

## 2.2 Service Delivery and service Body – section weighting – 65%

### Question 2.2.3 (Weighting - 35%) (Word Count 1800)

*Please provide full details of how your organisation will ensure accurate delivery of the services detailed in Schedule 1 and Schedule 1A of the Entire Agreement. Within your response please detail how you will draw on your marketing and social marketing and technical expertise to achieve the services and where applicable, deliver behaviour change.*

*Your response should highlight how you will draw on the following activities to deliver effective digital marketing activities in order to achieve and exceed the objectives of the Framework Public body.*

- *Digital marketing strategy and roadmap (including engagement strategy)*
- *Social media*
- *Data, segmentation and targeting*
- *Online lead generation, nurturing and scoring*
- *Content marketing and development*
- *Conversion optimisation*
- *SEO*
- *User experience and testing*

*Particular attention should be given to how your approach can be used and adapted to deliver a range of activities including:*

- Digital marketing*
- Search engine optimisation*
- Partnership marketing*

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### 2.2.3. ACCURATE DELIVERY OF SERVICES

To accurately deliver the services (Schedule 1/1A) we offer the fundamentals for excellence in digital marketing:

**PEOPLE:** Skills/expertise of ■ talented staff - trained to IPA standards.

**PROCESS:** Adherence to service processes. IT/management systems - software (JIRA, Synergist, ResourceGuru.)

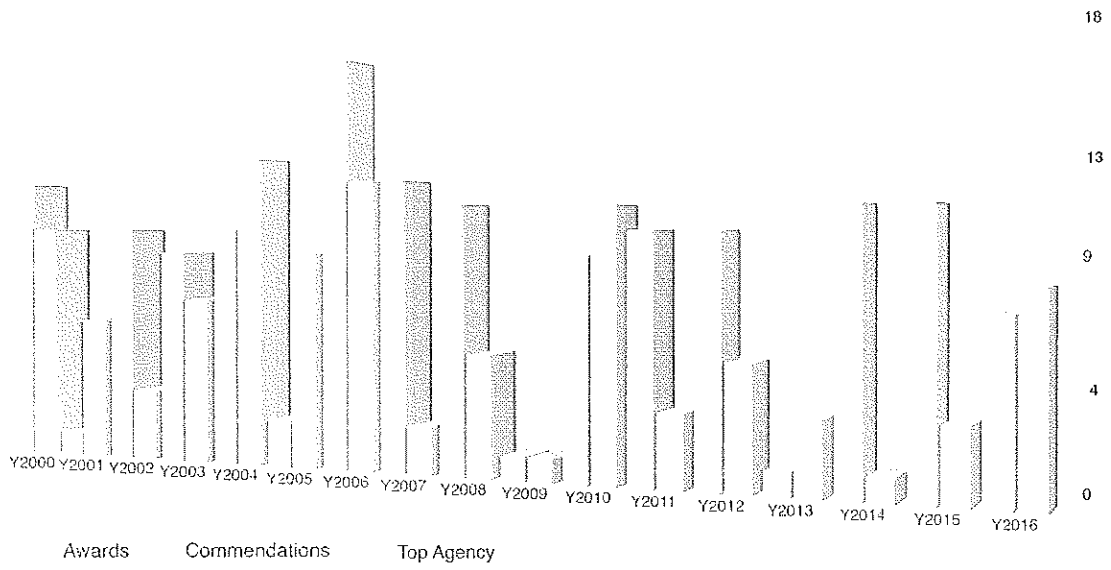
**CLIENT SERVICE:** 20 years of providing high quality client service. Adherence to best practice, PRINCE2/SCRUM/IPA/Google/DMA training.

**ETHOS:** Invest heavily in staff motivation. Staff turnover 10% p.a. less than IPA UK average.

**BENCHMARKING:** Marketing Society Star/Scottish Creative Awards – recipients of c.200 creative awards and c.60 effectiveness awards in the last ten years. A market-leading performance.



# SCOTTISH CREATIVE AWARDS 2000 - 2016



Scottish Creative Awards - top agency 12 times.

