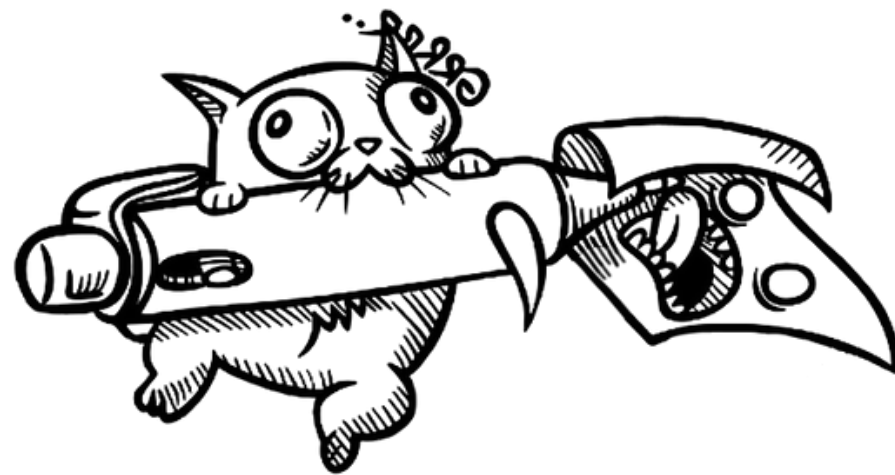


Clockwork m:99y



MISSION STATEMENT

Our mission is to provide the best branding and digital marketing services and solutions for businesses that want to make an impact in their industry. By using imaginative and effective marketing techniques, we strive to achieve greatness for each and every client.



WHAT WE OFFER

Our focus lies in collaborating with businesses aiming to establish a strong connection with their target audience and drive revenue.

In a nutshell:

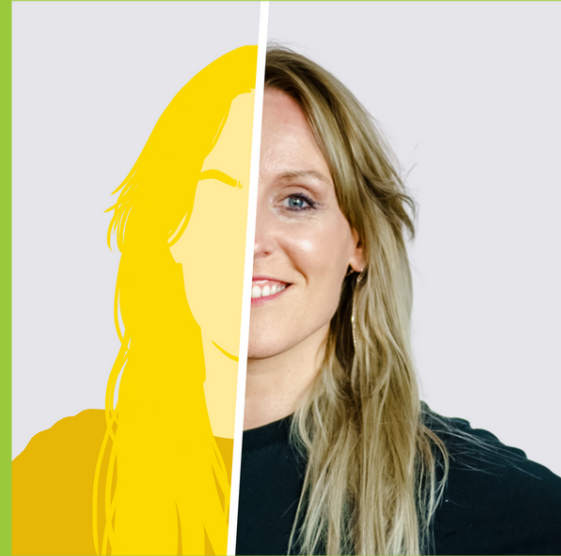
- We specialise in brand development and logo design, enabling people to recognise and trust your identity.
- We run campaigns on Google and social media – to get you noticed by the RIGHT people.
- We design websites and create highly effective sales funnels – to turn web traffic into sales and leads.

- Branding
- Illustration
- Google Marketing
- Email Marketing
- Social Media
- Social Ads
- PPC
- Web Design
- Videography
- Photography





Neil
Technical Director / Owner



Carrie
Visual Director / Owner



Alicia
Digital Marketing Manager



Fay
Graphic Designer /
Photographer

WORKING WITH CLOCKWORK MOGGY

We are a friendly and passionate team, excited to collaborate with you on your brand vision and marketing goals.

Our goal is to provide a professional service by utilising our combined expertise in digital marketing.

We are here to assist you in effectively showcasing what your business stands for. We'll be with you every step of the way, discussing your ideas, and offering guidance on what you need for success.

Each business we work with receives customised strategies and solutions. We hold regular meetings to support your team and ensure you have a fantastic experience working with us.

