

A better way
to **grow your**
business.

CATALYST.

We are Catalyst

A full-service, award-winning commercially driven digital marketing agency. We believe in doing things differently; our focus is on tangible results, not vanity metrics, which means that we deliver data-driven, evidence-based digital marketing to positively impact your bottom line and provide an ROI.

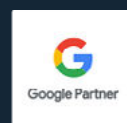
We work with SMEs in various sectors across the UK, helping them to meet their growth targets.

Our varied team of lead generation specialists range from salespeople to HubSpot experts; writers to artists, allowing us to offer a broad spectrum digital marketing solution that encompasses website design & build, content marketing, HubSpot integrations & onboarding, PPC, SEO, social ads and more.

We'll become an extension of your team, either filling in marketing skill gaps, or providing an end-to-end marketing solution. Our partnership approach is designed to ensure that you have the knowledge and resources available to promote business growth and realise your organisational ambitions. Proper, plain-speaking, honest marketing that evolves alongside your organisation.

Other marketing agencies will tell you what you want to hear. We'll tell you what you need to know.

Ready to grow?



Our Core Services



1. Plan Your Strategy

1.1 The Growth Audit



2. Create the Foundation

2.1 Brand and Proposition

2.2 Website Design & Build

2.3 HubSpot



3. Generate and Nurture Leads

3.1 Content

3.2 Email Marketing and Automation

3.3 SEO

3.4 Pay Per Click (PPC)

3.5 Account Based Marketing (ABM)

3.6 Social Media

3.7 Social Advertising



4. Ongoing Optimisation



5. Growing Your Team

Plan Your Strategy



"What does success look like to you?"

All of our relationships start by answering this question.

We believe in starting at the finish line – understanding where you want to end up. If you don't know this, then how can you effectively plan a route to get there?

We'll learn about you, your KPIs, your processes, history, staff, target audience and more, building a comprehensive picture of what success looks like in your eyes, allowing us to map out the most effective way to reach your goals.

We call this process our **Growth Audit**.

Our marketing strategies:

Increase leads
generated by
an average of

67%

Reduce ongoing
costs for clients
by an average of

30%

100%

of our strategies
deliver a
tangible ROI



+2hr

If you're given 4 hours to cut down a tree, you should spend the first 3 sharpening the axe.

You don't want to spend 4 hours hacking at a tree with a blunt axe.

In much the same way, thorough research and preparation allows us to be far more efficient with your marketing spend, getting you more bang for your buck.

To sharpen your axe, we use our award-winning Growth Audit process. This is what informs the entire strategy & helps to:

- Guide every decision we make
- Identify key areas for improvement
- Monitor competitors
- Align your sales team with marketing

So, how does it work?

The Growth Audit Process



01 Discovery Meeting

A meeting between your key stakeholders and our individual specialists to help us better understand your people, your goals and your existing challenges.

02 Quick Wins

A quick strategy designed to get you to market as soon as possible. Your Quick Wins strategy will address obvious issues that can be solved in a short time.

03 Brand Strategy

We'll then look at your messaging and brand, comparing it to other key players in your industry. This helps us to ensure that we differentiate your business, making you stand out from the crowd. We'll work closely with you to provide tailored suggestions and improvements for your brand.

04 Long-Term Growth Strategy

Once your brand is established and your (potential) new website is live, we will put together your long-term growth strategy. Any decision we make is informed by data, meaning that your strategy will be designed around industry best practices and information bespoke to you.

The Result?

A fact-based strategy that's designed specifically for you to achieve your growth goals.

Now you understand the Growth Audit, it's time to run through the specific services included.

Create the Foundation

Branding & Proposition

Your audience's first impressions are made within 0.05 seconds of seeing your brand.

Is your current brand making the right impression?

Chances are, the answer's no, but don't worry, that's what our specialist in-house team of designers and copywriters are here for!

We'll work closely with you to create a standout brand and optimised business proposition, including:

- Reimagined logos
- Industry disrupting colour palette & design
- Renewed business messaging, covering who you are, what you do and why people should care
- Ongoing tone of voice support, ensuring that you remain consistent across channels

All of this should work together synergistically; the perception of your brand should match your offering, your values and messaging should resonate with key decision makers, and your design should help to make you stand out from the crowd.

You could have the best product or service in the world, but without good branding and messaging, nobody will pay attention.



