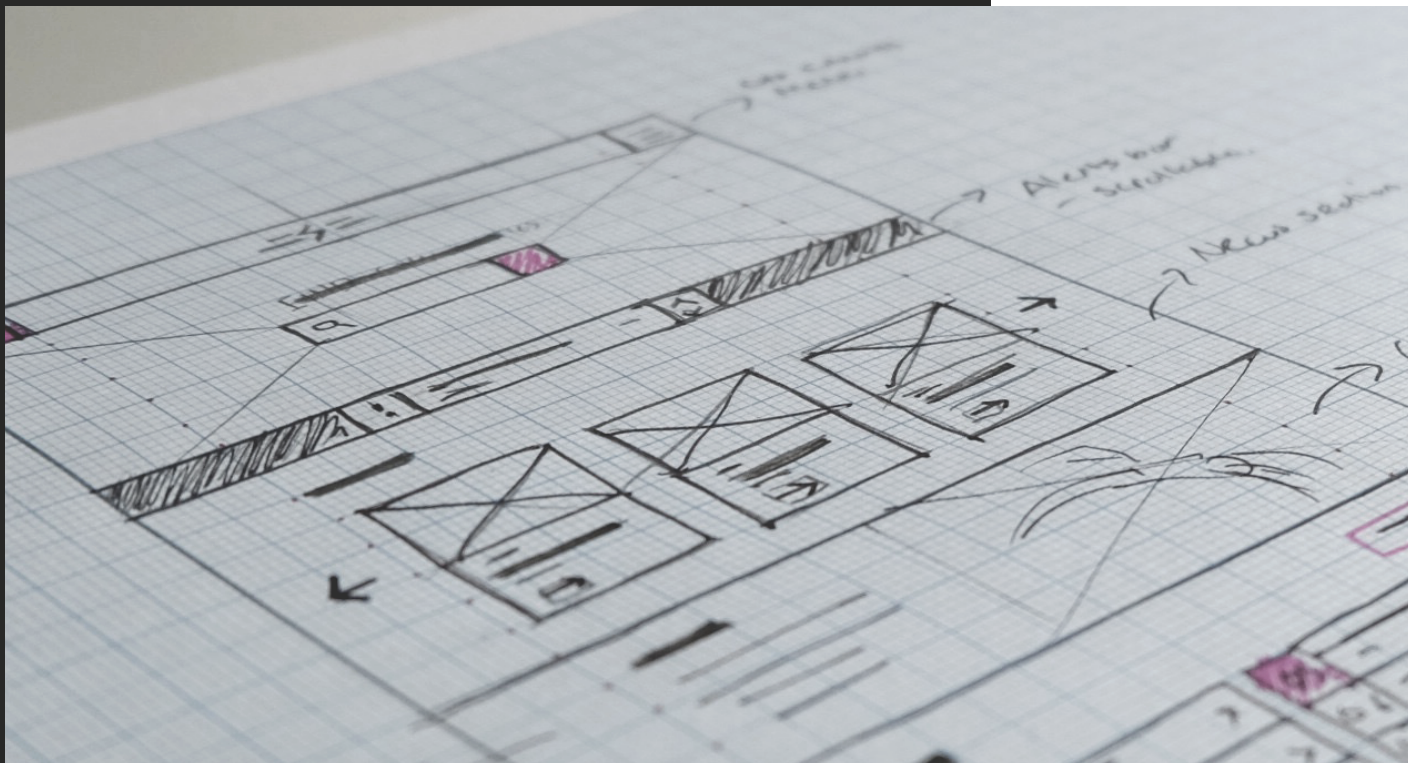
Rhian's passion for gymnastics is infectious and since working with Welsh Gymnastics, the team at Spindogs are big advocates for the sport. Back in 2014, the office cheered when we heard the news that the Welsh Gymnastics team had taken home 10 medals at the Commonwealth Games, another achievement which makes Rhian immensely proud.

“In the original strategy there were two things; we wanted more members and we wanted more medals,” explained Rhian. “We have now seen over 21,000 members in four years and then Glasgow happened. We had only won one medal before and then in 2014 we won 10, so we have been successful on both goals.”

The success of the strategy then meant that Rhian had to draft a new strategy for 2022 which would outline Welsh Gymnastics' new objectives and goals. This document was produced with the help of Spindogs and it was the catalyst for Rhian's decision to revamp their current website. Spindogs had created the previous website back in 2010 and so Rhian was confident that we would know what direction it needed to go in.

