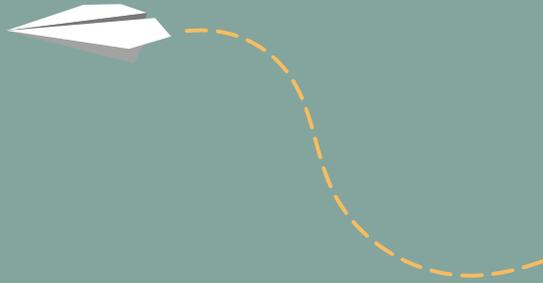


Spinsights Presents...

# Generating more leads from your B2B website

All you need to know about maximising lead generation and ensuring they convert.



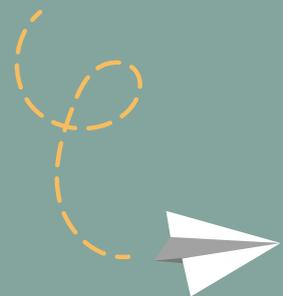


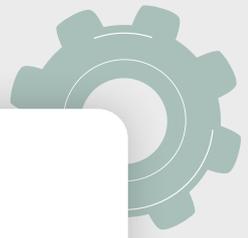
## Start here...

Lead generation is something every business owner wants to improve, and rightly so. Who doesn't want to see an increase in users coming to their website? Or, better yet, get conversions?

But, before you get carried away with generating as many leads possible, it's important that you have a digital strategy in place that appeals to both your brand and users. Without one, you'll likely find yourself making changes to your website and campaigns that fail to produce the high-quality lead generation results you want to see. After all, remember that lead generation is more about the quality of your leads, not the quantity!

To help your B2B company on its journey towards a successful lead generation campaign, we've put together this handy guide, which covers everything you need to know about B2B lead generation. So, if you're ready, let's get to it!





## What you can find in this guide...

- Pages 4 - 6**      What is B2B lead generation?
- Pages 7 - 12**      Creating a B2B lead generation strategy
- Optimise your website
  - Choose a digital channel
- Pages 13 - 14**      Digital tools for B2B lead generation
- Page 15**              Tracking your lead generation campaign
- Page 16**              Our Top Tips for B2B lead generation
- Page 17**              Our lead generation projects



# What is B2B lead generation?

B2B lead generation refers to gaining the attention of your business's ideal customer base and encouraging them to interact with your website. For B2B companies, a high-quality lead would be a business that is already interested in your products or services, as they are more likely to engage with your website upon landing.

## Why invest in digital marketing?

If you're attracting a high volume of traffic to your website but are receiving few enquiries, there are some effective ways in which you can improve your conversion rate. Maybe the leads you do get are of a low quality or the users accessing your website can't find relevant information for their business. Luckily, this is where lead generation steps in to save the day.

B2B lead generation helps control the quality of the traffic being driven to your website, meaning the users landing on your website are more likely to interact with your business and access your services that are relevant to them. And, with a higher volume of quality leads accessing your business's website, you'll likely see an increase in conversions and a decrease in bounce rates, improving the overall performance of your website and business.



## Did you know?

56% of organisations are *exceeding* their revenue goals because of effective lead generation efforts?

– HubSpot

## The B2B lead generation funnel

While B2C lead generation can see users making an immediate purchase of a product, B2B lead generation usually requires user trust to be established before a lead can progress to a conversion. This strategic process, of turning a user into a customer, is best presented as a lead generation funnel. Much like the funnel you would

find in your kitchen cupboard, the lead generation funnel shows the gradual progression of leads, from initial traffic through to final conversions. By breaking down the funnel into four sections, we can see the key stages a business will go through when transforming a user into a customer.



### 1. Attention

### 2. Engage

### 3. Decision

### 4. Action



Your first task is to gain the attention of users and encourage them to access your website to increase traffic. One way you could do this is through an eye-catching awareness campaign.



Once you've caught the attention of users, you'll want to keep them interested to avoid increasing your bounce rate. By directing them to an appropriate landing page, you can encourage users to continue exploring your website and services.



Having landed on your website and developed an interest in your business, it's time to encourage users to interact with your services. This can be achieved through a promotional campaign.



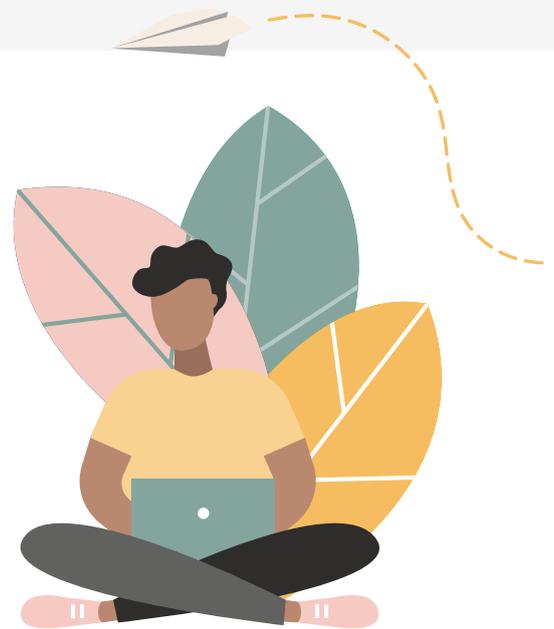
Finally, it's time for a prospect to become a customer and complete a conversion through your website. Though remember not to neglect your users once they have converted to leads. By tracking your leads, you can continue to reach out and remind users of your services, encouraging them to return to your website and services in the future.

## Types of B2B lead generation:

Lead generation can be split into two categories, allowing you to efficiently categorise and track the progress of your B2B leads.

### Marketing Qualified Leads (MQL)

A Marketing Qualified Lead or MQL is a user who has displayed an interest in your business's services or products but is not quite ready to make a commitment. Whether a user has downloaded a guide on your website or input their details to sign up to your newsletter, the exact requirements your company will need to decide the requirements for categorising an MQL. However you decide to categorise your MQLs, these leads are the first step towards identifying the success of your lead generation techniques.



### Sales Qualified Leads (SQL)

Sales Qualified Leads or SQLs are what you want your MQLs to eventually develop in to. A SQL is when a user has progressed down the lead generation funnel and is ready to make an enquiry, request information or make a sale through your business's website.