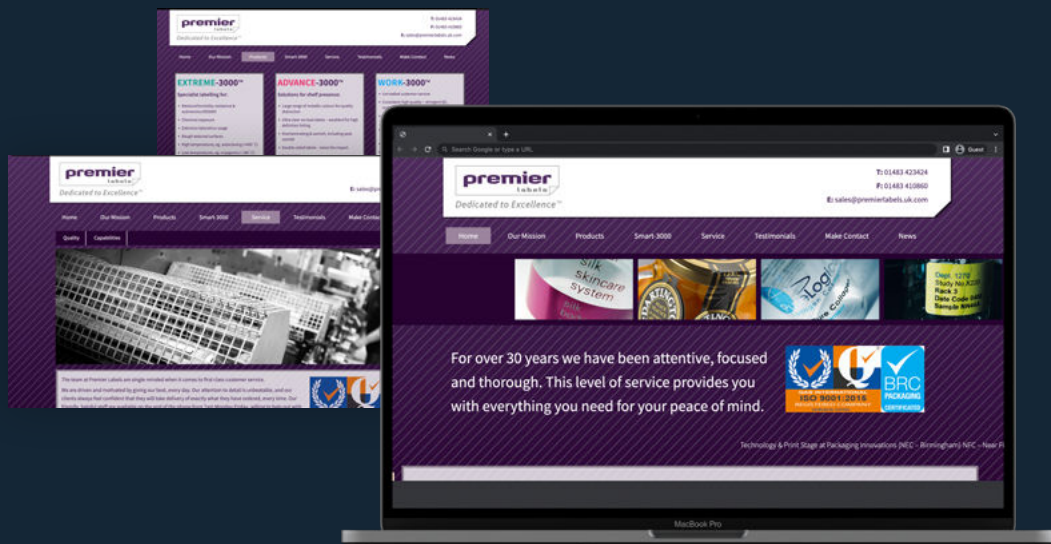
See how we transformed clients' brands & created something visually striking & industry defying:



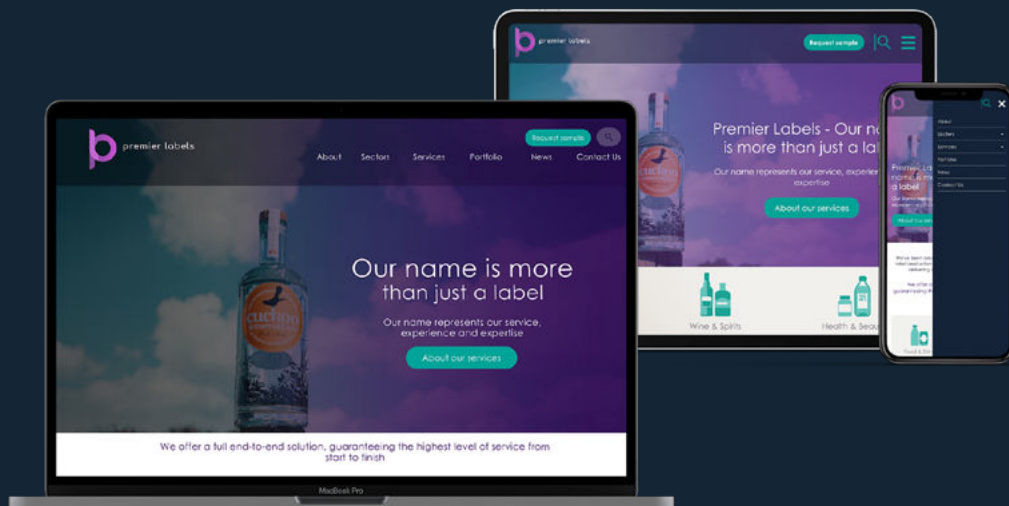
Our friends at Premier Labels have a superb reputation in the custom labels industry. So much so that all of their new business was coming from word-of-mouth and referrals.

This is great, but they wanted more – that's where we came in.