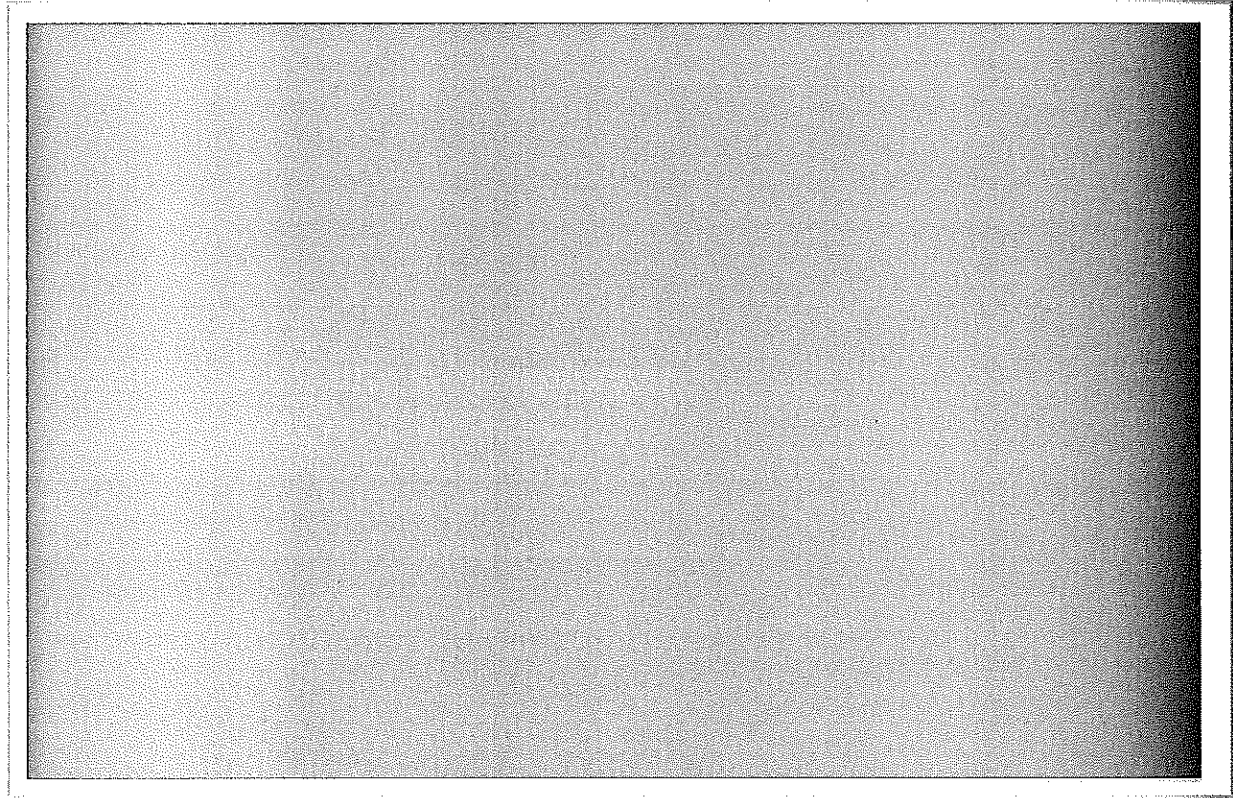


Constant benchmarking – Star Agency of the Year 2015.



## ACHIEVING THE SERVICES

Our methodology,



*Our methodology.*

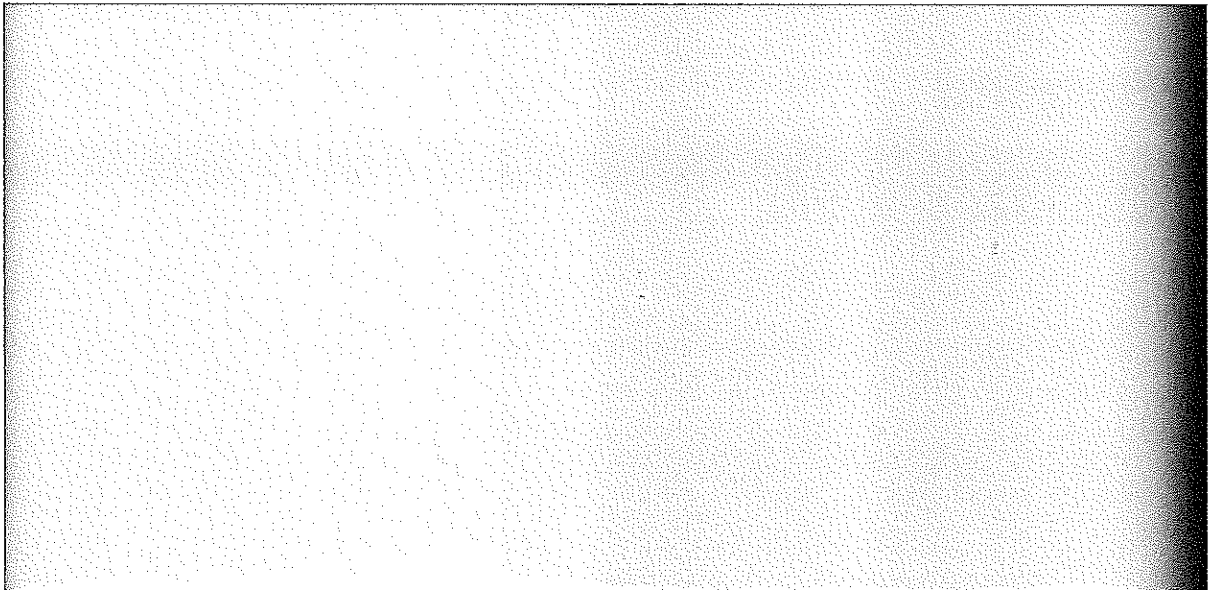
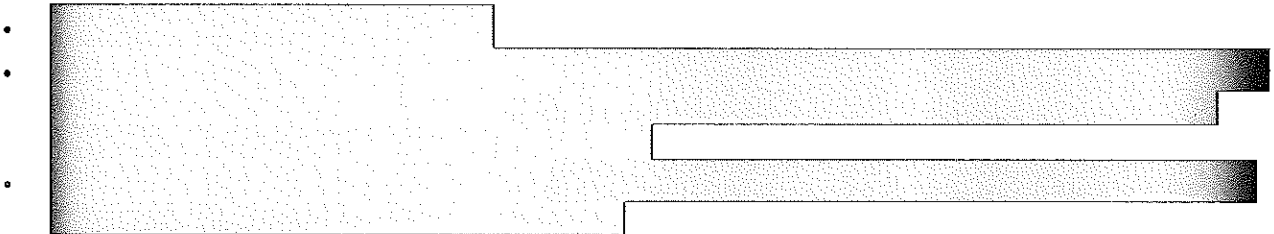
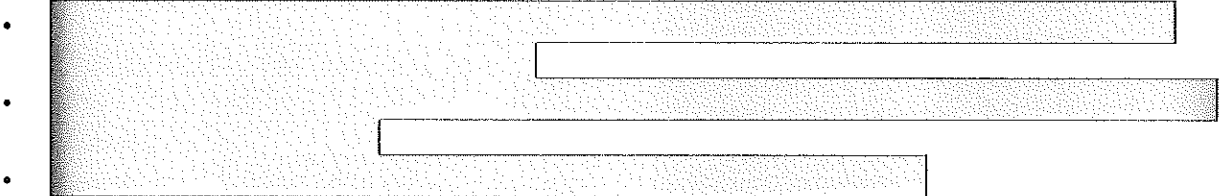
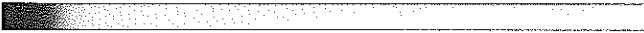
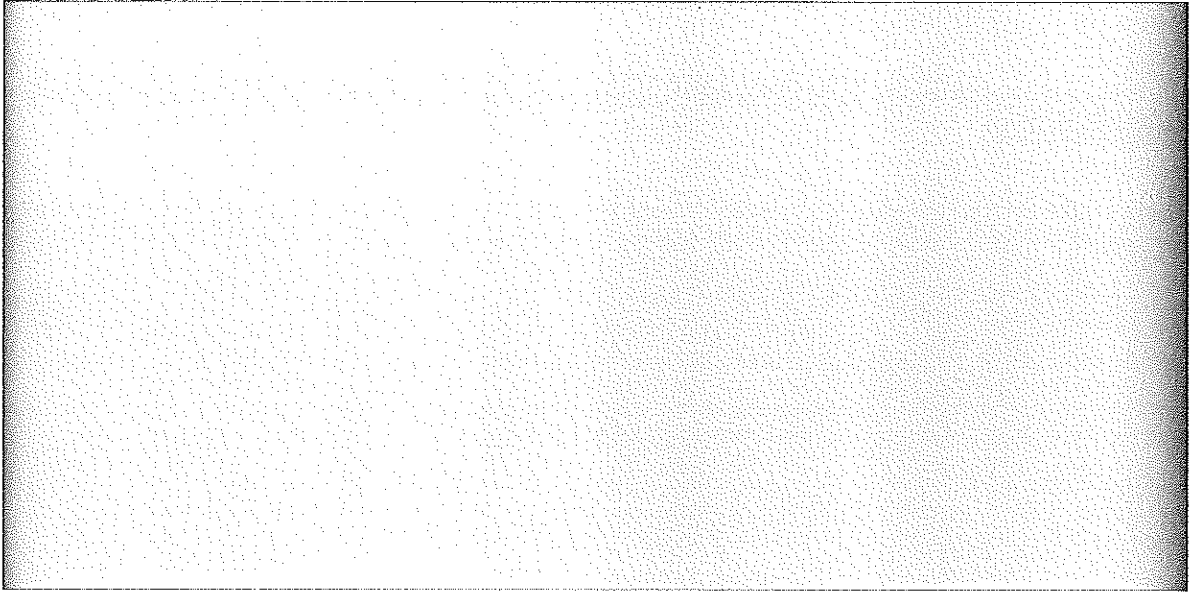
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HEALTHY EATING