“Our [Welsh Gymnastics] relationship with Spindogs is far more than a website. Spindogs have helped to create an identity for us and have designed every publication that we have issued since I joined. Everything is looking on brand and how I want Welsh Gymnastics to be perceived because Spindogs are the people that understand who we are,” expressed Rhian.

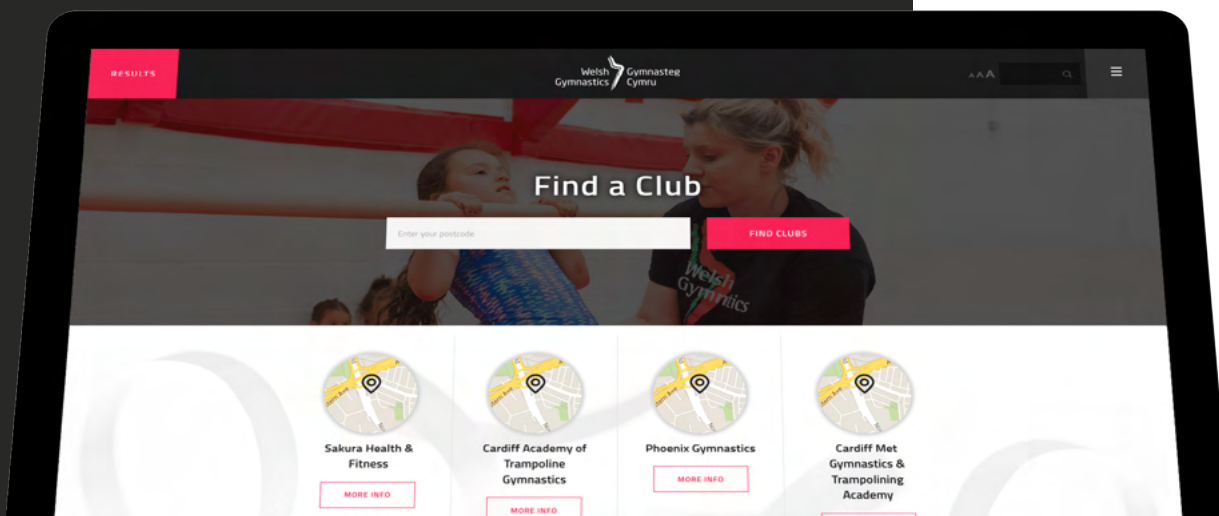
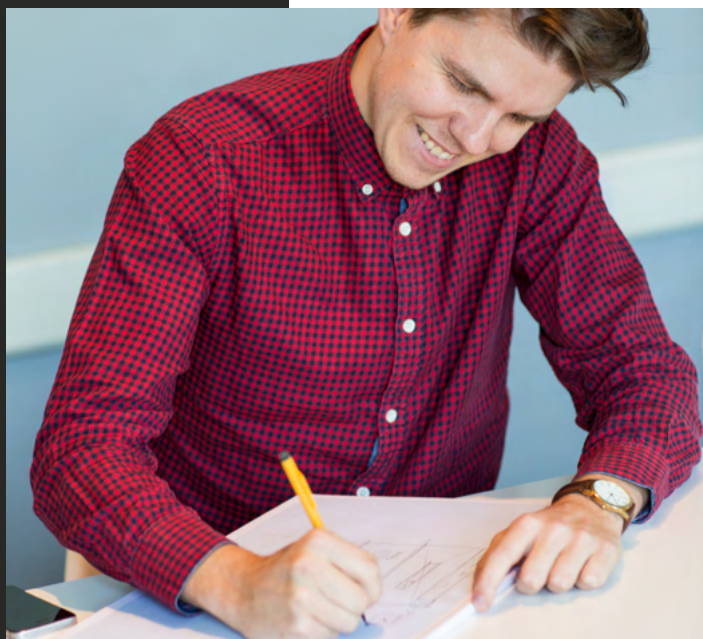
Who they are today, is an organisation that cares about sustaining communities and being inclusive, so that everybody can enjoy gymnastics. This is the message that needed to be at the forefront of the new website and Rhian was determined that the website would include all the information that their users needed. To understand the user's needs, Spindogs conducted research to find out how Welsh Gymnastics' audience were using the old website. We discovered that over 70% of users were using a mobile phone and that they were keen to find recent results from competitions and information about their local clubs. This research influenced the project as the website's designer, Rhys Ashman, designed the website to be geared at mobile users.



