

Murray Dare.

Digital
Marketing
Consultancy
Done right.



Murray
Dare.

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Contents

A better approach to marketing	3
Who we work with	5
Our Areas of Expertise	5
Marketing Strategy	5
Content: For readers and searchers	6
Outreach & digital PR	7
Our Team	8
Case Studies	9
Go Communications	9
Hasbean	10
Him & Her Wedding Photography	11
Readingmate	12
Contact	13

Your business deserves more. A better approach to marketing.

Implementing a marketing strategy that is right for your business means minimising risk while maximising the opportunities for success.

We work closely with businesses to help them decide the smartest route for marketing their business, then work with them to execute their plans effectively.

Most digital marketing agencies take a surface-level approach to marketing your business.

They apply generic, off-the-shelf solutions and churn out unoriginal content that does little else but clog the digital marketplace with more of the same.

We're different. We can help you to connect with customers on their level with considered marketing strategies designed to provide genuine value, and maximise audience engagement online. We are no one-trick pony and we balk at generic content.

Our specialties are deep thinking, relationship building, and cultivating a meticulous understanding of your business. We use this thinking to build an overarching, content-led strategy that can be applied to maximise gains across SEO, email, social and paid media.

If you are looking for a digital marketing partner who isn't just there to tick the boxes and wants to help you realise your true online potential, then we could be your best friends.

Who we work with

Businesses with ambition

We love businesses who really think about using their marketing to create genuine value.

We take a conscientious approach to the number of clients we work with, to ensure that every single one is afforded the time and attention they deserve.

We also carefully consider the clients we work with because we believe that the best matches are built on shared goals.

We work with businesses who:

- Want to be ambitious in their digital marketing strategy
- Want to develop truly tailored online solutions that work across multiple touchpoints
- Are collaborative and want to be involved with the process
- Take pride in their content and see it as being cornerstone to their business growth
- Want to stand out from the competition and are fed up with generic thinking

The right fit for you

It's not just about whether you're a good match for us—we want to be a good match for you, too.

If you value collaboration, trust, and understanding in your working relationships, then we may just be your perfect pairing.

Our approach is especially well-suited to SMEs that have tried marketing their business in the past, but haven't seen results.

Many of the businesses we speak to have implemented marketing strategies, often mimicking the strategies of businesses they admire, only to feel completely lost as to why they didn't achieve similar results.

Digital marketing is getting harder, as more businesses pile onto the same strategies to rank and convert online—doing the same as everyone else, but expecting a different result.

We are experts in navigating the challenging waters of the digital marketplace, mapping a route for your individual business—unique as it is—to help you rise above the rest and get your competitors copying you instead.

Your business isn't like everyone else's, so stop focusing on everyone else. Start focusing on your business, and start marketing like your heart is in it.



Our Areas of Expertise

Marketing Strategy

We don't believe in one-size-fits-all solutions for your business; nor should you.

Experience has shown us that the best strategy shouldn't work for everyone—it should work for you and you alone.

Every business has individual needs, occupies a unique place in the market, and has its own strengths and weaknesses. As expert marketing strategists, we approach every new business we work with as a puzzle to be solved.

We look for ways to innovate and optimise your marketing strategy by taking into account your competition's vulnerabilities, and by calculating how best to topple them from their position.

We don't believe your business should settle for mediocre results or second best, because we want you to conquer your industry, not simply survive within it.

That's why we create fresh, tailored marketing strategies to build your success from the ground up.

We've revamped entire content strategies to boost SEO, created long-form guides to establish clients as thought leaders, conducted targeted and ambitious outreach campaigns to skyrocket brand awareness, and much more.

Every business is interesting to us, so we really enjoy pulling them apart and diving in deep to truly understand each one.

If that feels like the relationship you want with your marketing support, we'd love to hear from you.



Our Areas of Expertise

Content: For readers and searchers

We create content with people at its heart. We never compromise content quality just to rig Google.

In their efforts to conquer search engine algorithms, many businesses simply create content that fails to connect and convert its audience—content that satisfies bots, but overlooks real, human readers.