# Creating a B2B lead generation strategy

While we all want immediate results, a B2B campaign requires time and attention to connect with users and encourage them to progress down the lead generation funnel. That's why it's important to take the time to consider what you want to achieve from your B2B lead generation strategy before you decide on a method of implementation.

## Start by answering the following...



Who is your ICP (Ideal Customer Profile) based on your audience personas?



Which digital channel do the majority of your leads currently come through?



What are your short-term and long-term business goals? Be specific!



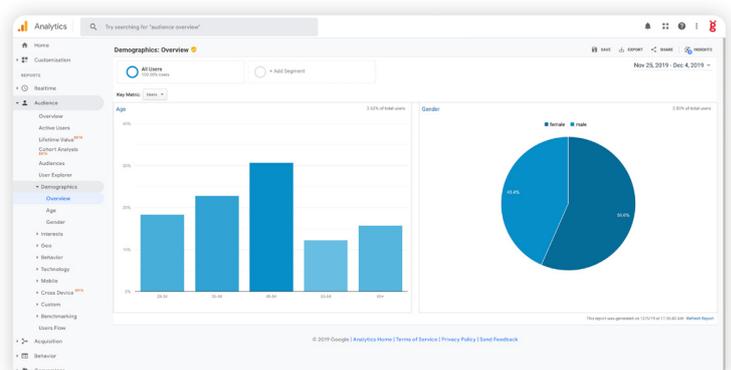
Do you hope to achieve a set number of leads or is your aim to create an ongoing strategy?



Have you tried any lead generation strategies before, and if so, which were successful/unsuccessful?

## Know who to target

While many B2C businesses will have the option of targeting an extremely broad audience demographic, for B2B companies, it's vital you know exactly who your ideal customer is so you can apply more specific and effective targeting strategies to your lead generation campaigns. You can find out more about your current user demographic by analysing audience data collected in Google Analytics.



# Optimise your website

As part of your lead generation strategy, you'll want to make sure your website is engaging, informative and clear to navigate for users.

## UX (User Experience)

As your website will likely be one of the first points of contact users have with your business, it's vital the UX on your website is optimised to provide a positive first impression. From an organised navigation menu to the load speed of each page, your website needs to provide a seamless user experience to ensure you don't lose leads to competitors.

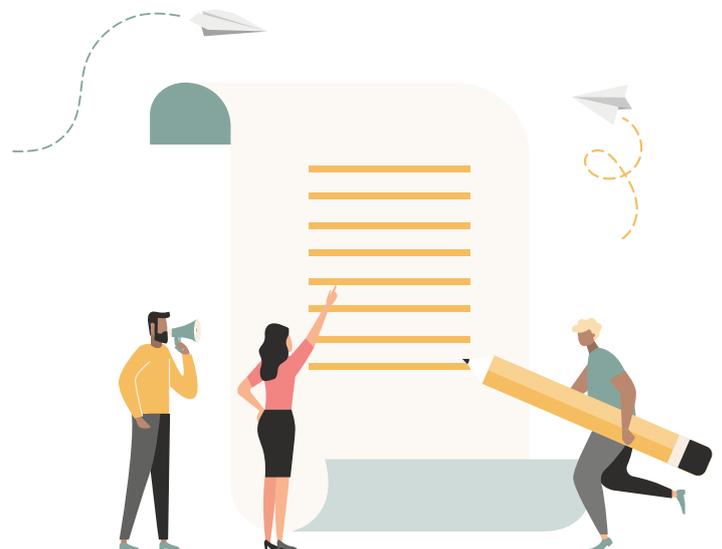


## Design

The design of your website needs to reflect your brand and be consistent across all pages to make it as memorable as possible for users landing on your site. To do so, we recommend establishing a style guide where you can decide on key elements of your site's design, such as colour scheme, font type and image style. In doing so, your design is more likely to stay cohesive and in line with your brand's style, making your brand and site recognisable to returning users.

## Content

A great tip when constructing your content is to remove all of your body content and leave only the H (header) tags as a page skeleton – if you can understand what your page is about, then it's a good sign that you have properly implemented your H tags.



# Choose a digital channel

Businesses looking to reach new audiences are turning to a more digital lead strategy, and with an increase in online presence, it's now the most effective way to target users. Yet, don't feel you have to choose just one digital channel to focus your lead generation strategy on, as the more digital channels you use, the more users you'll reach.

## Digital marketing or direct marketing?

When choosing a lead generation strategy, it's important you consider who you want to target and how you want to reach them. Digital marketing will allow you to reach a much wider audience whereas direct marketing will enable you to communicate directly with certain users.

For a full breakdown, take a look at the different types of digital and direct marketing below.

## Digital Marketing:

### Content Marketing

Creating content is a great way to establish your brand's voice and authority within your industry and gain the confidence of new users on your site. From the content on your landing page to regular blog posts and infographics, creating content that is both informative and engaging not only helps to entice potential prospects but encourages them to stay on your site for longer.

The subject of your content can vary from general industry news to niche information about your business's processes and services, allowing you to target users throughout different stages of the lead generation funnel.

Making a content plan will provide structure to your digital marketing strategy and enable you to carefully consider what topics you want to cover. For blog posts in particular, having a weekly or monthly plan will encourage you to upload content more frequently, building an authoritative voice for your business.

Once you know what you want to write about and how often you want to upload, you will need to consider how best to distribute your content and market it to users. Whether you use your business's homepage, social media accounts or industry specific forums, there are several ways you can use digital to share and promote your content and business.

If you don't feel confident with producing creative content or don't have the time to regularly upload posts, you can outsource your content marketing to Spindogs!

### Did you know?

*88% of B2B marketers use content marketing as a lead generation strategy?*

– Content Marketing Institute

## SEO

SEO or Search Engine Optimisation is all about refining the content on your website to increase organic traffic. To improve your website's SEO, you first need to utilise keyword research which will later inform your on-page SEO.