**5 TEASPOONS OF SUGAR PER DAY**

A TYPICAL 4 YEAR OLD SHOULDNT HAVE

**7 TEASPOONS OF SUGAR**

OF SUGAR IN A CUP OF ICE CREAM

**5 TEASPOONS OF SUGAR**

I can't eat my tea because

I do not eat green things

I can't eat my tea because

I only like it how Mum makes it

Healthier Scotland

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
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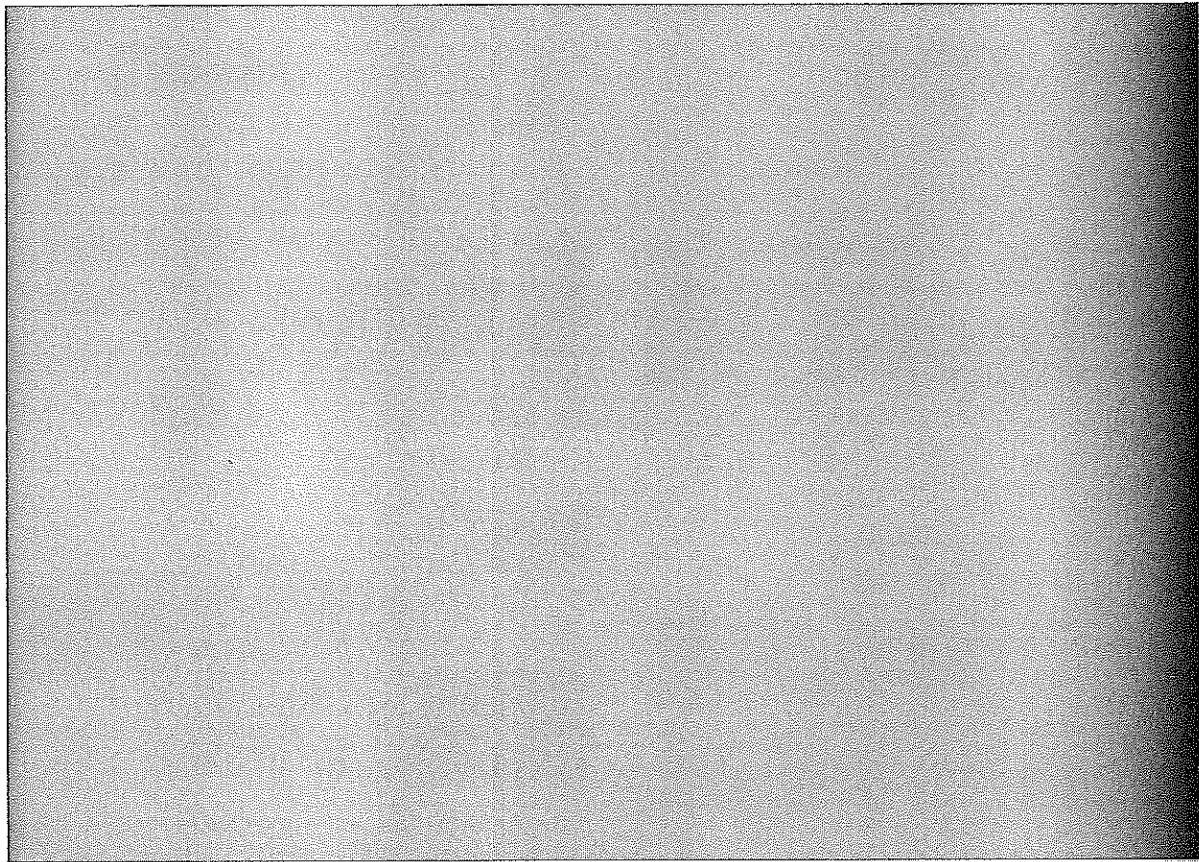
## DIGITAL MARKETING STRATEGY

Our digital/content marketing has many roles:

- **Proposition:** Core statement which creates cohesion across digital marketing ecosystem - with tone of voice/messaging.
- **Messaging:** Align the proposition with the variety of needs and behaviours of the target audiences.
- **Personalising:** Ensure that audiences are communicated with in personal way, by messaging, targeting and using predictive personalisation technologies.
- **Measurement:** Specialist tools used to measure the effectiveness of user-journeys.

This diagram illustrates how we [REDACTED]

## DIGITAL MARKETING METHODS AND CHANNELS



*Digital channel selection, processes and methodologies.*

### **SOCIAL MEDIA**

We provide social community management. We execute social community plans (e.g. Heineken) - where we are on call 24/7/365 - or we provide advice/technical support on campaign targeting and strategy (e.g. Sterling Furniture).

Reach of posts is now limited by Facebook and others - however important to maintain content for followers. We develop based on:

- a) clear proposition/messaging hierarchy
- b) imaginative content creation, using the full range of media
- c) content calendar - using events, anniversaries/topical news

## SOCIAL MEDIA COMMUNITY MANAGEMENT

**MANOR COUNTRY**

Manor Country has been a leading name in the UK for over 50 years, offering a wide range of holiday homes and cottages. We are proud to be a member of the National Trust and offer a range of services to our customers.