“

Spindogs are
the people that
understand
who we are

”



"It was quite exciting from both our perspectives, as we were really listening to what the audience was saying," commented Rhian. "Rhys also came up with the idea to use a hot pink colour throughout the website which was very new, very striking and very us. That colour summed up how well Welsh Gymnastics and Spindogs understand each other."

Rhian has been hands on throughout the project and she enjoyed being involved in every stage of the development. Rhian explained that she liked the freedom of expressing her ideas about the new website and then Spindogs making them a reality.

"Throughout the years we have really understood how best to work together," said Rhian, "As a partner, and not just in gymnastics, but in business, my relationship with Spindogs is probably one of the best I have ever worked with."

So as Rhian looks forward to the Olympics and the Commonwealth Games, what is her dream for Welsh Gymnastics in the next 5 years?

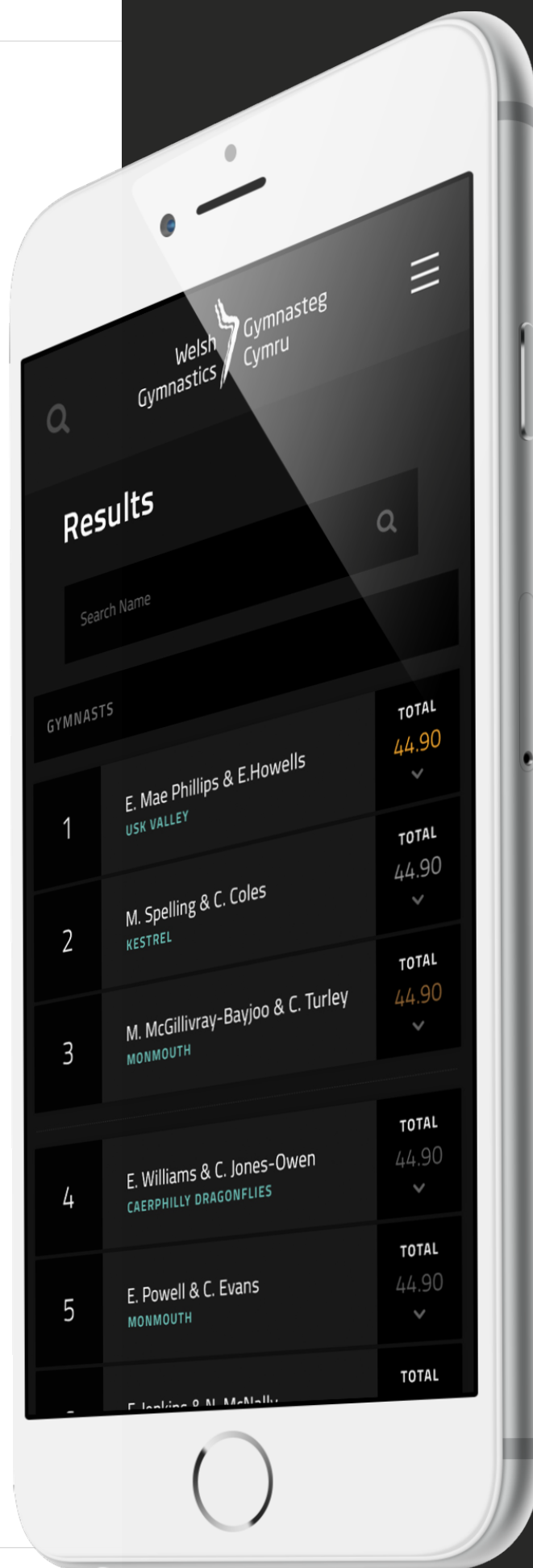
"My dream would be for every child in Wales to have the opportunity to do gymnastics," said Rhian, "We would also love for Wales to get an Olympic gold medal. That would be absolutely stunning."

Something tells us that Rhian won't have to wait long for her dream to come true.

To find out more about Welsh Gymnastics, visit:
www.welshgymnastics.org



Lucinda Reid



A man with a beard and glasses, wearing a blue jacket and dark pants, is sitting on a wooden bench in a garden setting. He is looking directly at the camera. The background features green plants and a white grid fence. The image is framed by yellow lines.

Paul Sackmann

Social Media Manager at TMW Unlimited

HOW TO:
FIND & ENGAGE
WITH YOUR BRAND
AMBASSADORS

We caught up with Paul Sackmann to discuss the power of brand ambassadors.

If you google 'brand ambassador' the first result that appears is the definition, which can only mean one thing; too many of us are googling the definition of a brand ambassador.

