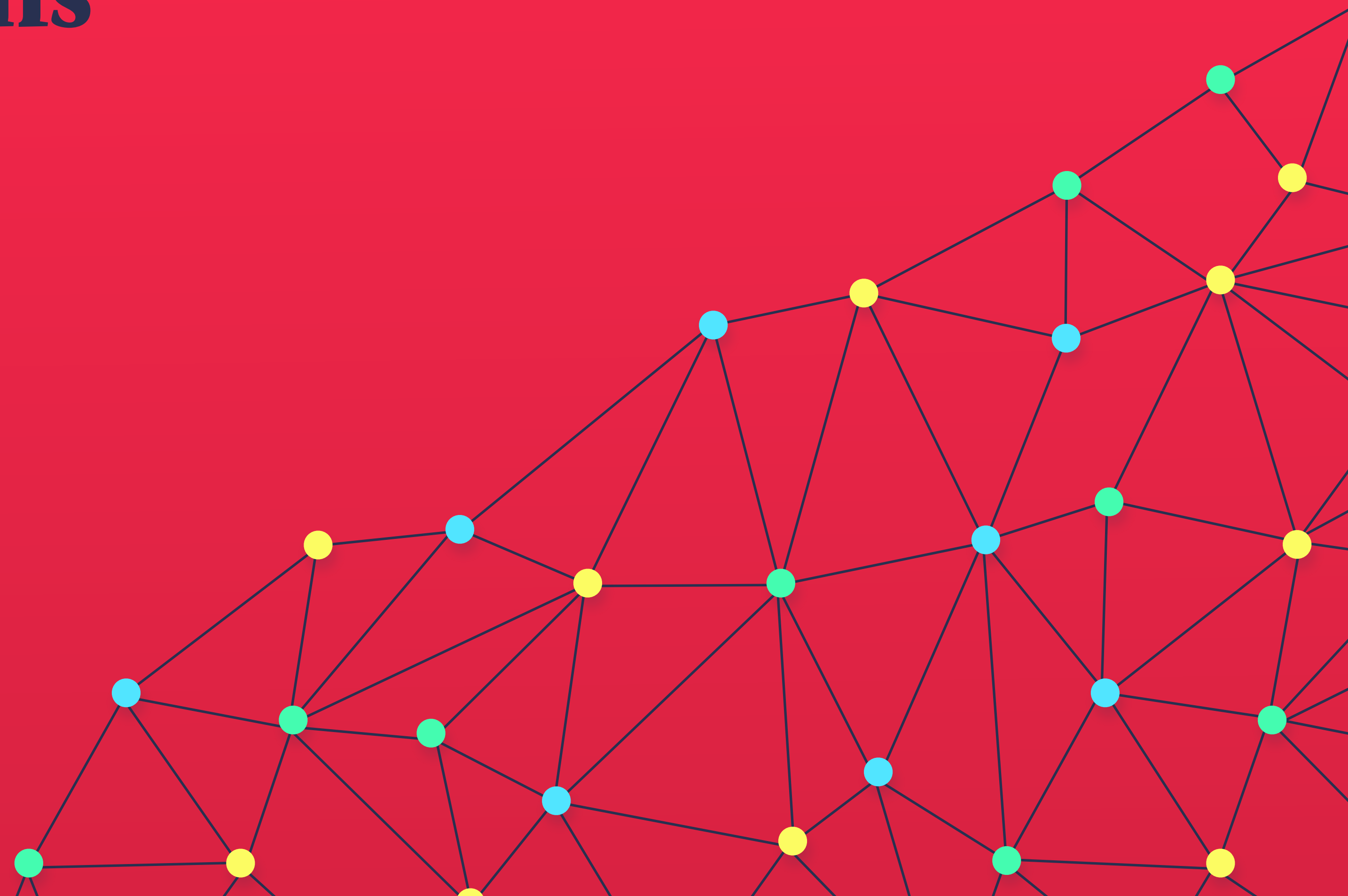




# Making connections that drive change

We partner with ambitious brands to empower long term success, by defining *transformational digital strategy* then co-creating the experience at its heart and the technology at its back.

Agency Credentials 2020



## Supporting you to achieve your digital goals

*As a digital champion within your organisation you recognise the opportunity that digital offers, helping you to better understand, and get closer to, your customers. You also know that through data and insight you can learn how to enhance their experience, which will in turn will grow your audience, your influence, your share of market and ultimately your bottom line.*

More insights, guides  
and case studies are  
available online:

[redweb.com](https://redweb.com)

## But these aspirations don't come without their share of challenges.

Firstly, you will need to begin pivoting your business to a more customer focused mindset by effecting cultural and possibly operational change. Secondly, you will want to focus on driving efficiencies, by improving the technologies used internally for collaboration and externally to drive customer engagement.