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**PROTON PUBS & BARS**

Proton Pubs & Bars is a leading name in the UK for over 50 years, offering a wide range of services to our customers. We are proud to be a member of the National Trust and offer a range of services to our customers.

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**DOUGLAS PUBS & BARS**

Douglas Pubs & Bars is a leading name in the UK for over 50 years, offering a wide range of services to our customers. We are proud to be a member of the National Trust and offer a range of services to our customers.

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**CONICK PUBS & BARS**

Conick Pubs & Bars is a leading name in the UK for over 50 years, offering a wide range of services to our customers. We are proud to be a member of the National Trust and offer a range of services to our customers.

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Social community management for Heineken.

To access specific audiences, we deliver paid social, which targets by characteristics such as age/gender/geography/interests. This can be tracked by creative/audience/format/cost. For example, we delivered this for Miller Homes and SHYA Hostelling Scotland.

**NO-FILLS THILL SERVICES**

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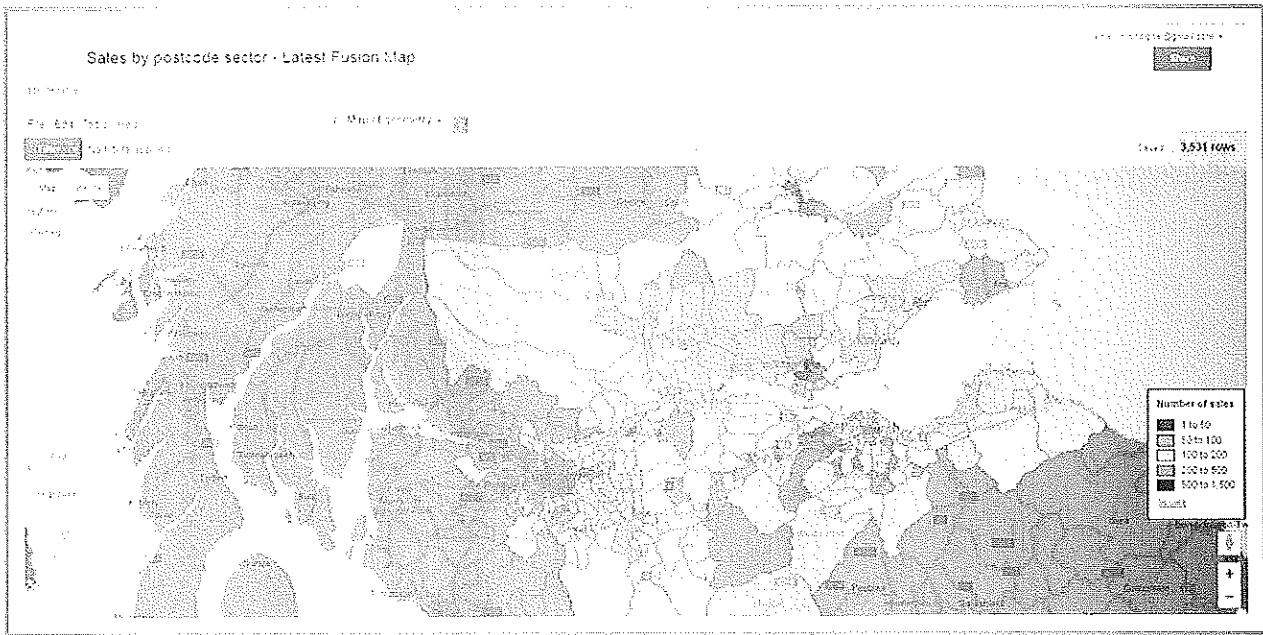
NO-FILLS THILL SERVICES

Our paid social campaign for SHYA.

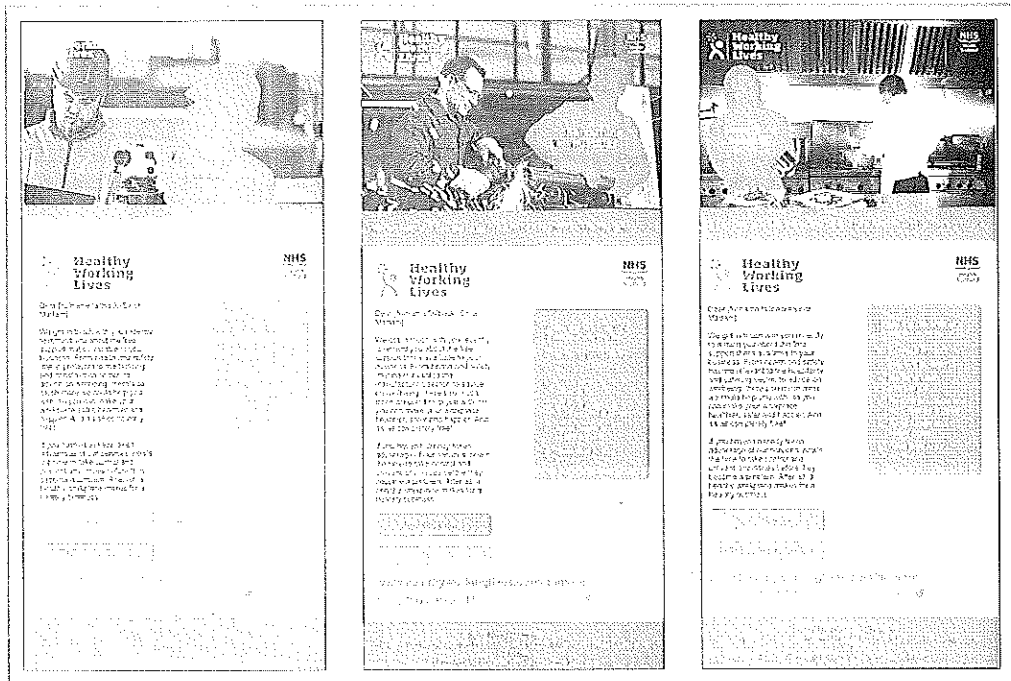
### DATA, SEGMENTATION, TARGETING

To successfully inform content/refine targeting, we apply data analysis/segmentation to generate insight, inform content, develop personas, capture responses, and refine targeting. Internal 'owned' data is the starting point. External data is critical in driving insight that can make a real difference.





will use his 20 years' experience in data analytics to lead a team of 90 data specialists at DST, our data specialist partners.



