



GENERATEUK

Technology Client Showcase



GENERATEUK

A business focused and results driven marketing agency

Award winning



Only UK agency with the CSE accreditation



Highly accredited



First UK solution partner for OROCommerce



Best in market tools





Agency Expertise

We provide an end to end service focused on delivering a true ROI.

WE CREATE

Highly effective online and offline marketing assets:

- Branding
- Websites
- Apps
- Video
- Photography
- Brochures
- Marketing Materials
- Adverts
- Exhibition Stands
- Merchandise

WE MARKET

Your business through a full mix of services to achieve results:

- Strategy Development
- Search Engine Optimisation
- PPC Advertising
- Social Media Management
- Social Advertising
- Email Marketing
- Marketing Automation
- Content Marketing
- Conversion Rate Optimisation
- Reporting & Analytics

WE SUPPORT

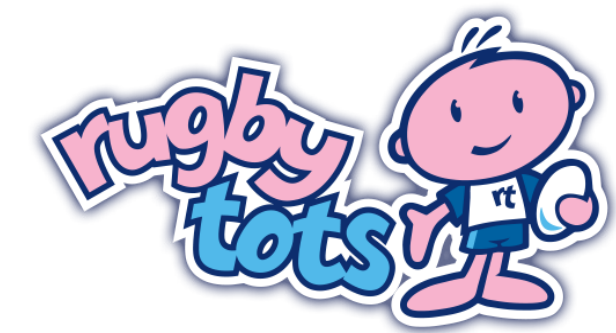
Your marketing assets through a dedicated team:

- Content Management
- Maintenance Packages
- Security Updates
- Bug Fixes
- CMS Version Control
- CMS Plugin Updates
- Hack Recovery
- Technical Assistance
- Quality Assurance
- Detailed Reporting



Customer Overview

We look after a great mix of customers in a diverse range of sectors.





Technology Clients

12 years of knowledge and experience supporting the technology sector.



Technology Experience

Data centred, creative and results driven.

We still work with our first client, an IT service and data management specialist, and that's purely down to one thing, we help them achieve results.

Many of our technology clients require strategic support due to the competitive and often complex nature of their business. From strategy creation and results driven marketing activities through to the creation and support of high quality assets; we provide a wide range of services.

Each of our clients require an insight based approach to ensure their proposition and offering is delivered in an optimal way to resonate with their target market.

Discover just some of the technology customers ***we've helped deliver extremely effective, creative and measurable work.***



We understand your
industry from
Anti-spam to Zip drives.



Customer Insights: Q Associates

Q Associates are an award winning IT Infrastructure and Data Management solutions provider.



Q ASSOCIATES
Your IT. Our Business

How we support Q Associates

As a long term client, we provide a full service offering from marketing strategy through to the creation of key assets.

A showcase of work

Each year Q associates run a survey asking over 100 IT professionals a set of 6 technology transformation questions.

We then take the insight responses and translate them into a highly engaging brochure of results, for use both on and offline.

The brochure is extremely valuable within the technology community, and Q Associates use it for their own new business outreach, taking it to events and using it with front line account and sales managers.





Customer Insights: Nouveau Solutions



Nouveau Solutions are a specialist IT managed services company that have delivered technology solutions for over 25 years.

How we support Nouveau Solutions

We are a key delivery partner for Nouveau Solutions, designing and creating marketing campaigns and assets that achieve their business goals.

A showcase of work

We recently launched a multi-channel IT Maintenance and Support campaign to improve awareness and enquiries for one of Nouveau's key services.

Since the campaign went live at the end of February, conversions have doubled month on month.

- Conversion Rate has increased by 165.25%
- Direct traffic has improved by 45.33%
- Email traffic has increased by 90.74%
- Paid Search traffic has increased by 121.15%
- Social traffic has increased by 161.54%



WE CREATE

WE MARKET

WE SUPPORT



Customer Insights: Censornet



Censornet provides comprehensive cloud security services to millions of global business users.