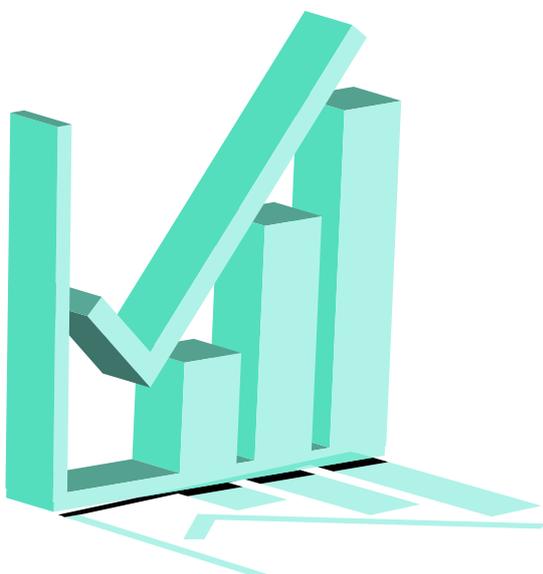
No amount of visibility can compensate for poor content. That's why we consider SEO to be the vehicle for great content, not a substitute for it.

We take a deeper approach to content, to determine how to maximise it across multiple touchpoints including PR, sales outreach, email and social.

For this very reason, we start with your audience and develop content for them, with our marketing outreach plans at the forefront of our thinking.

Our work has included:

- Helping a surfacing company dominate entire subject matters with long-form content, establishing them as the one and only source of comprehensive insight into surfacing
- Refining a wedding photography company's website SEO to increase traffic by more than 4,000%
- Assisting a company that developed a reading app in becoming a learning provider, with engaging content across multiple mediums (including blogs and videos)
- Building an end-to-end LinkedIn sales funnel
- Building a robust backlinking strategy by publishing original market research



Our Areas of Expertise

Outreach & PR

Outreach is about maximising content visibility, value and performance.

When we talk about outreach, we don't just mean PR; what we do is maximise our content performance by using PR, social media and email to:

- Gain backlinks
- Acquire new customers as part of a direct sales strategy
- Maximise reach and recognition online
- Establish thought leadership

Unlike many PR and outreach agencies, we don't believe in sending bulk, unsolicited emails to hundreds of obscure contacts. When we conduct outreach, we research the recipient and take the time to carefully consider whether we can provide value.

We balance quantity and quality of correspondence to maximise return on investment without compromising our clients' reputations.

Reputation and branding is an aspect too often overlooked by agencies in their attempts to gain visibility with as little time-investment as possible. This results in generic, uninspired outreach correspondence that lacks personality and doesn't offer the recipient anything of value in return.

While prioritising outreach volume over offering a genuine value proposition may result in the odd media hit or sale, this approach can quickly lead to your company being associated with spam and impersonal customer relations—neither of which bodes well for your company's reputation.

When you partner with Murray Dare, expect a PR and outreach strategy that focuses on creating opportunities for collaboration and visibility that are mutually beneficial for all parties.

That's why all our correspondence is personalised, targeted, and tailored to our recipient—because connection drives public relations, not spamming someone's inbox.



Our Team

We're a small team of experts, each with a unique role.

Though we work collaboratively with one another as a cohesive team, we also each have our own independent skill sets.

We are not jacks of all trades, and we advocate for our individual areas of expertise with passion and thoughtfulness to ensure that every aspect of your marketing strategy is focused and informed.



Murray Dare

Managing Director and Marketing Strategist

"I'm Murray. I studied Business Psychology and have built marketing strategies for huge brands such as Aviva, Randstad and Ministry of Sound. I am also an avid Toastmaster, guitarist, runner, paddleboarder. I am currently in the process of writing a book called 'Thinking Content for Effective Businesses'."



Emma-Jane Stogdon

Content & Project Manager

"Hi! I'm Emma-Jane. My background spans multiple content mediums. I'm the co-founder of an award-winning production company and have been the writer, director, producer, and film-maker for numerous projects. I'm also an avid video gamer and have written on the subject for many online publications and blogs, including GameByte and Forces of Geek."



Maz Farah

Content Writer

"Hey there! I'm Maz. I came to Murray Dare from a marketing agency in New York, where I wrote for one of the most well-known SaaS companies in the world. I have a master's degree in writing from Cambridge University and I started my career as a business consultant in Central London."



Holly Duhig

Outreach & PR Executive

"Hi, my name's Holly and I conduct PR and outreach for Murray Dare. I have a background in publishing where I managed several successful PR campaigns for authors. Prior to that, I was a children's book writer for an educational publisher where I published several books on topics ranging from mental health to outer space! At Murray Dare, I have secured all sorts of publicity for clients including podcast appearances, and news and online magazine features."