Keyword research works by identifying which terms users are most actively searching for, providing you with insight into what content users want to see on your website. A good place to start when researching for keywords is to analyse the keywords your website is currently ranking for. This will allow you to see which areas you are already succeeding in and where you can improve. Another tip is to have a look at what keywords your competitors are ranking for, providing you with insight into their performance and the interests of your audience. Though remember, your keywords need to be highly relevant to your business and your services, so don't just replicate the keywords your competitors are using.

Once you have completed your keyword research, you can begin to improve your on-page SEO, which is key to driving more organic traffic and leads to your website. On-page SEO refers to optimising the content on your website, including the page titles, headings and meta descriptions. For each page of your website, you will need to identify a main keyword and embed it within the page title, heading 1, meta description and first 100 words of content. It's important you try not to use the same keyword across multiple pages as this can cause your pages to rank against each other and would impact the results of your lead generation.



For more information on improving your website's SEO, take a look at our Spindogs whitepaper 'Making your website work harder for you'.

## Remarketing

Remarketing is a way of reconnecting with users who have shown an interest in your website and business yet haven't reached out or made a purchase yet. So, why wait for them to make the next move? With remarketing, you can use digital marketing services to advertise the products and services that users have recently paid attention to, encouraging them to take another look and (fingers crossed) make a conversion.

Remarketing is an effective method to use when trying to build a connection with users and entice them down the lead generation funnel.



## Whitepapers

Whitepapers, just like this one you're reading, are a great way of encouraging users to interact with your business. Why not add a gated form to your whitepaper content? This is used when something of value is offered to users in exchange for contact details, a whitepaper can be used to progress users down the lead generation funnel and gain their trust in your business by displaying your industry knowledge.

So, how do you go about choosing a topic to write about? One way to brainstorm whitepaper topics is by reviewing the queries sent into your business by users and customers. This way, you can create a whitepaper dedicated to the pain points of your audience and the topics you know your users want more information on.

As with other forms of content marketing, it's important you share your whitepaper once it's completed, using digital platforms and targeted campaigns to reach new and existing users.

## Paid Social Ads

Paid social media advertising puts your business right in front of your users. With everyone using social media in some form, whether it's Twitter, Facebook, Instagram or LinkedIn, you have the ability to analyse which platform your audience uses most and focus your ads there.

For B2B companies looking to connect with businesses that align with their ICP (ideal customer profile), LinkedIn is the place to be. LinkedIn's paid ads make use of demographic data such as industry type, job title and seniority to match you with high quality leads for your business to target. Once you have your ads set up, you'll be able to track conversions and optimise your campaigns using built-in analytics, tailoring your LinkedIn lead generation strategy around the data collected.

Not sure which digital platform to focus your paid social ads on? Take a look at our Spindogs Social Advertising services on our website.

## PPC

PPC or Pay-Per-Click is a method of digital advertising where you implement an ad on a digital platform, such as Google or Facebook, and pay the host platform each time your ad is clicked on.

The most common form of PPC is paid search advertising, which is the perfect solution if you want your website to appear at the top of relevant search engine results. To determine which results your ads will appear with, you'll need to bid on keywords that best resonate with your business, website and content. Doing so will mean your ads are more likely to reach users looking for your services or products.

PPC can also be used as a form of social media advertising or digital remarketing, allowing you to target certain users and demographics to achieve a high click-through-rate.

### Did you know?

*LinkedIn dominates lead generation with more than 80% of B2B leads generated through social media coming from them?*

- Oktopost



## Direct Marketing:

### Email

Email marketing allows you to reach out to users who have either signed up to your mailing list or previously made a purchase. Whether you use email marketing to send out your latest newsletter, promotional updates or a curated email drip campaign, this form of direct communication can be highly effective for lead generation.

By utilising analytics alongside email marketing, you can monitor user interaction to find out which users open and interact with your emails the most. From this data, you can begin to create audience segmentations to target those most interested in your services with exclusive offers and promotions.

#### Top tip

At the end of each email, include a clear CTA (call-to-action) to encourage readers to access your website and continue their journey down the lead generation funnel.

### A/B Testing

Also known as split testing, A/B testing allows you to trial elements of your digital marketing on test audiences before releasing it to users. This will help you to decide which designs and messages will be most effective in generating leads and producing conversions. For example, if you were producing an email campaign but weren't sure how to phrase your CTA, you could create two versions of the same email with different CTAs at the bottom. A section of your contact list would then be split in half and sent one of the two email versions. After a certain amount of time, the responses received from your test audiences would then be compared to determine which CTA generated more leads and therefore should be used in your email campaign going forward.

A/B testing can be used to finalise the design of your web pages, landing pages and email campaigns.

### Segmentation

Segmentation is simply the process of organising your leads into groups to create a more refined and personalised user experience.

Segmentation can be split into two categories: characteristic segmentation and behavioural segmentation. Characteristic segments could include geographic location, occupation sector and company size. Whereas behavioural segments could include homepage visitors, product page visitors and email subscribers. By separating your leads into segments, you can tailor your digital marketing messages to meet their individual needs and their current position within your lead generation funnel.



#### Top tip

During A/B testing, it's important you only test one element at a time. If you change too many features, such as the CTA and the style of font, it will be difficult to know which elements your test audience preferred.

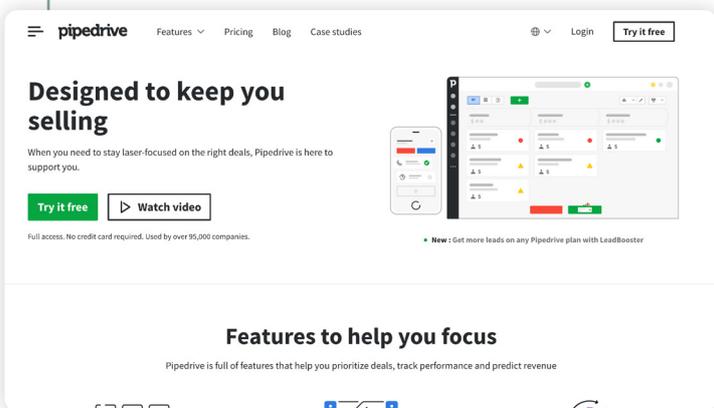
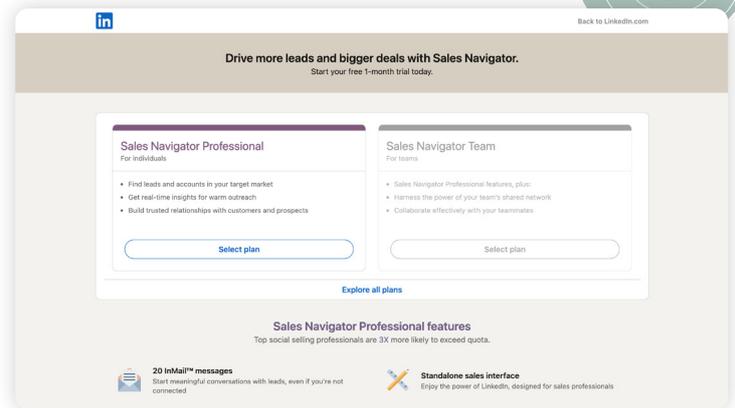