14

**YEARS IN THE
MARKETING
INDUSTRY**

**WE CREATE
STRATEGIES
TAILORED TO
YOU**

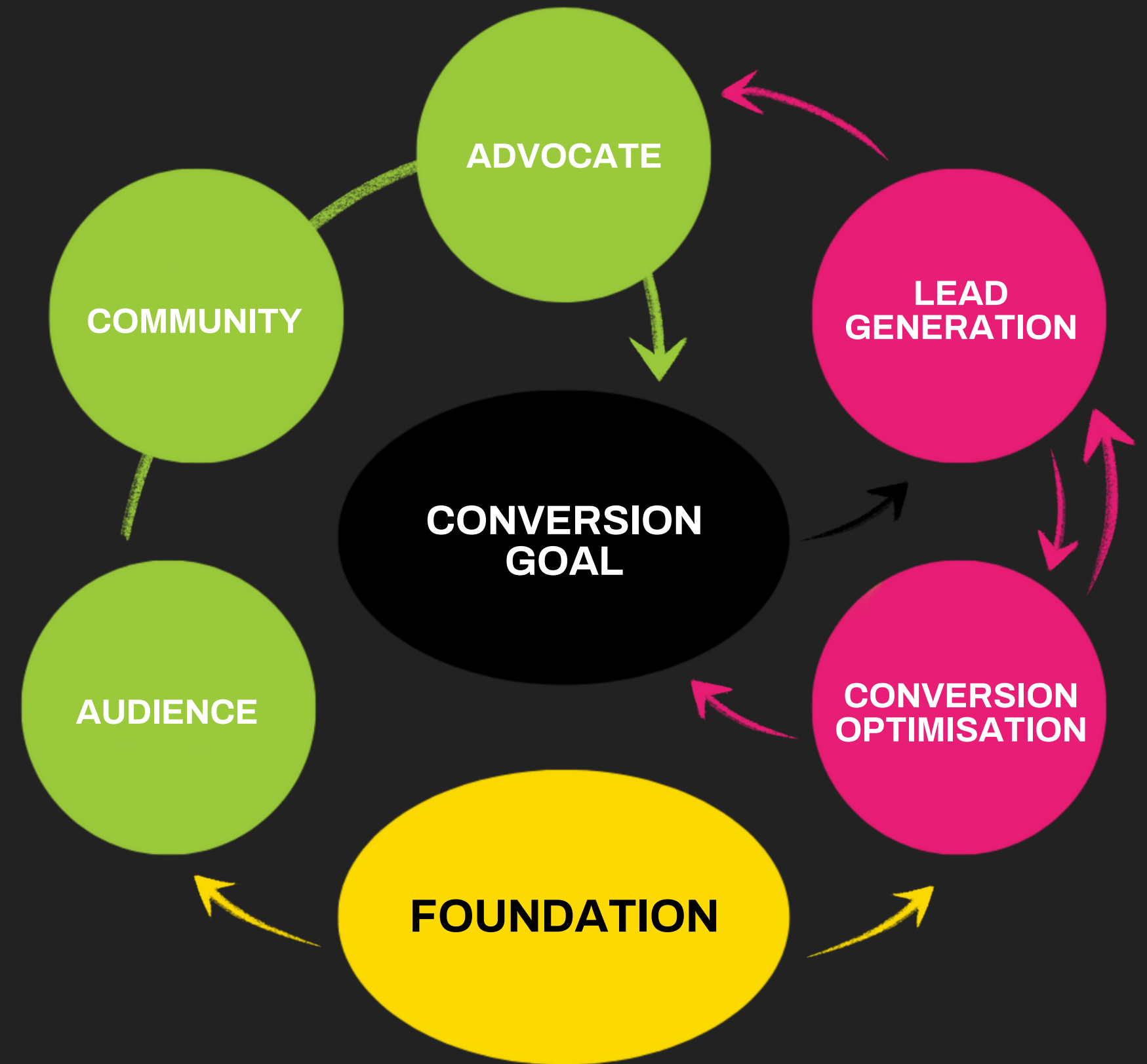
OUR FRAMEWORK

We work with various businesses, and each one is unique. That's why we customise our strategies for each client. As your business grows and changes, our marketing approach evolves alongside it.

To ensure we cover all aspects of your strategy, we've developed a marketing framework. We prioritise the areas that offer the most significant advantages first because one area's success often impacts the effectiveness of another.

Our framework covers:

- 1 FOUNDATION**
Making sure your offering works
- 2 AUDIENCE**
Building trust through inbound content marketing
- 3 COMMUNITY**
Building a community that wants to work with you
- 4 ADVOCATE**
Using recommendations and referrals to prove your values
- 5 LEAD GENERATION**
Bringing more people into the funnel through outbound marketing
- 6 CONVERSION OPTIMISATION**
Increase the percentage of conversions
- 7 CONVERSION GOAL**
Your planned marketing achievement





CASE STUDY:
CRANK CUSTOM MOTORCYCLES
CONVERSION GOAL: BRAND AWARENESS

Crank is a start-up company who build beautiful custom retro inspired motorcycles. We designed a logo and illustrations for their merchandise, which are used for conventions and are a great way to spread brand awareness!