Campaign for Healthy Working Lives.

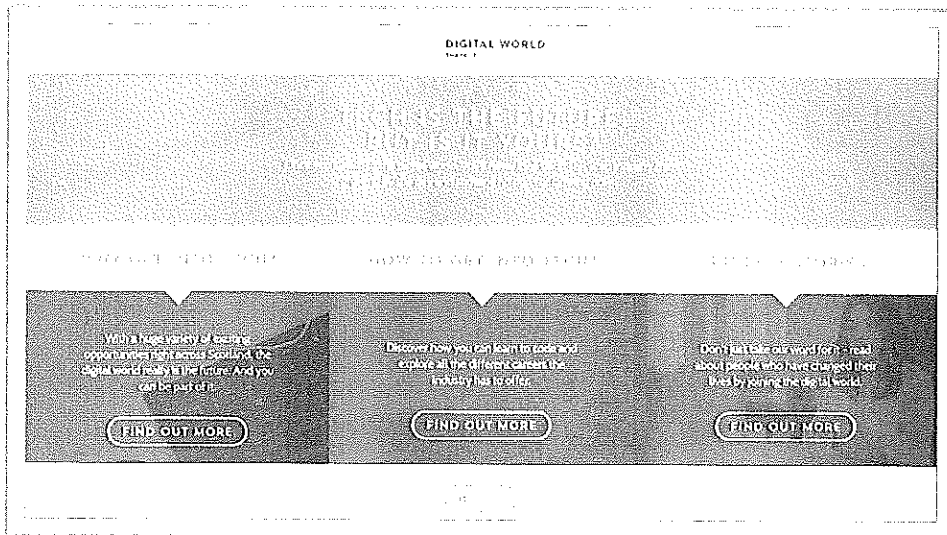
For Healthy Working Lives, we delivered a multi-channel data/targeting strategy that increased warm contacts by +30% over 3 years.

**ONLINE LEAD GENERATION, NURTURING, SCORING**

Experience (across public/private sectors) shows conversion to a sale/lead/enquiry ranges from as little as 0.1% up to 10%. (Children's Hearings Scotland (CHS) - conversion is over 10%.)

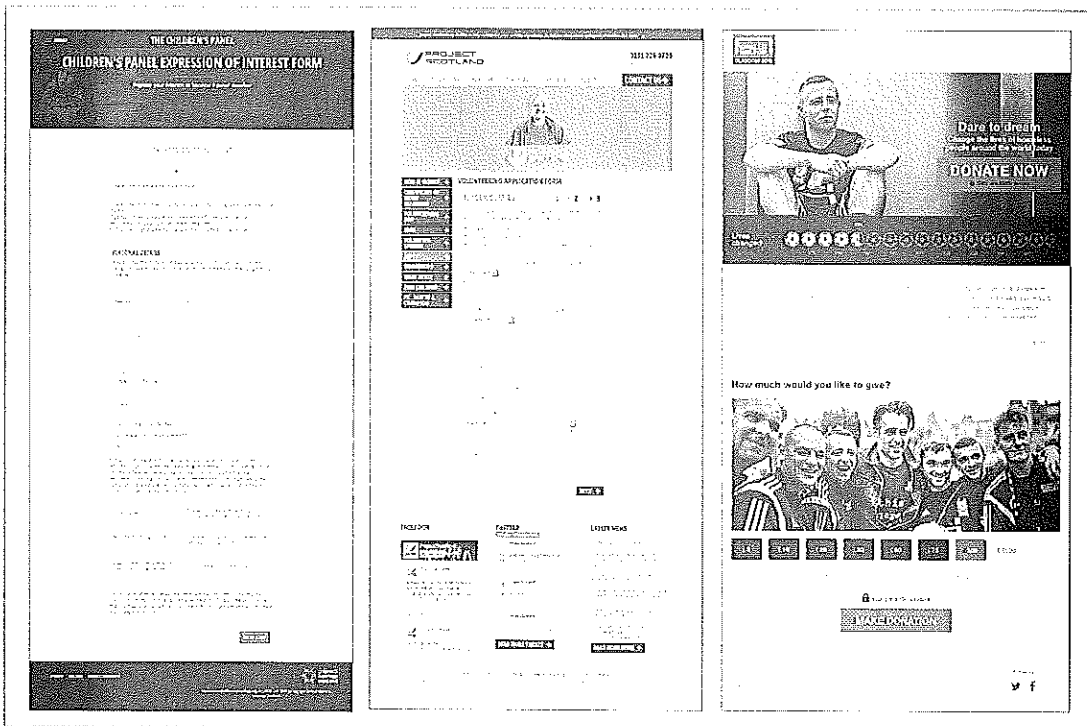
Generating leads (interest to action); nurturing (Customer Relationship Management); and Scoring (attaching values) are essential to capitalise on investment. Our approach:

**Effective landing pages:** Landing pages must be inviting and compelling, and content needs to be relevant to the target audience - e.g. our work for Skills Development Scotland (SDS).



Example of landing page – SDS Digital World.

**Effective data capture:** Forms must be simple/involve minimum effort. We have improved capture by up to 40% (e.g. CHS and Project Scotland). Data-capture is key to UX.



Example of our data capture forms: CHS, Project Scotland, Homeless World Cup.

**Engagement strategy:** Once captured, customers are on-boarded. Activity needs to comply with data protection - c.f. GDPR changes planned for 2018. Strategy must ensure customers are maintained in 'warm' state to improve effectiveness.

**Customer scoring:** We deliver data scoring, applying predictive models to data. Past projects include Worldwide Cancer Research and Scottish Widows.

### CONTENT MARKETING/DEVELOPMENT

We are experienced content marketers: e.g. Scottish Government, VisitScotland, Food Standards Scotland (FSS), QMS and SDS.