# Digital tools for B2B lead generation

If you need a helping hand when it comes to organising your lead generation data, there are plenty of digital tools that can do exactly that.

## LinkedIn Sales Navigator

LinkedIn Sales Navigator is a lead generation tool that allows you to find leads based on your own search filters. This means that you can search for specific leads based on their location, industry and company size, effectively matching you to your ideal users. Once you have completed a search and identified leads you'd like to connect with, you can either collect their information for future email campaigns or connect with them directly through LinkedIn.

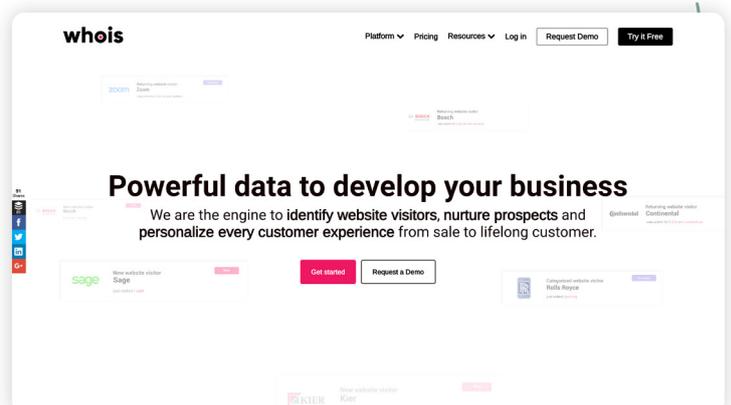


## Pipedrive

Pipedrive collates all the data and information you need to keep on top of your lead generation strategy and organises it into an easy-to-use tool. By automating time-consuming admin tasks, Pipedrive allows you to focus on the development of your business's leads with a visual report displaying both your progress and goals.

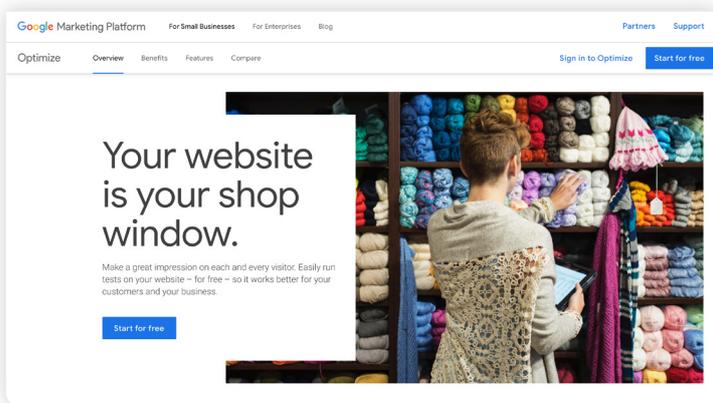
## Whois Visiting

Whois is a digital lead generation tool which works by gathering the contact information of businesses visiting your website. By collecting the information of users with a genuine interest in your website and services, Whois enables you to follow up these leads and progress more users down the lead generation funnel.



## Lead Forensics

Lead Forensics identifies the highest quality leads on your website and provides you with the contact information for each business. With a generated 'lead score' applied to each user, you can actively prioritise contacting leads that best match your ICP criteria, increasing your chances of conversion per user to ensure continuity of user experience and minimise SEO impact.

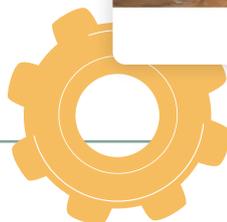
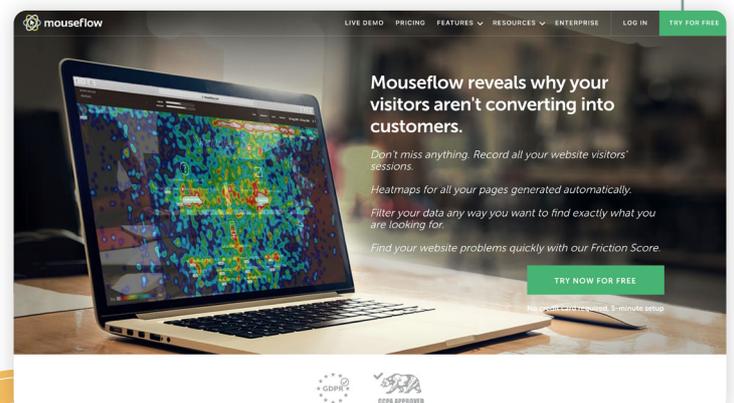


## Google Optimize

Google Optimize combines visual editing and A/B testing to help you build a website that meets the needs of both your business and users. Through the continuous testing and analysis of results, you can tailor every detail of your website to create the ultimate user experience and aid in the assistance of leads.

## Mouseflow

Mouseflow allows you to analyse user behaviour on your website so you can optimise your website around your user's journeys. Through visual heatmaps and analytical reports, Mouseflow uncovers patterns in user behaviour and allows you to build a more tailored website for users on the path towards conversion.



# Tracking your lead generation campaign

Having gone through all the steps of choosing a B2B lead generation strategy, you'll want to keep up to date with the performance of your digital campaigns to ensure all your hard work has paid off. Knowing what performance metrics to track will guarantee you have complete insight into your company's digital progress and will help inform the optimisation of your current and future campaigns.