Finally, alongside all of this, you will want your digital aspirations to be aligned to deliver on the organisational goals. This means ensuring that the ROI it delivers can be measured and demonstrated.

Creating this level of change is all part of a longer transformational journey, and wherever you are on that path Redweb are well placed to support you. Our aim is simple - *we make you look good* - by ensuring we have a mutually valuable partnership that drives the measurable change you want to see, both in your business and in your customer relationships.

## An agency designed for the 2020s



Transformational leaders



Cloud technology by default



Data-driven experience makers



DevOps methodology



In-house talent



Strong success-driven relationships



Supporting our clients to learn  
and prosper



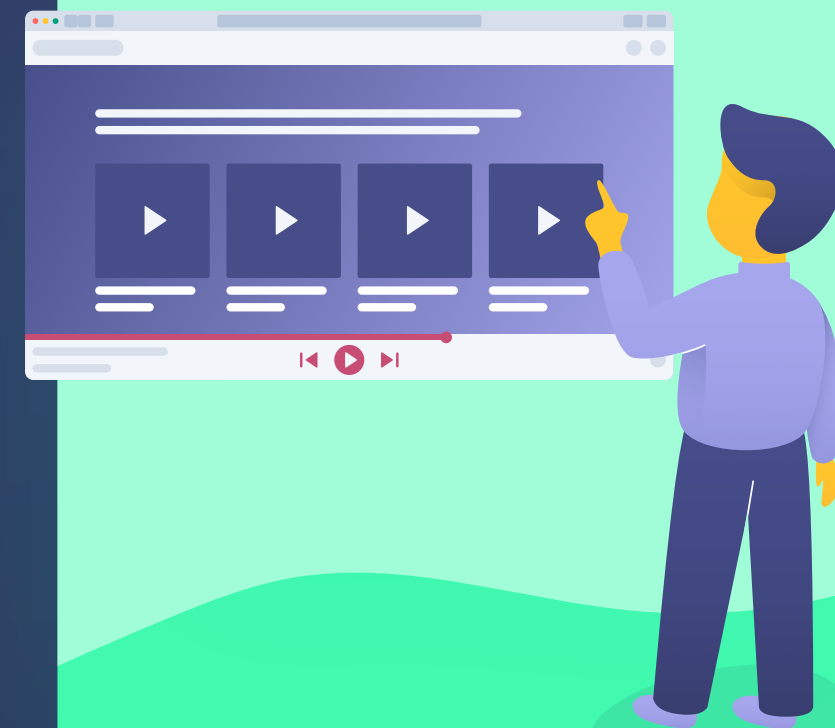
What we do

# Capabilities you need to thrive in a digital age



## Digital Strategy & Service Design

We help you to achieve outcomes **not just outputs** by defining how digital enables you to meet your business goals and crafting a plan to get you there. We then leverage technology and innovation to drive the change required for success.



## CX & Commerce Platforms

We craft experiences using a mix of data, content and commerce. We then bring them to life with leading technology platforms, content management and payment solutions; whilst always ensuring you have ownership and flexibility.



## Cloud Services & Support

We ensure your digital estate is **safe, secure and up to date** by connecting you with our multi-ISO accredited infrastructure and support teams. They deliver peace of mind, resilience and performance across platforms.



