



**WE'VE INCREASED
OUR CLIENTS'
ONLINE REVENUE
BY 30-45% IN THE
LAST TWO YEARS.**

GROWTH PROGRAMME

Etch Growth



THERE'S A PROBLEM WITH DIGITAL MARKETING

Too often, digital agencies don't truly understand your business. Precious marketing spend is placed in the hands of junior staff. Teams get side tracked by vanity metrics. Delivery is slowed by poor alignment between data, content, performance marketing and engineering leads. The result? Siloed activity that fails to deliver meaningful business outcomes.

WHAT WE DO TO HELP

Google, Facebook and Microsoft accredited, we're multidisciplinary growth and performance specialists. We find clients' untapped marketing opportunities and develop hard working growth marketing plans. With capabilities in strategy, performance media, content and CRO, we optimize end-to-end customer experiences for stronger commercial outcomes.

1.

DISCOVERY

We work with you to understand your commercial objectives, growth targets, revenue streams, current distribution channels and value proposition.

2.

OPPORTUNITY ASSESSMENT

We audit your digital presence to identify audience behaviours, quick-win and mid-long term opportunities to maximise growth.

4.

CONTINUOUS EXPERIMENTATION

We manage a portfolio of experiments to increase traffic and improve conversions. We provide support for upgrades and future fixes.

3.

FOUNDATION, BUILD AND GROW

We develop a bespoke growth improvement programme to drive stronger commercial performance

5.

CAMPAIGN PLANNING

We support key promotional periods with hardworking activations, blending creative, content, performance marketing and on-site optimisation.

6.

CONSULTANCY AND TRAINING

We train internal marketing teams, sharing the latest thinking and best practice in digital marketing, media and content strategy.

EXAMPLE DELIVERABLES

- Discovery analysis, set-up assessment and benchmarking
- Audits (UX, SEO, social, content, media, site performance)
- Development roadmap and improvement plans
- Growth marketing strategy (performance media, content, campaign and CRO)
- SLA support agreements
- Hosting



CALLUM DONNELLY

Digital Director

With 15 years' experience in growth marketing, Callum leads Etch's Growth Team. Callum has worked with leading global brands, including Activision, Uber and Quilter. Callum drives the team to deliver data-driven growth strategies for ambitious brands.

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ABOUT ETCH GROWTH

We're the performance engine of the Etch Group. We're a multidisciplinary team, made up of highly experienced data, strategy, content, performance marketing, UX and CRO specialists. We work at pace with our client partners to maximise their digital properties to drive stronger commercial returns.



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