Damian Street

Graphic Designer

"Hello. I'm Damian Street. I have decades of experience as a multi-faceted graphics designer, covering Illustrations, web banners and interactive online e-learning courses. My current jam is Motion Design and in my spare time the occasional animation/VFX and illustration. My team was the eLearning Awards Winner for 2010 and I have won a number of other awards for my work."

Case Study:

Go Communications

Who They Are

Go Communications provide refurbished, rigorously tested, immaculately packaged Cisco kit.

Why They Got In Touch

They were looking for a way to increase sales online with an integrated solution covering SEO, content, LinkedIn and outreach. The solution should have a clear sales focus.

What We Did

We conducted the following:

- Competitor research
- Devised a complete marketing strategy
- Redesigned their website
- Took over their sales outreach activity for LinkedIn
- Developed a content marketing strategy to be used over email
- Developed a content-led marketing strategy to maximise sales outreach activities



The Results

Our results included:

- A huge increase in LinkedIn connections and sales across key target audiences
- We **quadrupled** product keyword traffic from **136 to 689**.
- **20x monthly traffic increase.**

Case Study:

Hasbean

Who They Are

Hasbean are specialty coffee roasters selling online in the UK. They also own Ozone Coffee, which has eateries based in London and New Zealand.

Why They Got In Touch

Hasbean contacted us to help them develop a cohesive marketing strategy that incorporated SEO, content, PPC, social media, email and their website.

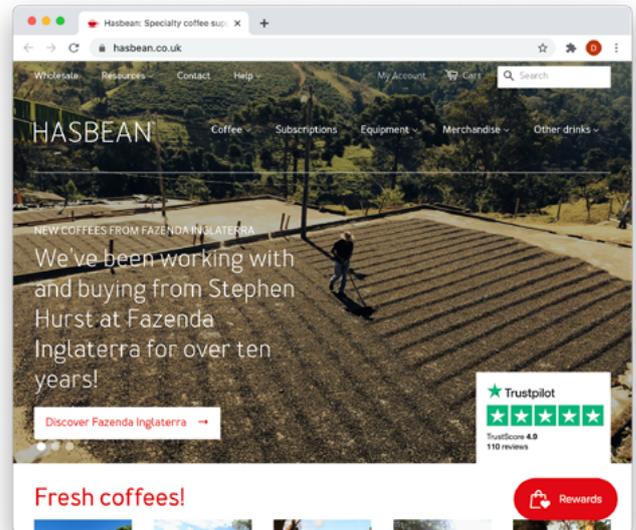
Though they had a marketing team, they needed support to provide a unified strategy that was tailored to their business and could drive their growth from 7.5 million to 25 million in sales over 4 years. They also hoped to increase online sales to 50% of total revenue across their two brands (Ozone and Hasbean).

They needed a plan that could be applied to both brands and could be repeated if they wanted to expand into different territories.

What We Did

We built them a full marketing strategy, which included:

- Full SEO implementation plan and backlinking strategy to be used by their team (guided by us)
- Full online competitor analysis of 20 competitors
- Complete content and brand strategies across their two brands, including written copy and video
- Three website content strategies to increase customer engagement, which



we presented to senior stakeholders

- Google Ads strategy breakdown with key focus areas and expected metrics, with competitors strategies used as key reference points
- Email marketing plan to increase repeat purchases
- Conversion optimisation strategy, prioritised according to revenue growth

The Results

Hasbean implemented our SEO recommendations and saw the following improvements:

- In March, Hasbean ranked for **5,000 keywords; by December this had grown to 6,500 (30% increase).**
- In March, Hasbean organic traffic was **4,600; by December this was 13,326 (289% increase).**

Case Study: Him & Her Wedding Photography

Who They Are

Him & Her Wedding Photography are Norwich and Norfolk based wedding photographers, created and run by the photography duo Lisa and Neil.

Why They Got In Touch

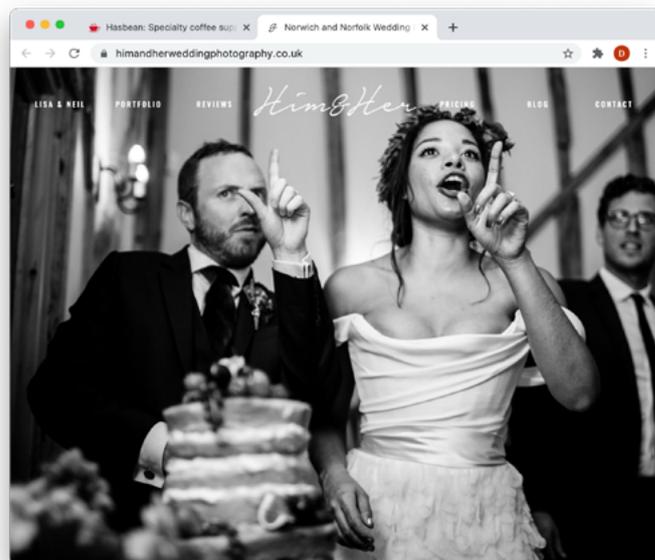
Lisa and Neil moved from Suffolk to Norfolk and subsequently needed to change their client location. In terms of SEO, they needed to shift focus from "Suffolk wedding photography" to rank for "Norfolk wedding photography" instead.