## Campaigns & Performance

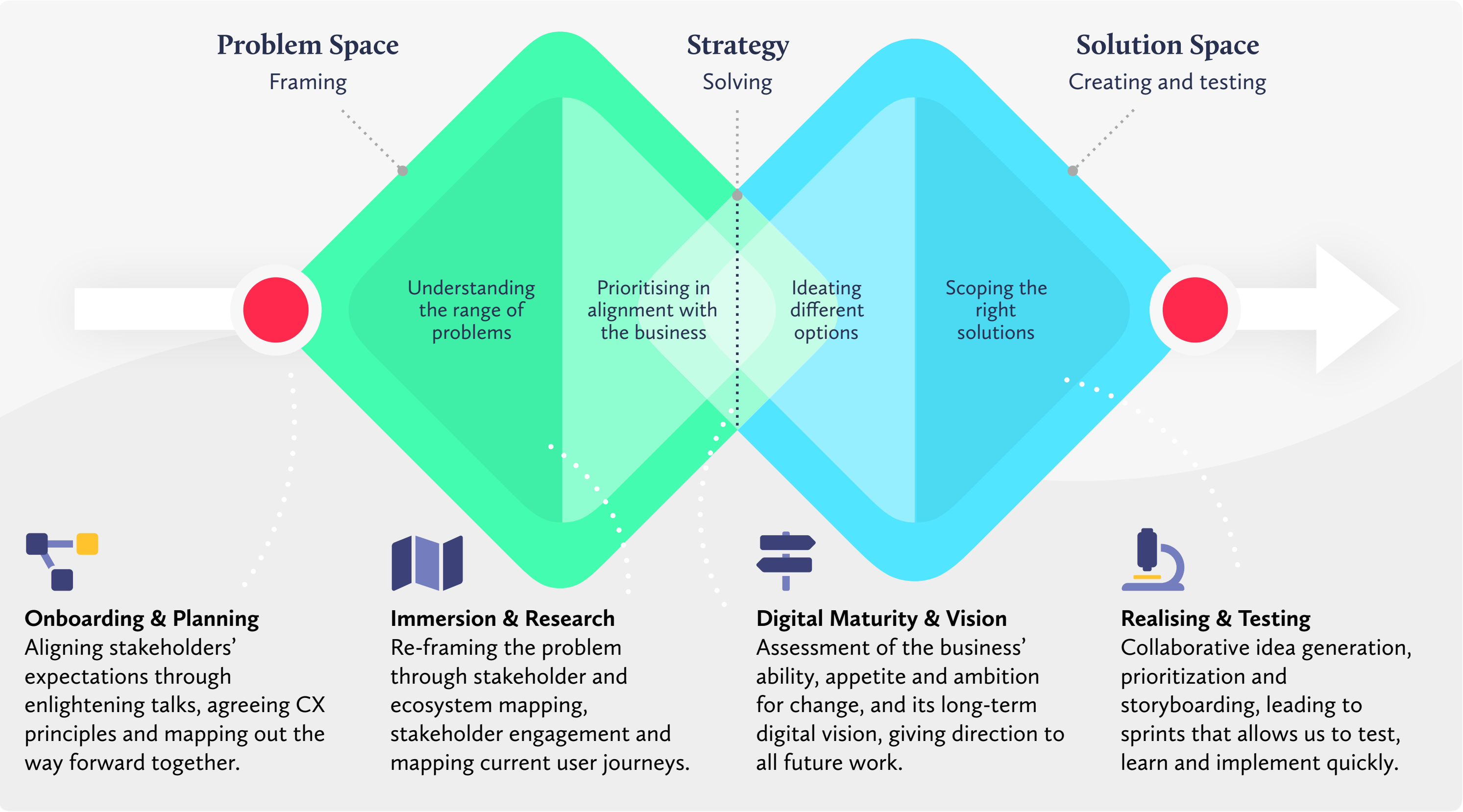
We increase meaningful reach, **conversions and engagement** by understanding the entire customer journey to get the positioning just right. We then maximise our mastery of the tools needed to ensure accurate targeting of your segments.



We understand your industry, business and customers to help you create a vision of your digital now, next and future

# Digital Strategy & Service Design

Basing our approach on the principles of customer-centricity and co-creation, we use the 'double diamond' technique to apply critical thinking to the problem and design thinking to the solution. In the middle lies strategy, which we use to ensure your digital direction aligns with key business goals.



## National Accident Helpline

We helped NAH come to a shared understanding of challenges surrounding their website and small claims process, creating customer-friendly user flows to support new back-end systems.



## University of East London

Our Strategy team provided pre-tender consultancy to UEL to help them choose their strategic technical platform. This included Total Cost of Ownership, system capability and Digital Maturity assessments.



## Crest Nicholson

We gave Crest Nicholson fresh insight into the end-to-end journey of new home buyers using a range of human-centred methods to elicit insights about audience behaviour, both off- and on-line and potential opportunities





We build omni-channel customer-centric experiences, leveraging the power of leading-edge technology

# CX & Commerce Platforms

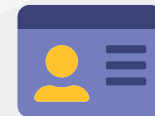
When it comes to the technology aspect of your digital transformation, Redweb has the credentials to impress. We specify, design, build and maintain content, commerce and experience websites on the best software available.

## Competencies & Skills



### Partner accreditations

We are a Sitecore Gold Partner, Episerver Partner, Drupal Certified Agency and Acquia Partner.



### Managing your customer relationships

Our CRM capabilities include being a Microsoft Dynamics Partner and Salesforce Certified Agency.



### At the leading edge of content management

From CMS to Experience Platform we have embraced the evolution of the software genre and can ensure you maximise your investment.