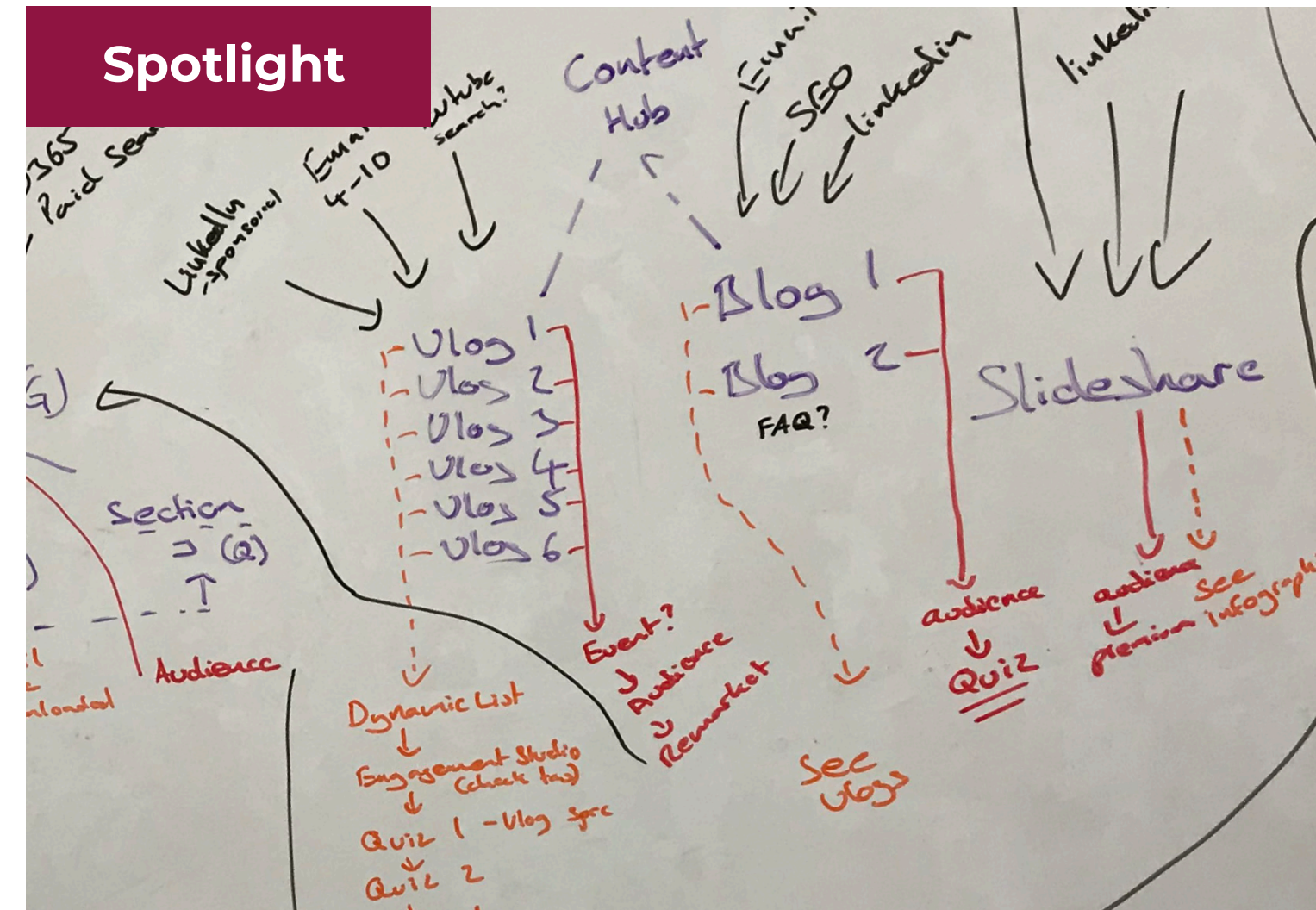
How we support Censornet

Through inbound marketing activities, from strategy consultancy to creating and implementing digital campaigns. We also manage and advise on SEO, online advertising, marketing automation and UX.

A showcase of work

We've recently supported Censornet with the delivery of a major content campaign relating to their Microsoft Office 365 security solution, Defence365. Through our strategy and consultation, Censornet created a workflow to get people to engage with both free content and gated content, with a core aim of gaining leads through nurtured user journeys.

The approach has been comprehensive, utilising a spectrum of different marketing channels including; email, Google Ads, social ads, SEO and YouTube. The campaign is in full flow and we're seeing some excellent results.



Campaign Delivery Strategy Meeting

Through a considered strategy we've supported the implantation a major campaign relating to Defence365.

Campaign Assets

A comprehensive, automated marketing campaign across multiple channels





Customer Insights: SureCloud



SureCloud are a Gartner recognised provider of risk management software and CREST certified cyber and risk advisory services to over 500 UK and US customers through a single cloud-based platform.