## ROI

ROI or Return on Investment is arguably the most important performance metric you can measure as it is used to analyse the cost efficiency of your lead generation campaign. To calculate the ROI, the amount you earn from a lead is divided by the amount you spent on capturing a lead.



## Lead rate by channel

If your lead generation campaign includes multiple digital channels, you'll want to track and compare the performance of each to find out which channel performs the best for your business. This data will also help to inform the methods you use in future lead generation campaigns.



## CTR

The CTR or click-through-rate measures the performance of your CTAs (call-to-action). For example, for an email campaign, the CTR would be calculated by dividing the number of clicks the email CTA received with the number of emails that were sent out, before multiplying the figure by 100.

Top tip! To help determine how your business is performing within your industry, it may be worth researching your industry benchmark for CTAs.



## Time to conversion

Time to conversion will provide insight into the length of your sales process and could help you identify areas on your website that need refining to produce a smoother user experience towards conversion.



## Conversion rate

Tracking your conversion rate is key to monitoring the success of your lead generation strategy. Whether you want users to sign up to a newsletter, download a whitepaper or make a purchase, with conversion rate tracking, you will be able to track the progress of your business's goals.



## How to track your progress and results

Google Analytics is the ultimate software for tracking all key performance metrics of your lead generation campaign. Through extensive data collection and statistical analysis, with Google Analytics, you can monitor every aspect of your business's digital progression. From tracking your campaign's ROI to accessing your audience's demographic data, Google Analytics is a vital tool for any business looking to improve their lead generation results.

# Our top tips for B2B lead generation



Analyse your audience data before implementing a lead generation campaign to ensure you're targeting the highest quality leads.



Use multiple channels to reach more users and drive more leads to your site.



Optimise the design of your website to provide users with relevant information and easy navigation.



Track the performance metrics of your lead generation campaign throughout to refine your strategy where necessary.



Analyse the digital channels your audience use most to inform your lead generation strategy.



Focus on the quality of your leads opposed to the quantity of them!



Categorise your leads to track their position in the lead generation funnel and apply the most appropriate targeting strategies.



# Our B2B projects

At Spindogs, we believe the proof is in the pudding which is why we've summarised a few of our client projects below which had a focus on B2B lead generation.



Bar2 is a business that's committed to supporting contractors achieve the pay they deserve. By combining their knowledge of tax and employment legislation with their values of transparency and reliability, Bar2 assists temporary workers with getting paid correctly, legitimately and on time.

*“Spindogs have been an absolute joy to work with! From the very first stages, all the way through to the launch of our website, they really took the time to understand exactly what we wanted to achieve from the site – offering guidance, advice and recommendations on how to elevate both the design and functionality.”*

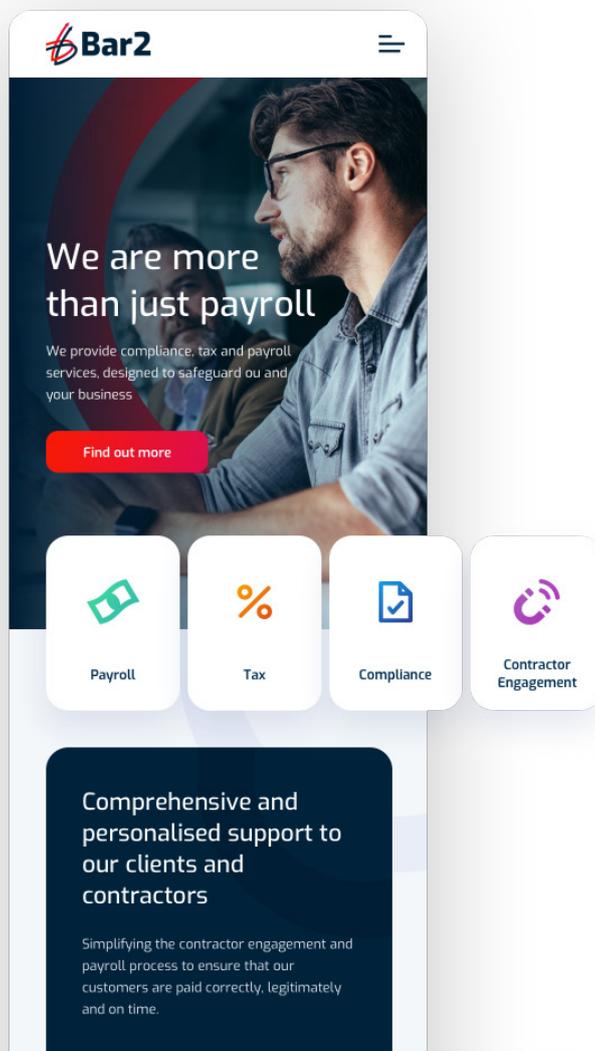
- Jo Rowley, Marketing Manager at Bar2

## Setting the bar high...

Bar2 approached us with the hopes of creating a website that was both reflective of their business's values and accessible to their wide demographic of users. Yet, before we could get to designing a new website around strategic lead generation techniques, we needed to review their current website to identify our key areas of development.

Here's what we found:

- The website needed a design refresh. Before, it lacked the imagery and colours needed to create an enticing first impression for users, halting the progression of their lead generation funnel.
- Their user demographic was large, with visitors of varying ages, location and experience, which their content was failing to cater to.
- The contact form on the website was long and complicated, leading to the team at Bar2 experiencing a high number of calls.