Our methodology:

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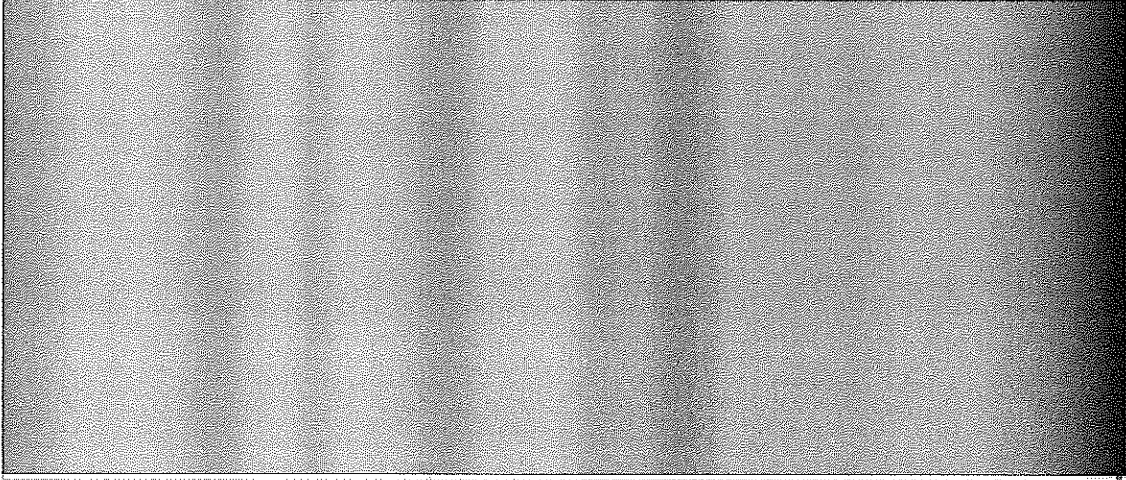
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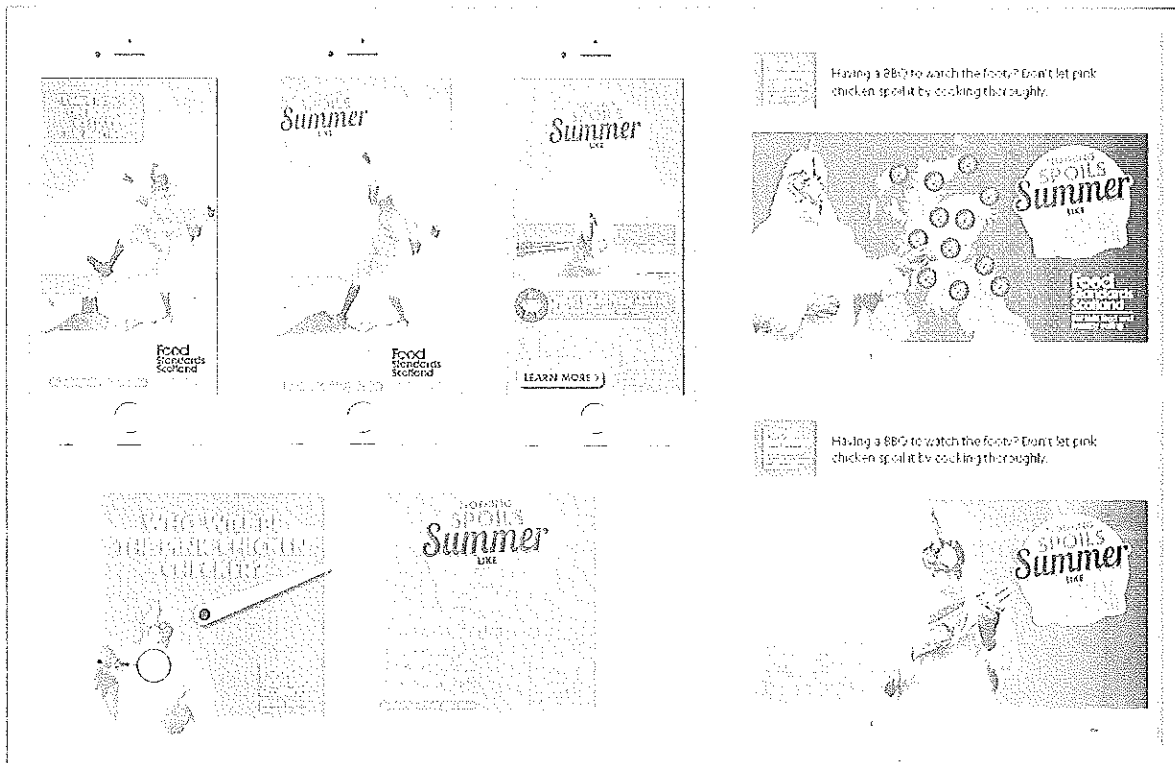
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## CONTENT MARKETING METHODOLOGY



Our Content Marketing methodology.



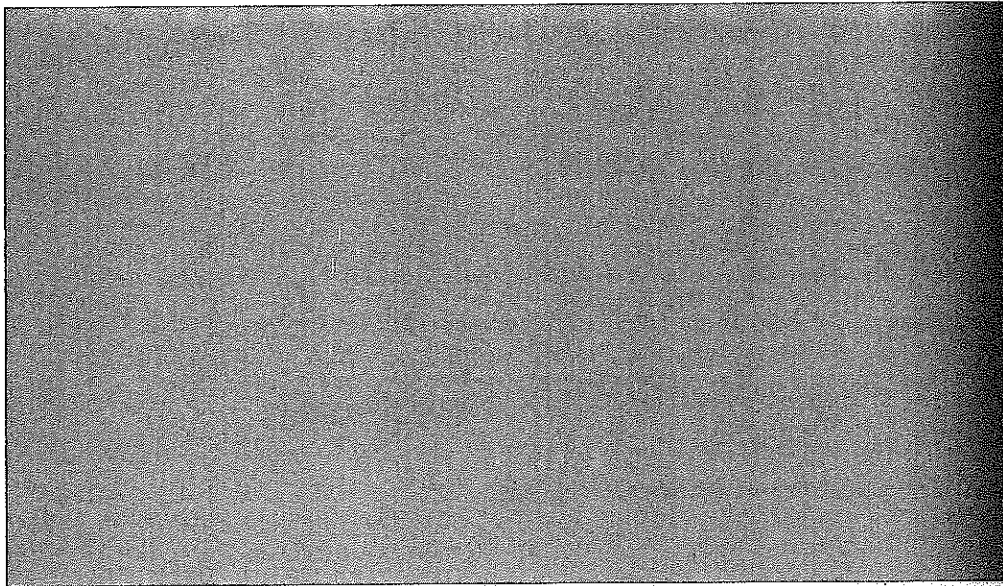
Our award-winning content for FSS.