Before



After



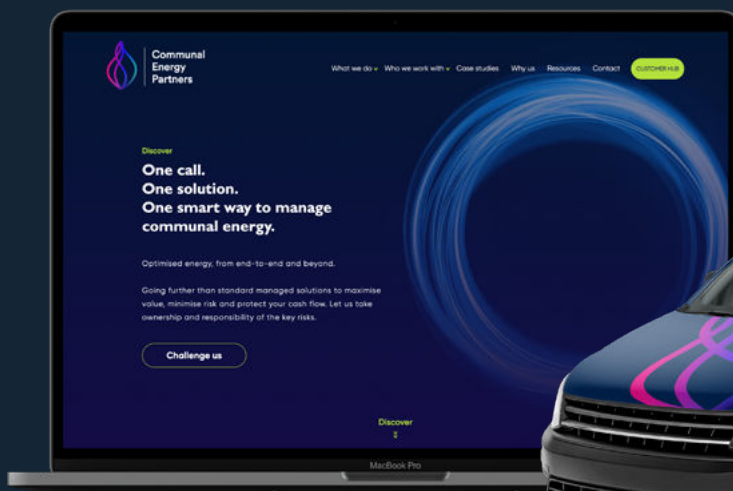
Before



After



Communal
Energy
Partners



Website Design & Build



...if people don't like what they see when they peer in, they won't shop with you, no matter how great you are at what you do.

Websites, then, are key to improving the market's perception of your business. They're also essential in passively driving and nurturing traffic. Consider your website as a marketing team who's willing to work on nurturing leads 24/7 – it's often your first touchpoint with a potential customer, so getting your website right is **essential**.

Our team of in-house designers, writers and developers have mastered the art of web design and are ready to work closely with you and your team to either craft a brand-new online presence, or renovate your existing website.

We're able to build websites in WordPress, HubSpot, Shopify and Magento. We'll ensure that your new website not only feels like a perfect fit for your business, but also resonates with your target audience, too.

Websites that we build:

Increase first-page visibility
on Google by an average of

42%

Increase engagement
by an average of

22%

Improve conversion
rates by over

100%

HubSpot Diamond Partners

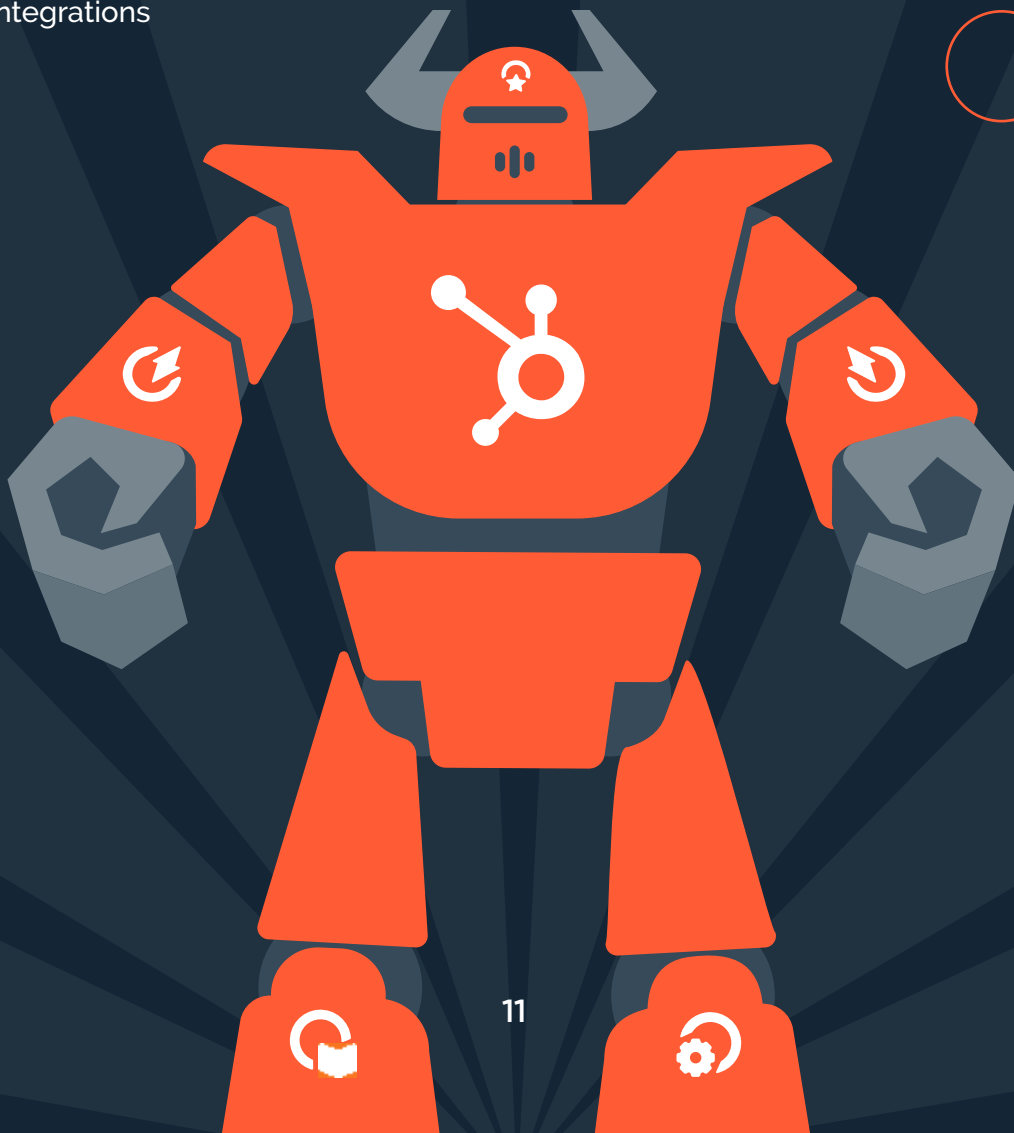
HubSpot is the ultimate growth platform. Ready to grow like you've got a team twice your size?