## ...and reaching it!

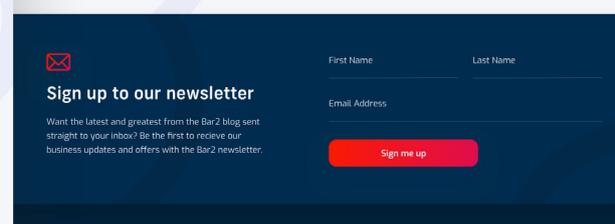
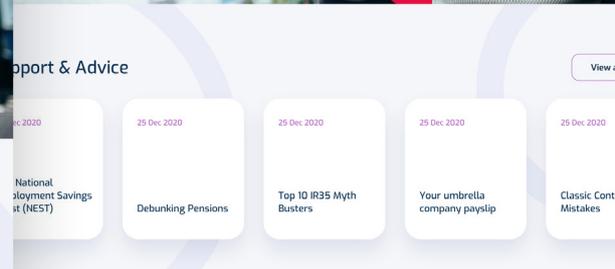
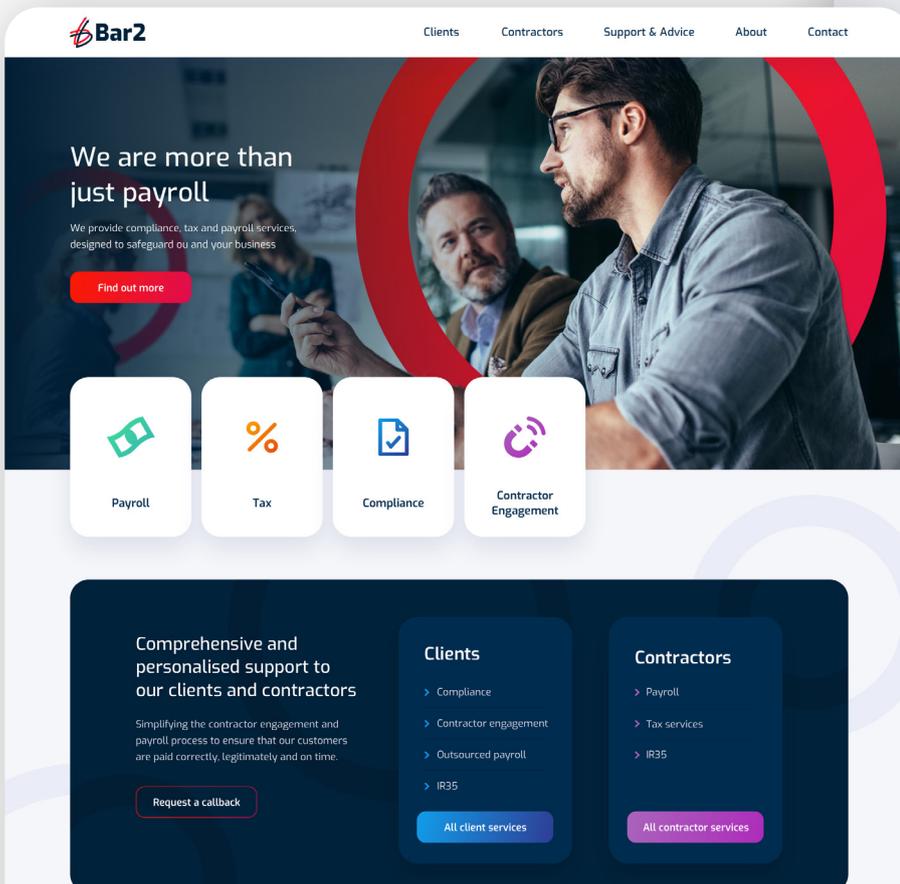
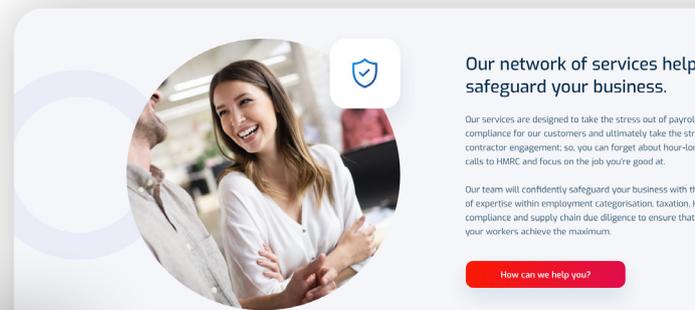
Having identified the key problems with Bar2's previous website, our design team got to work. We started by improving the visual appearance of the website by adding relevant images and pops of red to the content and logo, bringing some much-needed colour to each page.

Once the website had begun to look more appealing, we worked on making the content accessible to their wide demographic of user. This posed as a particular challenge as it's vital your website feels accessible to your whole audience.

To do so, we simplified the content on the website and added a blog with flexible blocks, enabling Bar2 to cover more in-depth and complex topics for their experienced users on their blog. A blog would also allow Bar2 to implement more keywords for SEO ranking, improving both the quantity and the quality of the leads landing on their site.

Having improved the appearance and content of the website, the next step to take was refining how they communicated with customers. By simplifying the contact form, we were able to provide users with an easier method of contacting Bar2.

Finally, Bar2 had a website that prioritised the needs of both their brand and users to create a seamless yet strategic design. Understanding how to maximise the lead generation of a website, we decided to complete the new site with a newsletter sign up form. This would allow Bar2 to implement more email marketing techniques and help with encouraging users to progress further down the lead generation funnel.



Our experience has shown us that changes in employment and tax law can be tricky to wrap even the most talented of accountant's head around, so we want to make things simple for you.

# BRIDGE

## COFFEE ROASTERS

Bridge Coffee Roasters is a B2B company, looking to share its appreciation for high-quality coffee with other businesses and firms. Through the selling, leasing and loaning of coffee machines to colleges, retail stores, white collar workplaces and the NHS, Bridge Coffee Roasters hopes to provide organisations across the UK with a premium coffee experience.

“*To align with our vision for the future, now is the perfect time to refresh our brand and reflect our new values through the website. We’re delighted with the outcome and know our customers will be to.*”