## CONVERSION OPTIMISATION

Conversion Rate Optimisation (CRO) is the process of maximising the volume of leads/conversions from users or visits to a website.

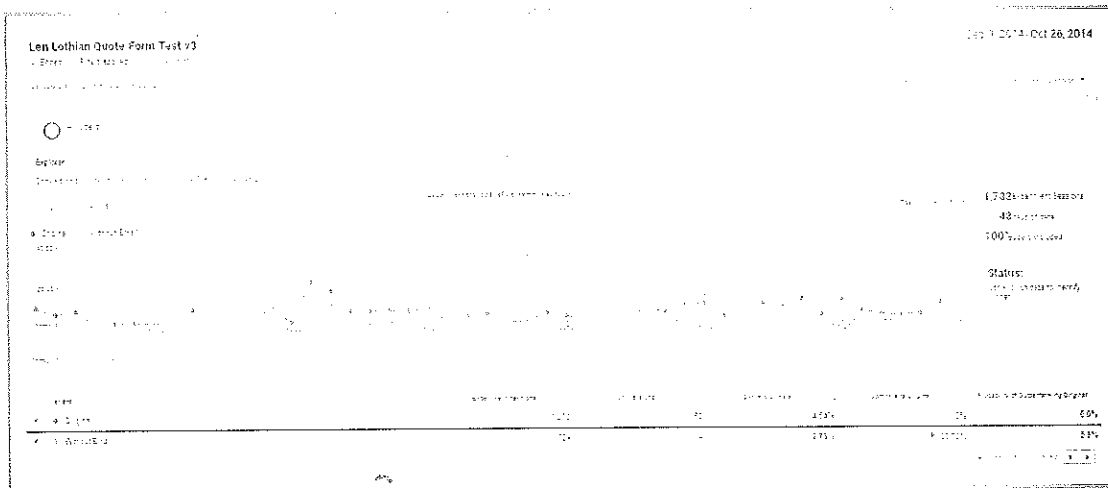
FOR LEITH

# CONVERSION RATE OPTIMISATION



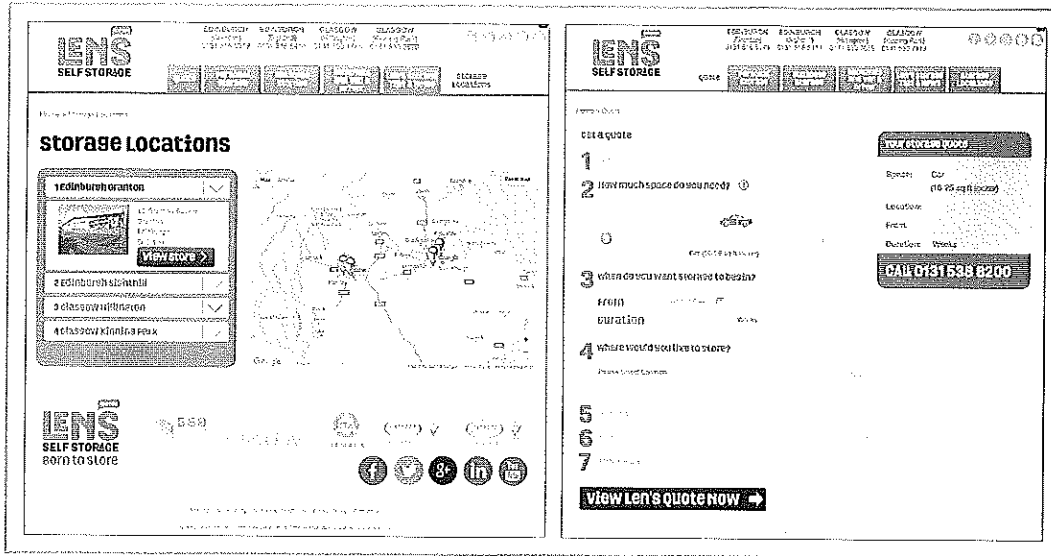
Summary of our CRO methodology.

Our methodology:



A/B test for Len's Storage – showing two competing pages.



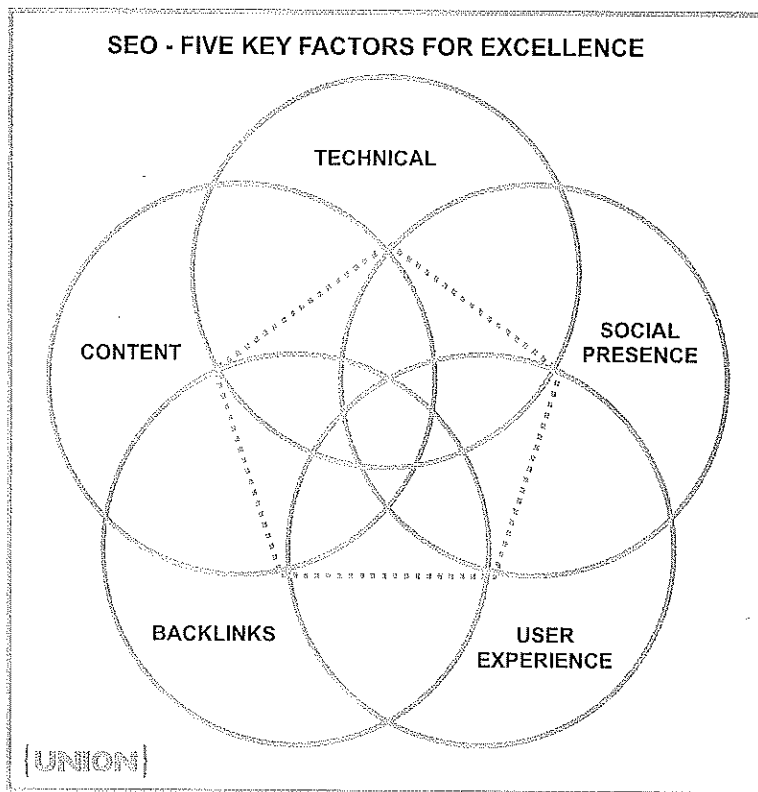


Our CRO for Len's Self Storage helped improve sales by [REDACTED]

**SEO**

Over 66% of all click-throughs will come via the top three organic search results - unless you feature in top three organic results effectiveness is greatly diminished.