FOUNDATION

Making sure your offering works

■ WEBSITES

Modern websites must prioritise a straightforward user experience. When your website is easy to navigate and clearly explains your company's services, it encourages visitors to make purchases and engage with the rest of your marketing process. Before we focus on driving more traffic to your site, it's essential to ensure that your website is in top shape and ready to deliver a smooth user experience!

■ BRANDING

Branding doesn't just stop at logos. Your branding is your visual communication, user experience, and perceived market position. Your brand is your identity; ideally, you want to leave a lasting impression on potential customers whenever they interact or come into contact with your brand. Here at Clockwork Moggy, we'll help guide and create branding that reflects your company values, connects with your audience, tells your story and most of all, is consistent across everything you do.

■ AVATAR / PROFILE

An avatar or customer profile is vital in understanding how to connect to your audience. By using data, information and analytics, we create a representation of what we believe are your ideal customers. This enables us to direct traffic and tailor messaging to that particular audience in order to maximise your conversions.

BRANDING

CLIENT EXAMPLES

Here are some examples of logo work we have created for our clients. We work with a variety of different businesses and have a set process in place to start the branding journey.

Our team has extensive knowledge and skills in logo design and has been working in the branding field for 14 years. Branding can include:

- Brand colours
- Brand guidelines
- Brand fonts
- Branded website
- Branded social media
- Branded packaging design
- Branded merchandise
- Branded signage
- Branded communications

We advise and guide our clients in their branding journey so they get the best possible results, each and every time!



■ AUDIENCE - SOCIAL MEDIA MARKETING & SEO

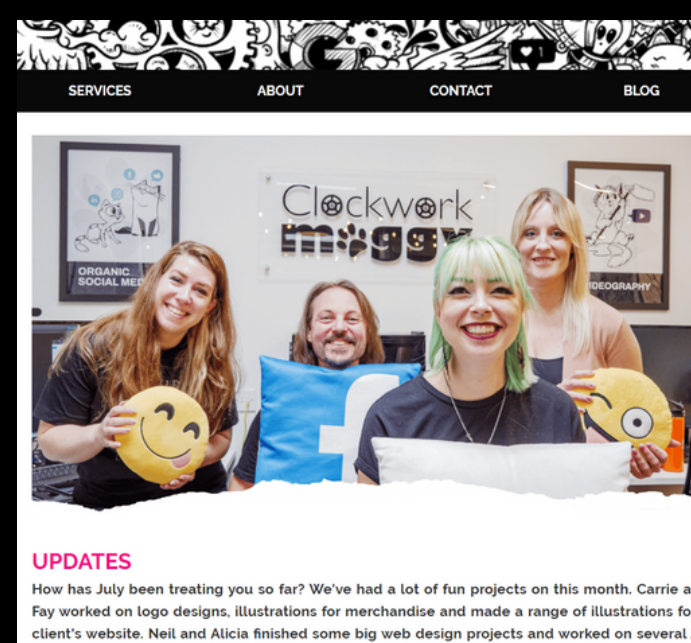
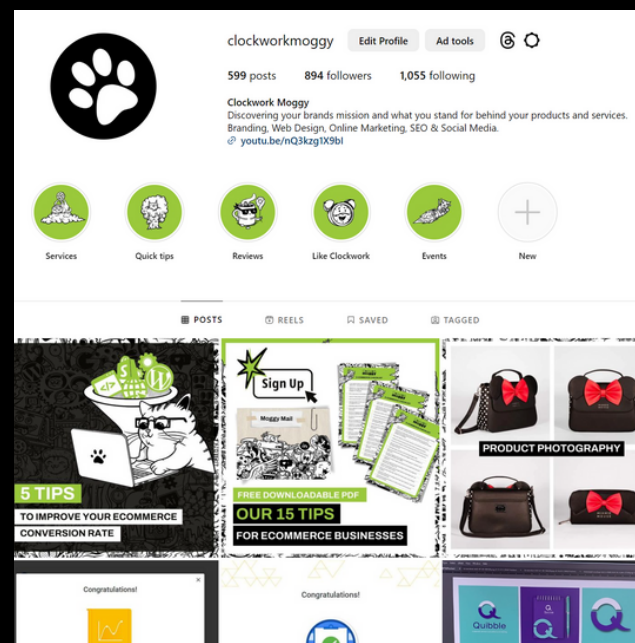
Identifying social media platforms that work for your business is a key part of our framework. Connecting with your audiences is a great way to improve your customer retention and build trust. Search engine optimisation (SEO) improves your brand awareness by using a range of professional programs and techniques to attract the attention your business deserves.