Although we might not know who they are, ambassadors are a hot topic amongst businesses all over the world, with many setting up programs that encourage advocates to become part of their community. Take Hootsuite: they have a successful ambassador program that invites advocates to spread their brand across the globe and in return they receive benefits.

Paul Sackmann worked with Hootsuite's ambassadors and saw first-hand the impact they can have on a business. Since working at Hootsuite, Paul is now Social Media Manager at TMW Unlimited and we caught up with him to hear about his experience finding and engaging with brand ambassadors.

Do you know who your brand ambassadors are?

Do you know where to find them? If not, we can help! Contact us to find out how Spindogs can help you to engage with your ambassadors.

To find out more about Paul, check out his Twitter: [@paulsackmann](https://twitter.com/paulsackmann)

Why are brand ambassadors important?

I think it's a great thing to do, as if you don't have the money to expand internationally but you want to have an international business, you can do this by using brand ambassadors. Your brand ambassadors are already out there, talking about your business or product, so why not support and interact with them?

How do you find your brand ambassadors?

Listen to various communities by spending time on social media channels and then find the people who are talking positively about your brand. I would suggest doing your research properly, so look at their social media profiles and find out how often they are writing about you. Once you are happy that they are natural advocates, reach out and start a conversation.

Before engaging with brand ambassadors what should businesses think about?

Think about what you want to achieve with your community and have some clear objectives in mind. If you do this from the outset it will mean that your community will help to achieve your business objectives.

How can you make sure the relationship with brand ambassadors is authentic?

By being authentic yourself! If your company has an approachable brand you are more likely to be successful when you are engaging with your community. I think that many companies are missing out on this and I think brands need to talk a lot more honestly.

Have you experienced any success stories by using brand ambassadors?

Yes, lots! A recent example was actually Oi Conference as it was co-organised by a guy called Tom who joined Hootsuite's ambassador program late last year. When I worked for Hootsuite we met for a coffee and we got along really well. He mentioned Oi and asked if Hootsuite would like to be involved, which then resulted in my talk at this year's event!

What advice would you give to businesses working with brand ambassadors?

Never look solely at a follower count when you are finding your brand ambassadors. For example, Justin Bieber might have millions of followers but he wouldn't be a suitable ambassador for some businesses. It is more important to find the people who are engaging with your brand and then starting valuable conversations with others about it. It might take time to find these people, but it's worth it!



Lucinda Reid

GET OUTSIDE

AND HELP THE WELLBEING OF YOUR BUSINESS

Ruth Steggles from Fresh Air Coaching explains why more businesses should leave the office behind and take the time to explore the great outdoors

There is a growing body of research that reports on two things: being outside in green spaces supports our mental wellbeing and walking not only supports this but also helps us to become more creative and focused.

Additionally, when I work with my clients I have seen how walking helps you to quickly fall into rapport with one another. You can't help but start moving instep; any problems you are discussing you face together, you are more relaxed, so more likely to access all of your brains resources, and it is easier to talk in this space.

You and your staff probably know how to look after yourselves physically, but with 1 in 4 of us suffering a form of mental ill health, it's clear that far fewer people know how to look after their mental and emotional wellbeing. Many of the things we suffer are preventable or at the very least better managed by the use of a few simple techniques. For example, spend some time in green spaces, find things to be grateful for, or use simple breathing techniques.

I run special courses for businesses called 'Fresh Air Fridays' and this is where I take staff outside and teach them skills that make them more mentally resilient. I teach them how to respond to situations rather than react and offer help with how to deal with stress. I did these sessions with Team Spindogs and as you know they are always up for trying new adventures, so it was an absolute joy to work with them. Every one of them saw change either in their personal or work life. As well as helping individuals it was a great team building exercise and they got to know one another on an even deeper level.

What can you do today?

- If you have a meeting and don't need a screen, try taking the meeting outside and go for a walk around the block or to a green space.
- Insist that people have time away from their screens for part of their lunch time and ideally encourage them to get out of the office.
- Make a practice as a group of finding things that you are all really grateful for. It might be as simple as someone making the tea, but make gratitude a part of your working life.
- When someone has pressed your buttons take a moment to breathe - you might find you can respond rather than react.
- Create a green-time prescription for you and the people you care about - it changed my life and I believe it will change yours.



Ruth Steggles
Fresh Air Coach

Ruth Steggles runs Fresh Air Coaching, a company which helps individuals and businesses by delivering coaching outside.