We're HubSpot Diamond Partners, meaning that HubSpot themselves have recognised the quality of our results and the number of clients we have helped reap the benefits and opportunities that HubSpot provides.

We have also been recognised as one of the best agencies in the UK to help you implement HubSpot properly. We can advise on which HubSpot bundles are the best fit for you and your business, and help you get the most out of the platform by onboarding your team and getting you set up.

Our HubSpot services include:

- Onboarding
- Migrations
- Integrations
- Training
- Ongoing support



○ Onboarding

The key to HubSpot success is getting it set up right.

Our HubSpot specialists work with your team, getting you up to speed and ensuring you make the most out of the platform in the long term. We've worked with a wide variety of people in businesses of all types, so whether you need guided onboarding or a consultancy approach, we can help.

○ Migration

Got a lot of data on your existing CRM or in spreadsheets? We'll help you migrate existing data into HubSpot, ensuring nothing is missed and help you to correctly map data inputs into your new CRM.

○ Integrations

From WordPress to Shopify, Salesforce to Pipedrive, HubSpot can integrate with a wide variety of software, meaning that you can rest assured that your mission-critical processes can work seamlessly with the platform.

We'll help you make sure everything you need works with HubSpot, and we'll also make honest recommendations on whether you have the right integrations based on your needs

○ Training

We offer both onboarding and ongoing training, helping keep your team up to speed.

This covers initial setup and new updates. We'll also create you lots of templates that you can use to expedite your processes, giving you all the knowledge you need to use HubSpot right moving forwards..

○ Ongoing Support

Get your very own HubSpot expert for a fraction of the price and keep your processes highly productive.

Many businesses choose to have our internal specialists handle their HubSpot for them. Beneficial for businesses without a lot of resource, or those who want assurance that everything's handled with no fuss.

Generate and Nurture Leads



In order to get results, we'll create a fully tailored lead generation strategy, designed to engage your audience over time and across all relevant channels.

On average, it takes eight touchpoints before you'll see a conversion, but this can vary dramatically based on industry and average cost per sale. This means that your lead generation strategy needs to warm up leads gently and consistently before you'll see more sales.

Jump the gun or come on too strong and you'll put potential customers off. Your lead generation strategy is there to help promote long-term growth, helping to generate awareness, before converting that awareness into warm, qualified leads.





Content Marketing

Content is king is just as relevant now as it was when Bill Gates said it in 1996.

Well written and fully optimised content is a superb way to drive traffic, educate your audience and nurture leads over time.

We'll help you to create a content strategy based on keyword research, your industry knowledge and our insights. Our expert copywriters can then write, post and promote quality, keyword-rich content on your behalf; the perfect way to build up those touchpoints we mentioned earlier.