Although they managed to rank on page one of Google for Suffolk-based keywords, they couldn't get past pages 2 and 3 for Norfolk keywords. Feeling stuck, they contacted us to help them devise a solution.

What We Did

During our initial analysis of their website, we identified a range of issues and made the following improvements:

- Keywords were updated to reflect new priorities (Norfolk and Norwich)
- Some images had missing alt text, which we rectified
- Header inconsistencies and issues were identified, which we rectified
- Blog title pages were overlapping and included conflicted keywords, which we resolved and improved SEO by including Norwich and Norfolk keywords



- Canonicalised URLs were altered to avoid complications and conflicts
- Competitor meta descriptions were researched and we used these insights to improve the website's meta descriptions

We then resubmitted their site on Google.

The Results

Lisa and Neil saw some incredible results from keyword growth, which included:

- In February, Him & Her Photography ranked for 132 keywords, 0 of which were in the top 3. **By July, we had helped them rank for 208 keywords, 4 of which were in the top 3 search results.**
- As a result of these high ranking keywords, we achieved a dramatic traffic increase— **from 30 monthly views in February to 1,400 monthly views in July. That's an increase of 4,666% in just 3 months.**

Case Study: Readingmate

Who They Are

Readingmate is an educational app designed to help children to develop a long-term love of reading and a regular reading habit. Readingmate was created by Hannah and James, teachers with a passion for helping children.

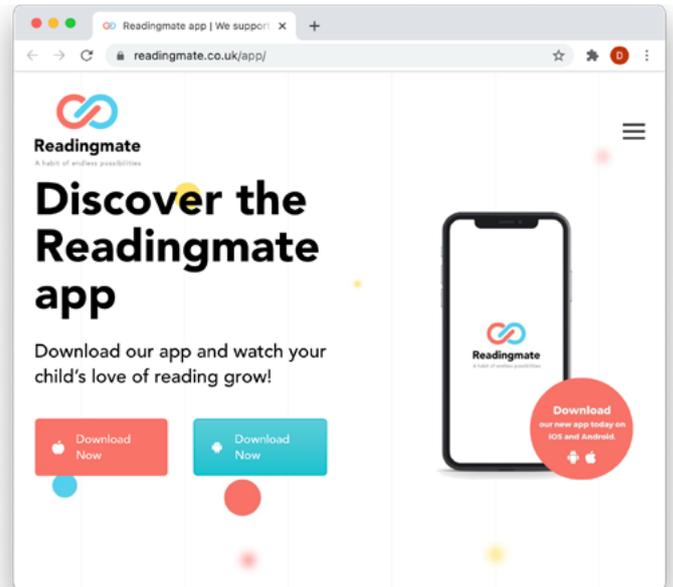
Why They Got In Touch

James originally got in touch with a business idea; we worked together in a coffee shop to build that idea into a plan, which we then created an app from. Now, the app is on its way to evolving into an edu-tech business.

We have worked with Hannah and James every step of the way to deliver an end-to-end solution, from initial planning and strategy right through to execution.

What We Did

- Developed an idea from scratch
- Identified a target market and a plan to reach them
- Created the Readingmate brand
- Developed a website
- Designed and developed an Android and iOS app
- Devised a plan for social media campaign management
- Launched successful PR and outreach campaigns
- Undertook email design and development



The Results

- Number of downloads and users of their app - **over 8000 downloads**
- Grown their social media following to 846 on Instagram and 1193 on Facebook.
- Featured in **ADDitude, Eastern Daily Press, BBC Norfolk Radio, The SEN Resources Blog, Motherhood The Real Deal**, and more.



Contact

We'd love to talk to you about your business and give you a chance to get to know us better!

Call us on **0203 4887727**
or email us at **hello@murraydare.co.uk** if you'd like to connect.

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