Find out more at:

www.ruthsteggles.co.uk



10

Tips & Tricks: Our CMS made simple

From creating new pages to editing the header images on a page, the Spindogs content management system (CMS) offers a great deal of flexibility and control to its users. However, we understand that getting to grips with a new CMS can be a daunting prospect and this is why we're always here to help!

Whether you're completely terrified of making changes in the CMS or just a little hesitant, here are 10 top tips that will fill you with confidence the next time you log in!



Ben & Kirsty
The Support Team

1 Recycling bin

If you've accidentally deleted a page, don't panic! In the admin area, navigate to **Tools → Recycling Bin** and you will see two options called **Page Bin** and **Item Bin**. These areas keep a log of all deleted pages and items. Simply click **Enable** beside the page/item to bring it back.

2 Preview page

Within the **Menu Manager** or **Module**, beside every page sits a magnifying glass icon. When clicked, this allows you to preview the page which is especially useful if you have recently updated the content. The preview option also works for pages that are still in draft.

3 File library

Do you need to upload a file straight away? Navigate to **Tools → File Library** and click the Upload button in the top right. This button links straight to the files on your computer so that you can quickly upload files in bulk.

4 Spell check

Whilst editing a page, click **Tools** in the grey controls above the content box and enable spell check by clicking **Spellcheck as you Type**. This will underline any typos you make with a red line.

5 Re-ordering pages

Are you looking to boost the presence of a page by moving its position in the menu? You can do this by clicking the up and down arrows in the **Reorder** column within the admin area. When you're happy with the new placement, simply click **Save** and the change will be made instantly.

6 Draft or Live

When new pages are created in the CMS you can decide when it becomes live. You can do this by finding the page in the **Menu Manager** or **Module** and changing the box under **Status** from red to green. If the box is green, that indicates that the page is live.

7 Quick Find

If you are unsure of where to find a page or item in the CMS, there is a handy **Quick Find** in the top right hand corner. This provides a dropdown of everything related to what you're searching for. It's a great time saver if you have a lot of pages to look through!

8 Adding new admins

As long as you're an administrator yourself, you can add as many admins as you wish by clicking the **Administrators** tab. By adding an admin you give them access to the CMS so they can edit content and create new pages.

9 Different formatting features

To make your content look a bit more exciting add bullet points, numbered points, headings and sub headings. However, there are preset styles so make sure that you do not change these.

10 Spindogs contact button

If you're ever stuck in the CMS and need some help you can simply click on the **Envelope Icon** and this will send a support request. The icon sits in the top right hand corner, next to **Quick Find**. Fill out the form and it will be sent to the Support Team. We will then be in touch as soon as possible.

The best practices for search success

Joe McMullen, our Digital Marketing Executive, reveals his approach to running successful search ad campaigns for our clients

ONE

Keyword Research

Keyword research is very important to any campaign. Wouldn't it be useful to know what your users are searching for? It isn't just a list of related words, as I can gather how much traffic is generated from a keyword and how competitive it is on search engines. Through this method you can realistically target keywords that suit your audience's needs.

TWO

Search Engine Optimisation (SEO)

There are a number of factors within SEO that can help websites to rank as high as possible in the search engines. The first factor of SEO is content, as Google rewards websites that have relevant and well written content (over a period of time) by placing them higher in the search rankings.

Secondly, adding meta-titles and meta-descriptions in the content management system is important because Google wants to see these details. I also ensure that URLs are structured correctly so that all of the website's pages can be found easily.

THREE

Pay Per Click (PPC)

Once I have completed keyword research and SEO, I put the keywords into categories and groups in Google AdWords. I then set up certain ads in relation to these keywords so that when a user searches for the specific keyword they will see the ad. Google AdWords is an extremely popular PPC advertising system and advertisers pay a fee each time one of their adverts is clicked. I am certified in Google AdWords and Spindogs is a Google Partner, so we are well equipped to work with this tool.

FOUR

Measuring and Reporting

Creating a plan, and monitoring it, is essential to any campaign. Google Analytics is the reporting system that I use to monitor my keyword research, SEO and PPC. I can then identify what is going well, what opportunities are now available and how I can improve on what has been done so far.

At Spindogs, we always plan, act and review so that we are constantly improving on the latest model to drive the success of our clients' online business. So if you would like any help with the search practices mentioned, do not hesitate to give me a call.



Joe McMullen



Velindre supports cancer patients and their families through difficult times and fundraising challenges like these have helped to provide care, support and treatment since 1956.