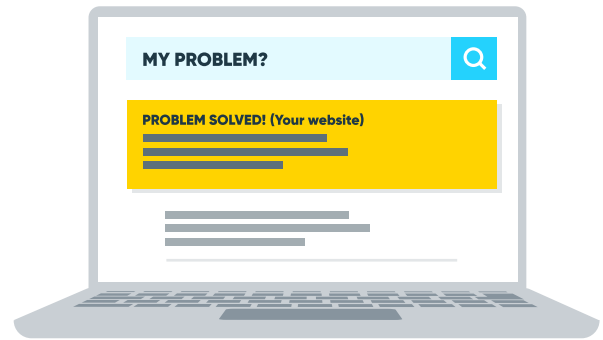
Email Marketing & Automation

We all use emails daily, it's an intrinsic part of most businesses. So, it stands to reason that if you're looking to nurture leads, one of the best ways to reach them is via email!

Email automation takes a huge weight off the shoulders of your sales team. We can write, design and set up specialised email workflows that fully automate your outreach process. This works by triggering email sends based on your contacts' activity and preferences.

Ultimately, this means that potential customers receive the right content at the perfect time, helping to push them further along the sales funnel.



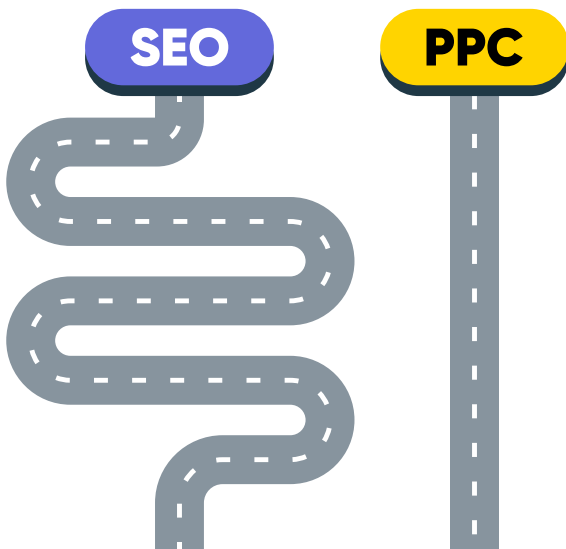


SEO

Right now, people are searching online for solutions to the problems that your business solves. By fully optimising your website & content for search engines, we can help to ensure that they find you and not a competitor.

Search engine authority is incredibly important, and is only becoming more so. Our search specialists will create a bespoke SEO strategy that's perfect for your unique needs, ensuring that you're targeting the right keywords and producing SEO-optimised content that will help push you to the top of search engines.

More exposure to your brand means more interest. More interest means more sales! SEO may take a while to get going, but as time goes on, you'll see your online traffic snowball, and who doesn't want that?



PPC (Pay-Per-Click)

If someone's making a search on Google, there's a good chance that they're close to making an investment in your services.

PPC acts like a cheat code, allowing you to jump the search engine queue and get your content seen immediately.

This is a fantastic way to augment your existing strategy and encourage some quick wins. Our PPC specialists will work closely with our SEO team to completely optimise your existing PPC campaigns, or to build new ones from scratch, getting eyes on your business in the fastest way possible.

Account-Based Marketing

Sometimes, you know exactly who you want to work with. Account-based marketing gets your message in front of the key accounts that you want to onboard.

After you isolate a handful of ideal clients, we'll create highly tailored content aimed specifically at the key decision makers we need to influence.

The content we create and send is customised based on each individual decision maker's pain points and challenges, ensuring we strike the right notes with the exact people you need to persuade.

We'll get creative with this, after all, your message needs to be something memorable that they won't soon forget.





Social Media

Social media – you can't escape it; every modern business on the planet has to learn to embrace the incredible power of social media platforms and use it for their own benefit.

Our social media specialists will work with you to craft a fully tailored social plan that's designed to provide high-quality, relevant and genuinely useful content for your followers.

We can help you grow and engage your audience across:

- Facebook
- Instagram
- LinkedIn
- TikTok
- Twitter
- YouTube



Social Advertising

Advertising on social media is a superb way to specifically target the exact kinds of people you want as consumers en masse.

Due to the amount of data that social platforms store against people from their profiles, we can put together advertising campaigns that are highly targeted and fully tailored to the end user's pain points, wants and needs.

This can be customised based on geography, interests, industries, purchase habits, publications they read and even their relationship status – scary, but powerful.



Ongoing Optimisation

Rome wasn't built in a day.

Neither is a quality digital marketing strategy.

Some marketing agencies promise the world but fail to deliver. Why? A lack of optimisation using data.

Data allows us to reduce risk while increasing the probability of success. Your marketing requires regular tweaking, tinkering and editing; we'll take data from your ongoing campaigns, analyse it and propose edits for your next one.