■ COMMUNITY - EMAIL MARKETING

Building a community of people who want to work with you is invaluable. Email marketing is one of the most successful methods for sales and lead generation, which is why we build systems to promote repeat custom.

■ ADVOCATION - TESTIMONIALS & CASE STUDIES

Getting testimonials from your customers is a great way to build trust with your audience and sharing case studies can help explain why your company would be a good fit for a potential client. Getting your audience to recommend you is the ultimate goal.



AUDIENCE

Building trust through inbound content marketing

COMMUNITY

Building a community that wants to work with you

ADVOCATION

Using recommendations & referrals to prove your values

Building an audience and community is an integral part of running a business. We use several methods to build up your audience and ultimately, to build a trustworthy relationship with them

Here at Clockwork Moggy, we help with all aspects of inbound marketing. From social media posts to email marketing and YouTube videos, we have a well-established team that can help in all areas.

	USERS	BENEFITS OF THE PLATFORM
LINKEDIN	875M	Create a business profile, network and connect with others
YOUTUBE	2.2B	Create, share and release long form evergreen content
TIKTOK	1.0B	Publish interesting quick videos, to expand and grow your audience
INSTAGRAM	1.4B	A creative haven for visual content, photo and video based
TWITTER	300M	Share opinions, react to news and create a following
FACEBOOK	2.9B	For constructing, managing and connecting communities
GOOGLE	4.3B	Target audiences searches for information and products

FROM FOLLOWERS
TO COMMUNITY
TO CUSTOMERS

Understanding the benefits of your chosen platform, allows for inbound & outbound marketing to circulate where your ideal customers are located.

Every platform has its own benefits, it just depends where your audience spends most of their time.

LEAD GENERATION

Bringing more people into the funnel through outbound marketing

Outbound marketing is an important part of bringing more people into your sales funnel. Running ads allows you to reach not only a wider audience but also targets people who are specifically interested in your business. You can do this through Google or Social ads.

Google ads are arguably the most popular Paid Ads platform, and with good reason. With over 99,000 Google Searches every second you could open up your potential reach and drive leads to your website like never before.

Social ads are an excellent way to get your products in front of your target audience. They provide analytics allowing us to track a customer journey and see where it can be improved. Social ads are perfect to extend your brand awareness.

BENEFITS OF GOOGLE & SOCIAL ADS

GOOGLE ADS

FAST RESULTS

KEYWORD TRACKING

REMARKETING

CAMPAIGN TRACKING

TRAFFIC SCULPTING

OPTIMISED BIDDING

SOCIAL ADS

USERSHIP

BRAND AWARENESS

REMARKETING

ANALYTICS

TARGETING

CREATIVE ADS



kentspace

FROM **£34.78** PER MONTH*
*10 SQFT UNIT

CHATHAM SELF STORAGE

✓ FLEXIBLE STORAGE ✓ 24H ACCESS ✓ EASY & SECURE

WE'VE GOT SPACE TO STORE YOUR STOCK!

MINI BACKPACK EXCLUSIVES

GET READY COMICS

SWIPE TO SEE MORE →

KSS AIR AMBULANCE CHARITY
KENT SURREY SUSSEX

Free water bottle

2 April 2023

Finish Brighton Marathon 2023 a hero!

Support our life-saving critical care in Kent, Surrey and Sussex

Charity No. 1021367 REGULATOR

RESULTS!

Here are some examples of the results we've achieved for our eCommerce clients using a combination of Google and Social ads.

Using a mix of professional tools, we identify your audience and how best to target them. By using Google Analytics, we can see what demographic you are attracting and how they are behaving on your site.

This will add to your customer avatar which, in combination with competitor research, will allow us to identify the best keywords to use in your ad campaigns.

In order to get the best results possible, we continually track ad campaigns for our clients so we can optimise budgets, keywords, graphics and audiences where necessary.

We share results with our clients on a monthly basis and regularly advise on budgets and other potential adjustments.

PURE NAILS

CONVERSION GOAL: SALES

APRIL 2020



SPENT **£995.50**
MADE **£46,710.98**
ROAS **4,692.21%**
698 PURCHASES
£1.43 PER PURCHASE

MAY 2020



SPENT **£1,070.74**
MADE **£38,560.50**
ROAS **3,601.29%**
619 PURCHASES
£1.73 PER PURCHASE

GET READY COMICS

CONVERSION GOAL: SALES

NOVEMBER 2022



SPENT **£1,781.66**
MADE **£64,520.92**
ROAS **3621.4%**

DECEMBER 2022



SPENT **1,636.92**
MADE **£46,295.88**
ROAS **2828%**

JANUARY 2023



SPENT **1,786.13**
MADE **£42,567.11**
ROAS **2383%**

RESULTS!