RIDE WITH THE PRIDE

Gear up for Velindre's latest charity challenge

Spindogs have worked with Velindre Fundraising on their latest campaign, Ride with the Pride, which will involve fundraisers cycling through New Zealand's North Island with Lions' legends.

The challenge will take place 9th–19th June 2017 and is perfect for those who are passionate about rugby and comfortable in the saddle. Ride with the Pride is a once in a lifetime adventure so we wanted to make sure it had as many participants as possible.

Consequently, we created a website purely for the campaign so that all the information was clearly presented and the sign up process was quick to complete. With bold imagery and concise content, the website delivered a powerful impact.

Alongside the website, we ran a Facebook advertising campaign as this social media platform is well equipped to target a B2C audience. Facebook has features that mean it is easy to target specific interests and demographics, so we were able to advertise directly to Velindre's target audience. We then used reporting and tracking tools like pixel tracking and Google Tag Manager to monitor the campaign and analyse the enquiries.

At Spindogs, we love working on campaigns like Ride with the Pride, so if you need help with how to market your campaign effectively – get in touch today!

Spaces are now going fast, so if you would like to sign up do not hesitate to visit:

www.ridewiththepride.co.uk



Team Update

It has been a busy few months at Spindogs HQ, so here is everything you need to know about #YourDigitalBestFriend. Don't forget to follow us on Twitter, Facebook and Instagram if you would like regular updates about Team Spindogs!



Dan Lewis



Chris Tanti



Laura Button



Joe McMullen

Nuance & Fathom join the team

As many of you will know, since we started the business in 2004 our growth has been purely organic and supported by all of our lovely clients. However, 2016 marked a new era for the business as we had discussions with Nuance & Fathom, a direct and digital marketing agency and long-term friends of Spindogs, about joining forces.

After much consideration, we are very excited to announce that at the beginning of June, the Nuance & Fathom team moved into Spindogs HQ! They are now part of our new and improved digital marketing team as well as adding core strengths in brand strategy, direct marketing

and big data. We feel that we have now created a unique offering in the digital marketing space and we are excited about the opportunities ahead.

Dan (who was the Director of Nuance & Fathom) and Liam have known each other for the best part of 10 years and have worked on various projects together in the past so Spindogs felt it was the perfect fit!

The initial weeks have been extremely positive, with the new faces integrating into the team really well and we already have a spread of new projects and tender wins in the bag...In the words of the Welsh Football Team, we are definitely "Together Stronger!"



Ellie successfully had her operation!

The good news continues at Spindogs HQ as Paula's granddaughter Ellie successfully had her operation in July. As many of you will know, we have been fundraising for Ellie's operation for the past 6 months and we are so pleased that Ellie is now on the road to recovery. We want to say a huge thank you to everyone that has donated to Ellie's charity, as your support really has changed her life.



Baby Giles has arrived!

We are delighted to announce that Liam and Claire welcomed a baby girl, Rose 'Rosie' Edith Gwendoline Giles, on 23rd July 2016. Everyone at Spindogs wishes Liam, Claire and Rosie all the happiness in the world and we can't wait to meet her soon.



Charlotte Cook

SHOULD YOU TAKE YOUR **SMARTPHONE** **ON HOLIDAY?**





YES

Sean Giles

I firmly believe that you should take your phone on holiday with you. This is not because either, A. I cannot live without talking to friends and family for a week or B. That I cannot live without updating my Instagram account every 5 minutes...

My reason for saying yes is that by taking your phone on holiday, it means that you have a miniature computer with all the information you could ever need with just a quick search! Are you lost and want to find where you are going? Want to find out if a restaurant is any good? Want to learn the top 10 things to

do when it's raining? All of this information is available from your phone and it will help to alleviate stress or unenjoyable times on your short getaway! Let's face it, you only get to go away once or twice a year and you don't want that to be ruined by a rude waiter or food poisoning!

When I say phone, I also obviously mean smartphone, and with smartphones come apps! (If you are taking your Nokia 3210 with you then it might be good for hammering in a tent pole or whiling away 10 minutes playing Snake, but it won't be much use for anything else.)

Anyway, hundreds of apps are available that will help you whilst travelling. One that I have used previously is Triplt. Triplt allows you to enter all of your travel plans and it will show you information such as; flight departure times, seat number, terminal and gate number, as well as updates if the flight is delayed. This is really useful before, during, and after your break.

Ultimately I see the phone as a helpful travel buddy that will make your holiday much more enjoyable and less exasperating!