Because we base it on cold hard facts rather than speculation, we can truly justify the decisions we're making.

At the end of the day, we want to ensure that you're getting the most value for money possible. If that means changing something we thought would work, then we will.

Our conversion rate optimisation (CRO) strategy is designed to optimise one key thing - the rate that visitors to your marketing channels take the desired actions.

This means more clicks, more comments, more shares and, most importantly, more conversions.

More conversions = a better ROI.

Growing Your Team



Your business has a customer facing brand, but does it have an employee facing brand?

Prospective employees want to see your culture, benefits and more; you need to ensure that your brand is accessible to any potential employee, be that on your website, social channels, job ads and more.

Just like your organisational branding, your employer branding is designed to succinctly communicate with the right people, not only attracting more talent, but also higher quality and better fit talent, meaning that you can hire people that are right for your business, who will stay longer and perform better.

Recruitment is expensive, time consuming and, often, exhausting. Our employer branding service allows businesses to:

- Cut costs
- Attract the best talent
- Reduce stress
- Get more applications
- Boost retention rates

We do this by building an employee branding toolkit for our clients, creating content that will help you find the perfect fit candidates you need to grow.



Don't just take our word for it



"Catalyst helped us to develop and implement an ongoing and evolving marketing strategy which is focused on achieving our objectives; this centered around HubSpot utilising its CRM, workflows and our website. One of our KPIs (enquiry rate) has increased 200% since engaging with Catalyst and they provide high quality deliverables."

- Todd Davison,
Purbeck Insurance Services

"We partnered with Catalyst for our HubSpot onboarding and it was the right decision. Delightful team to work with. The onboarding sessions were crafted around the needs of our team. Catalyst were very patient and all of our questions and concerns, we addressed very rapidly and efficiently. Doug and Morgan were great to work with. Highly recommended!"

- Alejandro Potes, Remedica

"It's easy to get bogged down in certain views and perceptions of your own business because you're working so closely with it day-to-day, so having Catalyst's view from the outside is really useful for us, they see things you wouldn't normally."

- Aaron Ghuman, Shire Leasing

"We partnered with Catalyst to help us implement and roll out HubSpot as our first marketing automation tool. Working with Morgan was brilliant - he walked us through each step but also executed a lot of the work which was just what we needed as a small team. No ask was too small and I felt totally supported throughout the process. He also ran a brilliant training session with the wider team to ensure HubSpot's success at Hazy. Thanks a lot, Catalyst!"

- Lauren Arthuer, Hazy



"We wanted to work with a professional agency that joined creative with strategic and were able to stay ahead of the digital developments in the ever-changing digital marketing space. With Catalyst we got bleeding edge know-how, punchy content creation and top tier project management to make sure that everything goes live on schedule. Catalyst has become an extension of our own team helping us with strategy and website development, through to HubSpot onboarding, set-up and ongoing workflow management and optimisation. We are very impressed with the work and dedication the team put towards helping us achieve our objectives."

- Gary Danks,
Machine Advertising

"Catalyst have helped us rejuvenate our brand with a new look and feel and rolled out a new website. We are now working on a number of different strategies where we anticipate seeing a great return for us in the near future. I'm looking forward to the continued success of our partnership"

- Greg Devenish,
Premier Labels

"We have tried agencies before, but in our experience they focus too much on the 'soft' side of marketing. Catalyst's focus was on generating opportunities for us, their dedication, commitment and professionalism was second to none. Thanks to all the team, I couldn't have done it without you."

- Sam Jeeves,
Bespoke Commercial Finance

"Catalyst have been a great extension of our marketing team over the last 12 months. As well as supporting with our marketing strategy, they've helped us to create some great content for our lead generation campaigns and built our fantastic new website, which has since won a Web Excellence award."

- Nadia Hanoush,
Rhino Interiors



Ready To **Grow**?

Whether you need our end-to-end marketing support, or you need to augment your marketing team with our specialist skills, we're here to talk.

If you've got any further questions, or would like to talk to one of our experts about how we can tailor our service to your needs, book a call by clicking the link below.

BOOK A CALL

CATALYST.

www.wearecatalyst.co.uk

0121 296 5272

Birmingham office

Assay Studios,
141 Newhall Street,
Birmingham, B3 1SF

London office

Piano House,
9 Brighton Terrace
Brixton, London, SW9 8DJ