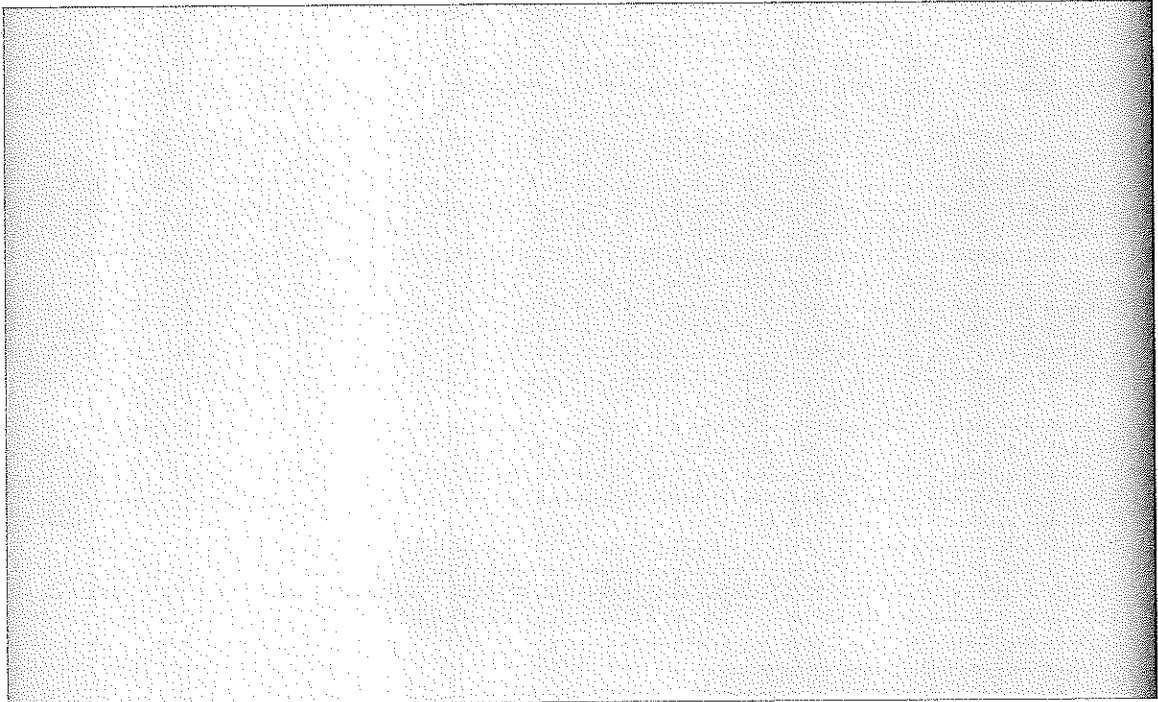
Our team has SEO backgrounds - Bigmouthmedia/QueryClick/Ambergreen/Civic. We work on SEO projects (e.g. Len's Self Storage, Merchiston Castle School, National Records of Scotland).



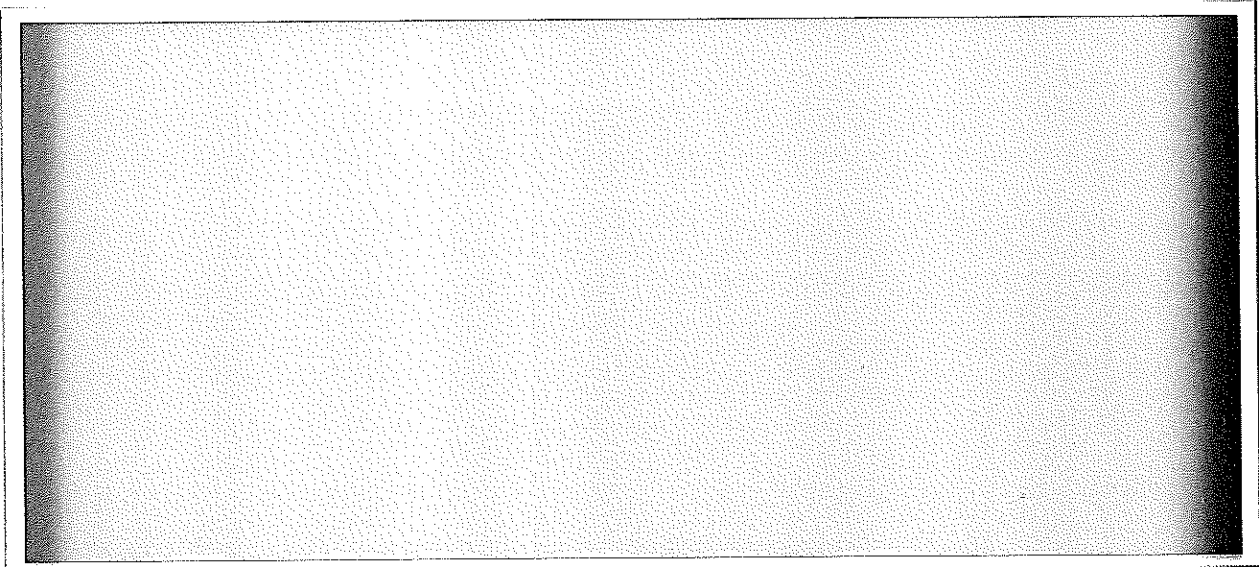
Our five areas of focus for SEO.

Our methodology:

Technical: [redacted] (Len's Self Storage,  
Scottish [redacted])



User Experience [redacted]



Content/on-page: [redacted]

The content is organized into three main columns, each with a central theme and surrounding search queries.

- Column 1: 'I want to know moments'**
  - Search queries: "Best mattress for a bad back?", "Is a leather sofa right for me?", "Best sofa for pet owners?", "Best lighting for child's bedroom?"
  - Statistics: 65% of online furniture buyers research the internet for product information; 66% of online furniture buyers research the internet for product information.
- Column 2: 'I want to go moments'**
  - Search queries: "Where can my nearest Sterling?", "Where is my nearest local stockist?"
  - Statistics: 2X more online furniture buyers research the internet for product information; 82% of online furniture buyers research the internet for product information.
- Column 3: 'I want to buy moments'**
  - Search queries: "How to find best online sofa for my room?", "Buy Parker Knoll armchair?", "Best rated carpet for bedroom?", "How much does Halo armchair cost?", "Sterling delivery costs?"
  - Statistics: 82% of online furniture buyers research the internet for product information; 29% of online furniture buyers research the internet for product information.

Links/backlinks:

Social presence