NO

Amanda Williams

When I was thinking of arguing my case as to the reasons why you should not take your phone on holiday, I thought of my dad. My dad despairs when my sisters and I are at our family home and we are sat in the lounge, not talking to each other but instead looking at our phones. Needless to say, when we go on our annual family holiday the phones are banned. And he has a point. It is so sad, that more and more of us spend the majority of our time looking at our phones rather than having conversations with the people around us.

We need to relearn the art of conversation. I think we should listen to each other and if you don't want to do that, just take your book, because holidays are a time to switch off. So, take your eyes off your phone because whatever it is, it can wait until you are home. If you are worried about being contacted in case of an emergency, you can always give your friends and loved ones your hotel telephone number. This is what people did before smartphones were popular, which was only a mere 10 years ago, and I doubt it was ever an issue.

Furthermore, whether you are on the beach watching the sea brush against the sand or in a karaoke bar with your new-found friends, you will be creating memories that will last a lifetime. If you are staring at your phone to see who on Facebook or Instagram has had a nice salad that day, you will be looking at other people's memories instead of creating your own. Life is for living. Go off into the sunset and leave your phone at home.

DESIGN IN THE SPOTLIGHT

Ever wondered what it's like being a designer at Spindogs? We hand over 'In the Spotlight' to the design team to find out how they turn ideas into stunning websites, branding and print.

As designers we believe that great design always stems from a great idea. Visual styles are important but they should never be used as a starting point. We always find that the projects that turn out the best are the ones that have the best initial concept.

From branding to web design to print, we offer a range of services, each with the goal of delivering fresh, innovative ideas that communicate and differentiate each business' personality. We love projects where we can work with a client to create something truly unique.

Having a trusting relationship with a client allows us the creative control to build a brand and visual identity that meticulously reflects them. An example of this is our work with Emma Waddingham Consulting, a multi-award winning business that's been working with Spindogs since 2012. We have created their visual identity including branding, website and print collateral.

Every project that we undertake is different, but we always approach it in the same way. We don't just make things look pretty, as a team we like to think of ourselves as problem solvers.

Web Design

We pride ourselves on our fast, engaging web design. Every web project is a bespoke design, tailored to fit the user and helps to achieve an end goal - not figured yours out yet? We'll take care of that.

Branding

Branding goes way beyond just a graphic element or logo, as it plays a key role in any business. In short, your brand is the way your audience perceives you. So if you'd like to make a great first impression, we're the team that can help.

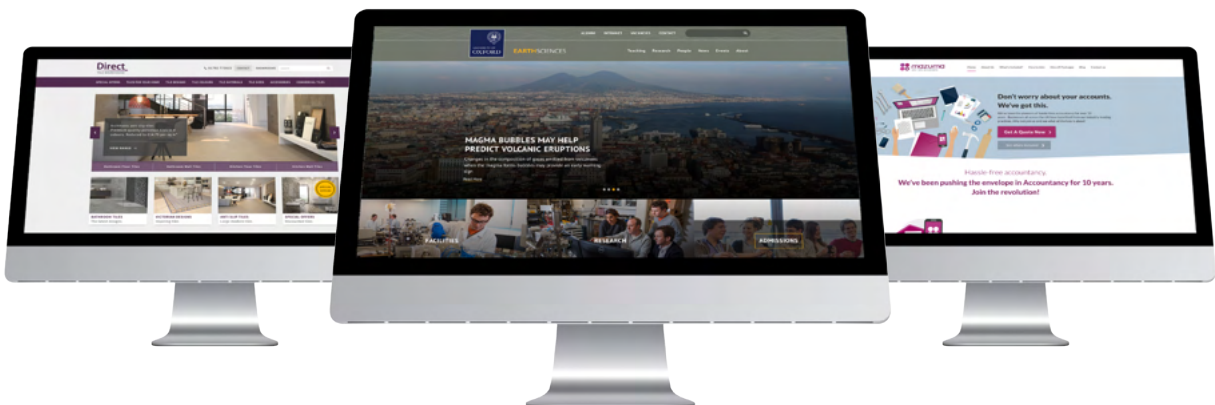
Print

Nothing beats handing a finely crafted brochure to a client or a well considered direct mail. We understand the power of exceptional print and always put together materials that work in harmony with your brand.



“

As designers
we believe
that great
design always
stems from a
great idea.



spindogs

OLYMPICS

On your marks, get set, party!