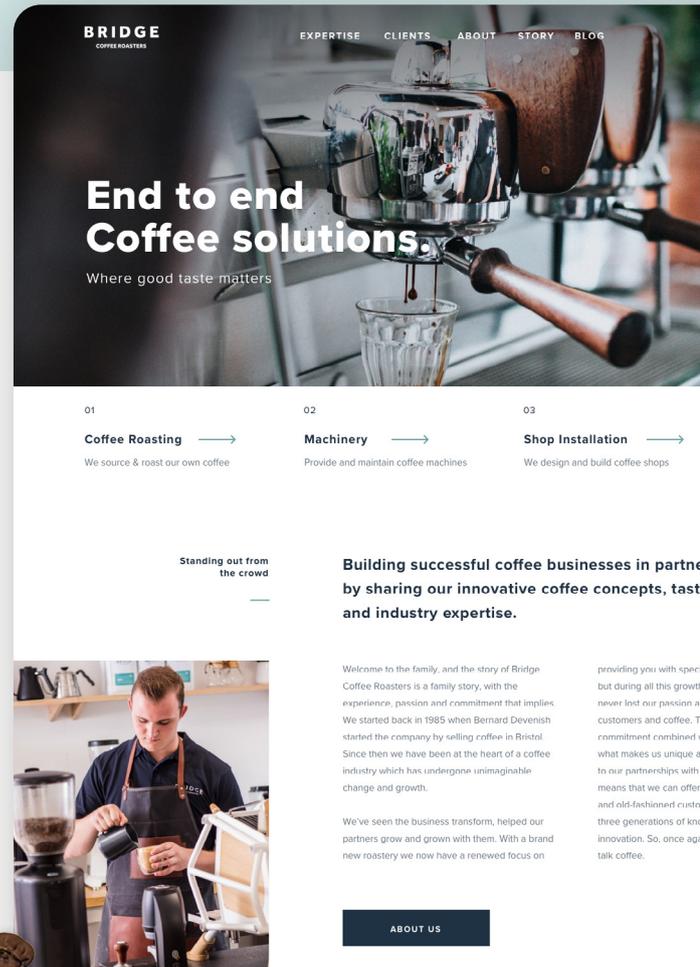
- Darryl Devenish, Director of Bridge Coffee Roasters

### From brewing...

When Bridge Coffee Roasters reached out for our help, they had recently switched from partnering with 3rd party coffee roasters to only roasting in-house. With this new direction came a need to rebrand, which would allow Bridge Coffee Roasters to reposition themselves in the market.

Having highlighted their website as a central part of their content marketing strategy, we began to review what functions and features would be needed to produce the best lead generation performance. Here’s what we came up with:

- The website needed to act as a hub of information to demonstrate their expertise and correctly position them within the market.
- Showcasing their past work would be vital to securing the interest and confidence of new users.



## ...to serving!

During the process of rebranding Bridge Coffee Roasters as expert producers and reliable suppliers, it was important we considered every element of design to create a seamlessly professional experience for users. We reached out to our photography partners, Magenta, who assisted us in creating an image-led, visual design for the website and brand.

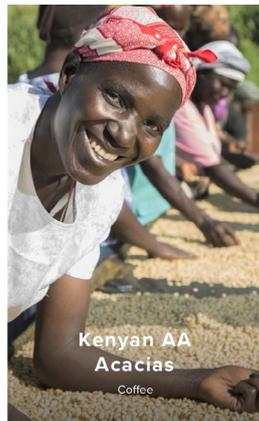
With the images in hand, we moved on to building a responsive and flexible Wordpress site. Within the site, it was important that Bridge Coffee Roasters could clearly display their products and equipment, which is why we dedicated the time to tailoring each page to showcase the selling points of individual items. By applying thoughtful design to each page, we hoped to create a premium user experience, which would benefit their B2B lead generation.

The final step to completing our website build was including embedded HubSpot forms which would allow users to enquire about the services provided by Bridge Coffee Roasters. HubSpot integration would enable the team to control their landing page layouts, enquiry form placements, customer journey automation and live chat facilities, tracking and refining the user experience on their website and encouraging users down the lead generation funnel.



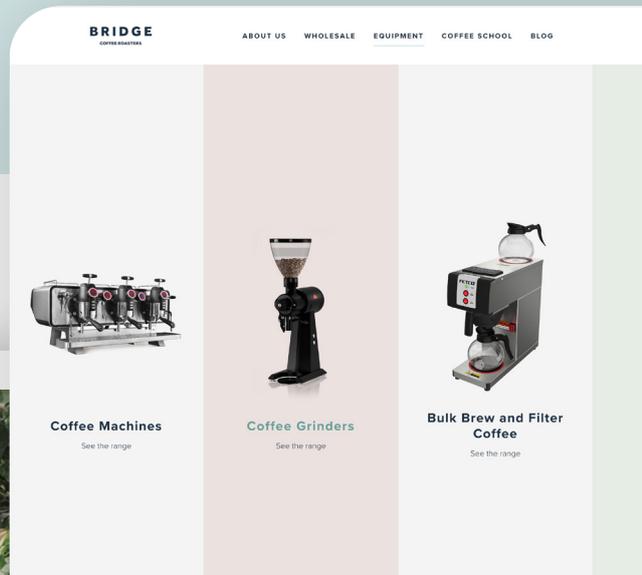
Partnership with you  
and your adventures

Quality and premium coffee,  
and evolution we've  
and commitment to our  
his passion and  
with industry expertise is  
and makes our contribution  
our customers so special. It  
your commitment to quality  
mer services blended with  
knowledge, experience and  
in, welcome to family, let's



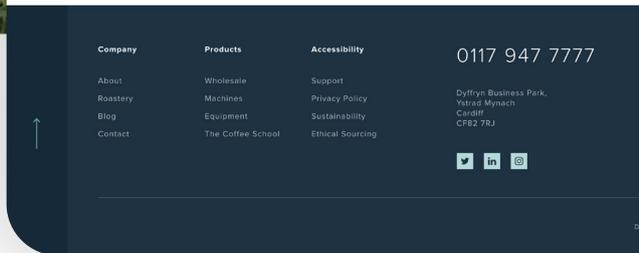
“ They have gone above and beyond, their set up is industrial enough to help us grow. We were just quite taking aback by the level of service and quality of bean that they offered.”

**Nick Collins, Managing Director**  
Cleverchefs



## Our Coffee Equipment

We aim to improve customer experience by providing clients with premium quality coffee shop equipment.



# Magenta.

Magenta is a team of highly-skilled creatives who specialise in providing photography, CGI, animation and video content for other businesses and clients.

“We needed our site to showcase our video, animation & photography work at the highest possible resolution without slowing the site down. The team at Spindogs pulled out all the stops to find a solution to this and we are thrilled with the results.”