Here are some examples of the results we've achieved for our service based and charity clients using Google ads.

Kent Space offers storage solutions and office spaces across 3 locations in Kent. We provide organic social content for them for Instagram, Facebook and LinkedIn and focus on generating conversions through Google Ads.

In order to get the best results possible, we continually track ad campaigns for our clients so we can optimise budgets, keywords and audiences where necessary.

Because we make Google Ad graphics in-house, we can update our ads with photo or video material where needed or run several ads simultaneously to see which graphics perform better.

We share results with our clients on a monthly basis and regularly advice on budgets and other potential adjustments.

KENT SPACE

CONVERSION GOAL: CONVERSIONS



OCT-NOV 2022

SPENT	£2,300
CONVERSIONS	457
CONVERSION RATE	18.56%
INDUSTRY AVERAGE 3%	
AVERAGE CPC	£1.19

INDUSTRY AVERAGE £2.94

JUN-AUG 2022

SPENT	£3430
CONVERSIONS	506
CONVERSION RATE	9.12%
INDUSTRY AVERAGE 3%	
AVERAGE CPC	£0.62

INDUSTRY AVERAGE £2.94

KSS AIR AMBULANCE

CONVERSION GOAL: DONATIONS



OCT-DEC 2022

SPENT	\$2970
DONATIONS	\$5170
CONVERSION RATE	11.28%
INDUSTRY AVERAGE 4.6%	
AVERAGE CPC	£2.30

INDUSTRY AVERAGE £2.62

KSS Air Ambulance are a charity providing emergency medical services and cover the four English counties of Kent. Because of their charity status, they are offered a grant that gives them £10,000 a month to spend on Google Search Ads. The focus for our ad campaigns is on brand awareness and donations in order to support the charity in their work.

DON'T TAKE OUR WORD FOR IT...

Here's what our clients have to say!

I've worked with the team here for almost a year now and I don't know where my business would be without them now. The team feel like an extension of my business and fully support my vision for Get Ready Comics through branding, advertising, marketing through key channels that fit my demographic, web design (and management) including the creative spark inspiring new ideas & innovation. Its honestly a pleasure to be working with Clockwork Moggy and Im excited for the future.

PAUL BLAKEBROUGH

GET READY COMICS

As someone who is extremely protective over the small business I've worked hard to establish, I'm usually reluctant to relinquish creative control – however I'm so glad I did. The team at Clockwork Moggy have managed to create what I didn't know I wanted! Whilst I gave them a brief to work within, this talented group worked together quickly & professionally to produce a marketing video I can't wait for people to see as it represents the tone I was hoping for perfectly!

ROSS FRIDAY

ESCAPE PLAN LIVE

Clockwork Moggy have been fantastic to work with; I have worked with them on behalf of one of my clients over a couple of campaigns now and they are absolute professionals. They always take the time to fully understand our requirements and are fantastic at advising and optimising campaigns.

VICKI DEBLASI

DG CITIES



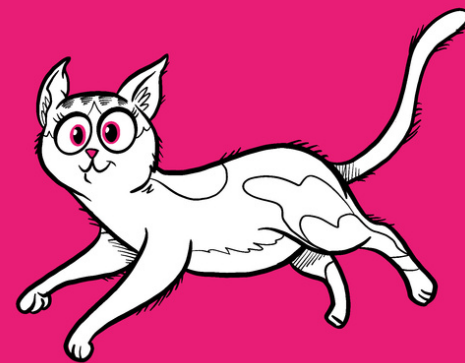
INVESTING YOUR BUDGET WISELY

Budgets can be tight, so getting things done right the first time is important. We always look for the most cost-effective solution.



KEEPING YOU UP TO DATE

We keep communication channels open and check in regularly, so you'll never feel like you're losing control of your project.



HIT THE GROUND RUNNING

Our marketing experts will begin working on a strategy that works for you, baking it in at the start so we can market your brand as soon as it's launched.



WE'VE GOT YOU COVERED

We're experts at launching new brands and sites. Our tried and trusted system takes care of everything to ensure the process is as smooth as possible.

WORK WITH US

Like what you've seen?

CONTACT US

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E: info@clockworkmoggy.com

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New Road Avenue,
Rochester, ME4 6BB

CONNECT WITH US