This summer we decided to celebrate the Rio 2016 Olympics by holding our very own Olympics at HQ. The transformation started by emptying the office and then we dressed the reception area with Olympic flags, balloons, a podium and even a running track!

As always, our clients rose to the occasion and they arrived dressed as their favourite sports stars. Spindogs HQ was suddenly entertaining tennis players, horse jockeys and even a boxer or two!

This year we were joined by John Adams, an up-and-coming musician who has also starred on the *X Factor*. He entertained our clients with an array of popular songs, which was the perfect accompaniment to a Pimm's (in a Spindogs' sports bottle) and a game of Spinpong.

As always we want to say a big thank you to our good friends at Magenta Photography who kindly took pictures at the event and even dressed up as official Olympic photographers! Here is a selection of those photos - don't forget to check out our Facebook page for the official album!

So, with another summer party sadly over we have already started planning an even bigger party at Christmas! Are you ready to do the loco-motion?



Charlotte Cook



Danielle Ball and Chelsea Davies (EST Accountants)



Phil Owens and Adam Pedersen (Topstak) Dave Morgan (Spindogs)



Caroline Davies, Kirstin Jenkins (Bobath) Charlotte Cook, Luke Cardy (Spindogs) Louise Swindell (Arts & Business Cymru)



Mike Amass, Scott Taylor, Myla Iqbal, Georgina Day, Lisa Hier (Foresee)



Myla Iqbal (Foresee) Gwion Rhisiart (Taff Housing) Adam Pedersen (Topstak)



Barry Esterhuizen (EST Accountants)



Louise Swindell (Arts & Business Cymru)



Jake Vance (Fresh Flow), Liam Giles (Spindogs), Paul Tropman (Fresh Flow)



Becky Lloyd (Yolk), Abi Markey (Emma Waddingham Consulting) Sarah Castle (Yolk), Emma Waddingham (Emma Waddingham Consulting)



The **EIGHTIES**

===== DECEMBER 1ST =====

4:30PM TIL LATE

SPINDOGS HQ

BOOK CLUB

A.G LAFLEY &
ROGER L. MARTIN

PLAYING TO WIN:

How Strategy Really Works

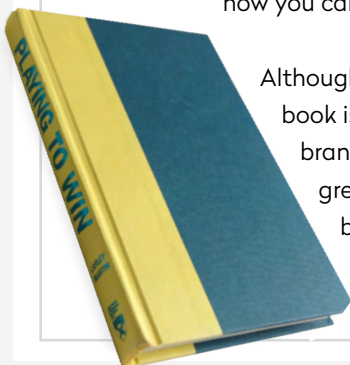


"Are you just playing - or playing to win?"

That is the premise behind *Playing to Win* as it delves into the complexity of strategy and explains what it is for, why you need it and how to get it done.

If you are a regular reader of business books you might sometimes feel that the information is difficult to apply to your world. Thankfully, *Playing to Win* is written in a way that makes it easy to put strategy into your business. The book is written by former employees of Procter & Gamble and they explain a great little framework that you can apply to your business and services. They tell you to define what you want to achieve, then decide where and who your audience is before understanding how you can win.

Although at times this book is very consumer brand focused, it's a great addition to any bookshelf.



BERNADETTE JIWA

MEANINGFUL:

The Story of Ideas that Fly



Meaningful is a business book that packs an emotional punch. From the opening few pages, under the heading 'Every Day Counts', Jiwa immediately grabs the reader with a personal story that highlights the book's message powerfully. *Meaningful* tells the story of how we can change the world by helping others to live their dreams. Jiwa artfully explains how we can inspire others, but at the same time instils confidence in the reader so that they can create ideas that will fly.

If you want to be shown how to create a valuable connection with your audience, this book is a must-read. *Meaningful* is unputdownable and will leave an impression long after you have read the final page.



SETH GODIN

PURPLE COW:

Transform your business by being remarkable



This book explains why we should all be the 'Purple Cow'. *Purple Cow* explains why the old ways of marketing are now dead and how being safe is too risky. For example, Godin says that 'Pricing, Promotion and Publicity' aren't working anymore and marketers need to start looking at new ways of standing out.

Godin's book talks about the need to create something spectacular so that you are noticed by your target audience; think innovating over advertising. If you want your marketing to be outside the box, this is the book for you.



COMPETITION

Get involved to win!

#FindTeamSpindogs

Test yourself and see how many members of Team Spindogs you can find in the crowd. The first five people to contact us with the correct answer will win a prize.

Tweet us you answers: @spindogs