How we support SureCloud

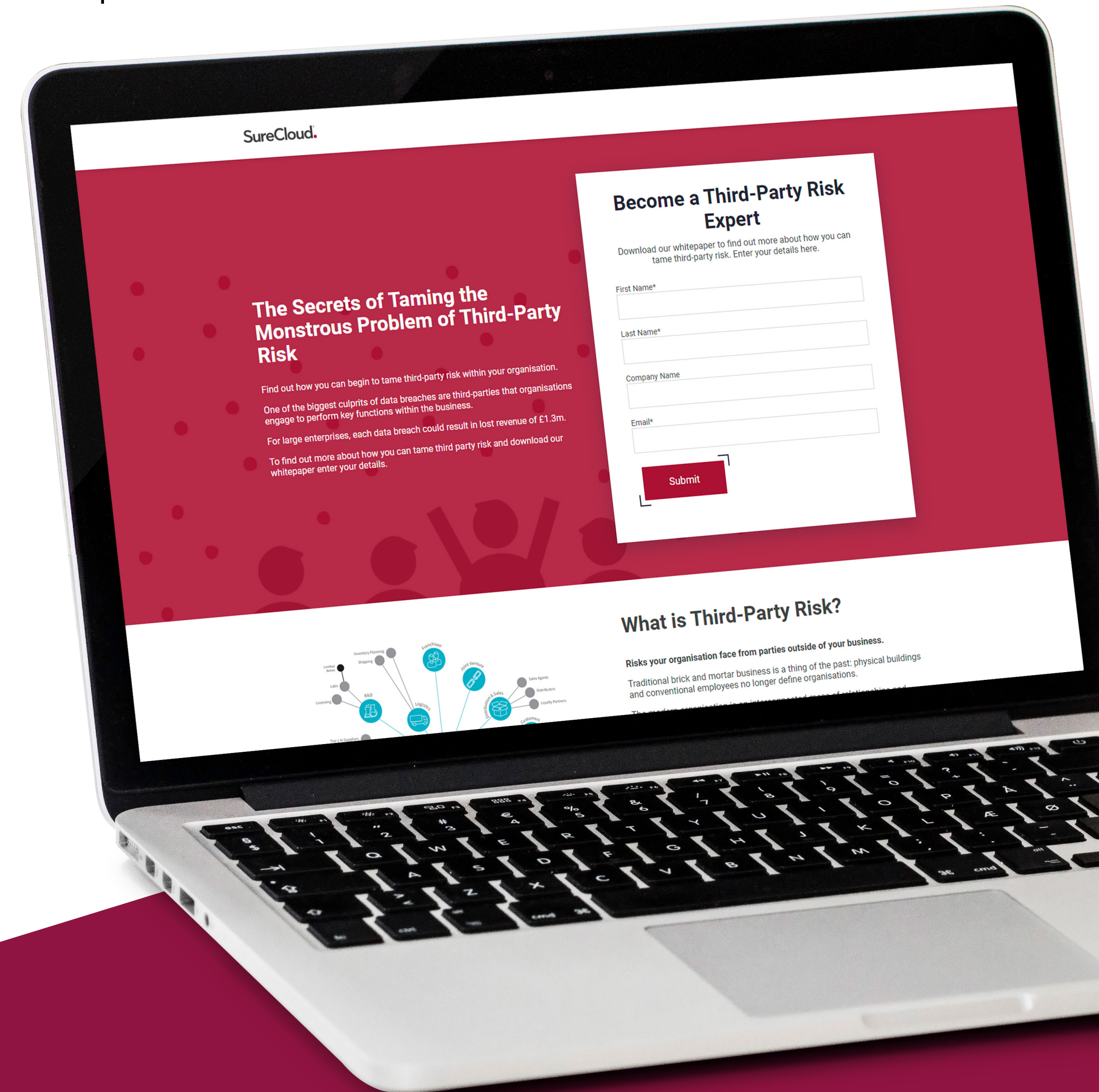
We deliver strategies that drive lead generation for their product and service offerings to their UK and US markets through digital marketing activities.

A showcase of work

Over the past year we have been working on a number of short and long term campaigns, focused on emerging industry requirements and business led strategic growth areas within GRC and cyber.

Our work has generated hundreds of leads through targeted advertising and the creation of asset specific conversion focused landing pages. This has been supported by an ongoing international SEO strategy to boost awareness and engagement in SureCloud's key markets. Here is an overview of the campaign performance statistics:

- Organic traffic has improved by 111%
- Email traffic has increased by 911%
- Paid Search traffic has increased by 4,189%
- Display traffic has increased by 2,236%



WE CREATE

WE MARKET

WE SUPPORT

HOW CAN GENERATE UK HELP?

We work closely with our customers, helping them align their marketing strategies, activities and assets to their core business growth objectives, in order to achieve results.

Contact us today if you have any questions or would like to discuss any areas where you believe our support could help you grow.



GENERATEUK



GENERATEUK

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