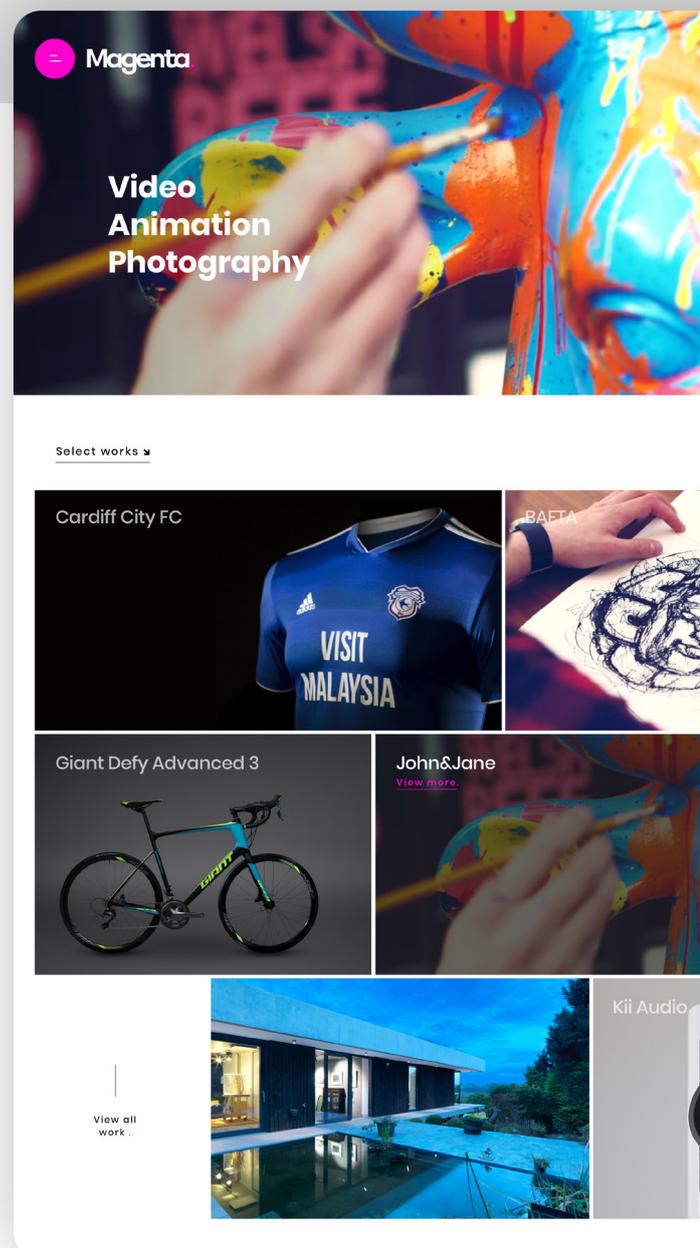
- Christopher Davies, Creative Director at Magenta

## Lights, camera...

Having started their business in 2006 with a focus on photography, Magenta have since seen demand grow for more CGI and animation content. Yet, while able to keep up with the changing times creatively, their brand and website fell behind and no longer reflected the services they could provide to clients.

Magenta required a new website and an up to date rebrand to realign their digital identity with their abilities as a business. To ensure we achieved this, it was important we analysed our key areas of focus before making a start. Here's what we decided:

- The new website needed to be creative-led to showcase their work and their services.
- SEO value needed to be maintained and improved to help increase their organic traffic leads and search engine rankings.



## ...action!

To kickstart this rebrand, it was important to give Magenta a new name to match their new identity. Transitioning from Magenta Photography to Magenta Studio provided some much-needed flexibility by covering all of their creative services. With an updated brand name, we began to redesign their website. By utilising their huge portfolio of images and videos, we were able to create a website that was both visually engaging and informative of their services.

As the design of the new website began to take shape, we decided to give Magenta a new domain that would reflect their rebrand. During this process, it was important our digital marketing team were involved to help retain the SEO value of the website's content.

With a more up-to-date brand name and a website to match, all that was left to do was to set the website live and track the results.

## The results

214% increase in users

300% increase in page views

219% increase in sessions

86% increase in session duration

18% increase in organic sessions from SERP (search engine results page)



We can help with »

## Video Animation Photography

### Us.

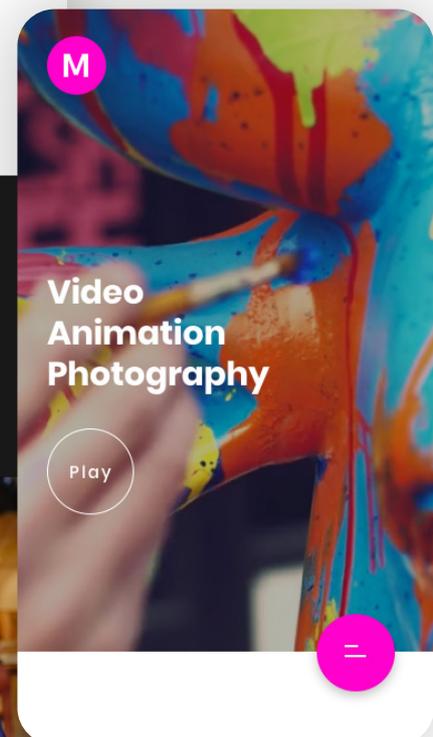
A close-knit troupe of video specialists who collaborate with other humans from companies, brands and agencies to develop, produce and deliver effective video content that's politely stuffed into people's eyes and ears.

More about us.

Drag.



A team dedicated to crafting rich engaging content.



# About Spindogs

We are a full-service digital agency helping organisations with marketing both online and offline. We love delivering great website design & development, marketing and brand solutions for our clients, so whether you're looking to drive more value from your digital marketing budget or bring

your business to life with a visually stunning website, we have the full package to take your online presence to the next level. That's how we've built successful, results-driven relationships with clients since 2004.

## Websites

- > Web Design & Development
- > Ecommerce
- > Multiple CMS platforms including WordPress, Umbraco and Kentico
- > Intranets & Extranets

## Creative

- > Brand Consultancy
- > Logo Design
- > Graphic Design
- > UX
- > Website Design
- > Print
- > Branding

## Marketing

- > Outsourced Digital Marketing
- > SEO
- > PPC
- > Social Media Advertising
- > Analytics
- > Conversion Rate Optimisation
- > Email Marketing
- > Training & Workshops
- > Content Creation

# Get in touch

To learn more about partnering with Spindogs for your website, branding or digital marketing project, get in touch with our business development team:

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**T: 02920 480 720**