### Rapid and robust development pipeline

Our DevOps and testing processes allow us to undertake continuous development whilst safeguarding the integrity of your digital estate.



### Security and resilience as standard

With ISO27001, ISO9001 and Cyber Essentials we take security seriously.



### In-house talent

We operate an in-house team, can provide resources on-site or link with your own web developers.



### Best practice delivery

Much of our technical capabilities and outputs are aligned to best practice allowing efficiencies and value to be driven through our component libraries.



### UEFA Euro 2020

Following a successful tender we designed and built the ecommerce website for the tournament's hospitality sales. Created on open-source Drupal with integration to the booking engine SecuTix.



### Guide Dogs UK

Following an immersion and strategy phase the new Guide Dogs website was launched on the Sitecore Experience Platform. It includes email integration, donation journeys and volunteering features.



St John  
Ambulance

### St John Ambulance

Built on the Episerver CX Platform this commerce site combines the sale of training and product into a single basket. Redweb worked with their in-house team to integrate complex back office functionality into the website.



We support your business critical websites & applications in the cloud

# Cloud Services & Support

Leading organisations trust Redweb to deploy, support and optimise their applications and their underlying infrastructure. With many years' experience we have the process and knowledge to keep your web estate running smoothly.

## Competencies & Skills



**Strong cloud infrastructure capability**  
We offer hosting solutions with Azure and AWS.



**Robust approved support infrastructure**  
We can provide end-to-end ownership of the customer relationship.



**Microsoft Gold Partner & Tier 1 Cloud Service Provider**  
Our 1 to 1 direct relationship means we can escalate issues quickly.



**No-markup on Microsoft Azure**  
Plus access to CSP-only offers and discount.



**Leverage enterprise platforms**  
Including Dynamics CRM, ERP, Office 365 and Salesforce.



**Enhanced cost management services**  
Get access to detailed billing analysis and reporting.



**Microsoft DevOps-based processes**  
Build, QA and support using best practice tools and methodologies.



**ITIL-aligned support helpdesk**  
Online portal management gives you transparency of service.



**Comprehensive onboarding**  
We cover product to external bespoke code, enabling us to provide the best service.



**MS Society**  
MS Society is one of the many Sitecore websites that we support and host. Our in-depth knowledge of the platform enables you to concentrate on your work without needing to know the intricacies of the platform.



**City & Guilds**  
Redweb provide application and hosting support of many critical applications for the training and education provider. Our knowledge of their infrastructure allows us to diagnose and provide solutions fast.



**Iraq Inquiry**  
Building and hosting the Inquiry website required high levels of security and significant attention to performance given the global interest upon launch.



What we do **Capability Spotlight**

# Campaigns & Performance

Our team of digital marketing experts will work with you to understand your audience, analyse the competitive marketplace, evaluate your current foothold and give you the direction you need to succeed.

### Digital Marketing Strategy

Having a solid plan behind your digital marketing efforts is fundamental in ensuring every channel, campaign and pound is being efficiently used towards meeting your business goals.

### SEO Audit

The first step to understanding and onboarding a website is to take a look under the hood and explore how it's performing. This allows us to evaluate performance across the main pillars of SEO.

### SEO Retainer

Although we can undertake ad-hoc projects, our preferred way of working is a monthly retainer. This is a guaranteed number of days per month that we work on optimising your website, which is accompanied by a monthly phone call and performance report.



### Analytics management and reporting

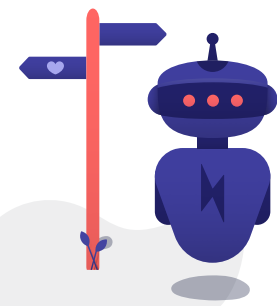
We provide either monthly or ad-hoc bespoke performance reports that show only the key information you need to know about how your website is performing. We also have extensive experience working with most of the leading tag management providers and developing custom dataLayer solutions.

### Paid search

Building an impressive website is only half the battle; it is imperative to drive quality traffic, high engagement, and plenty of conversions. Our battle-tested PPC management model provides the greatest level of cost efficiency, insight driven reporting and lead generation.

### CRO

Continuous optimisation is the key to improving website performance over time. We will work with you to understand the most important metrics on your website and map out a continuous improvement plan.



We work with a range of split testing tools including Google Optimize, Optimizely and Crazy Egg to run a/b and multivariate tests. In addition we can work with the built in personalisation and testing tools too.

PREMIER



As a Bing Partner and Google Premier Partner, we have priority access to the latest tools & techniques designed to give you the edge in PPC, display, paid social, video advertising & programmatic campaigns.





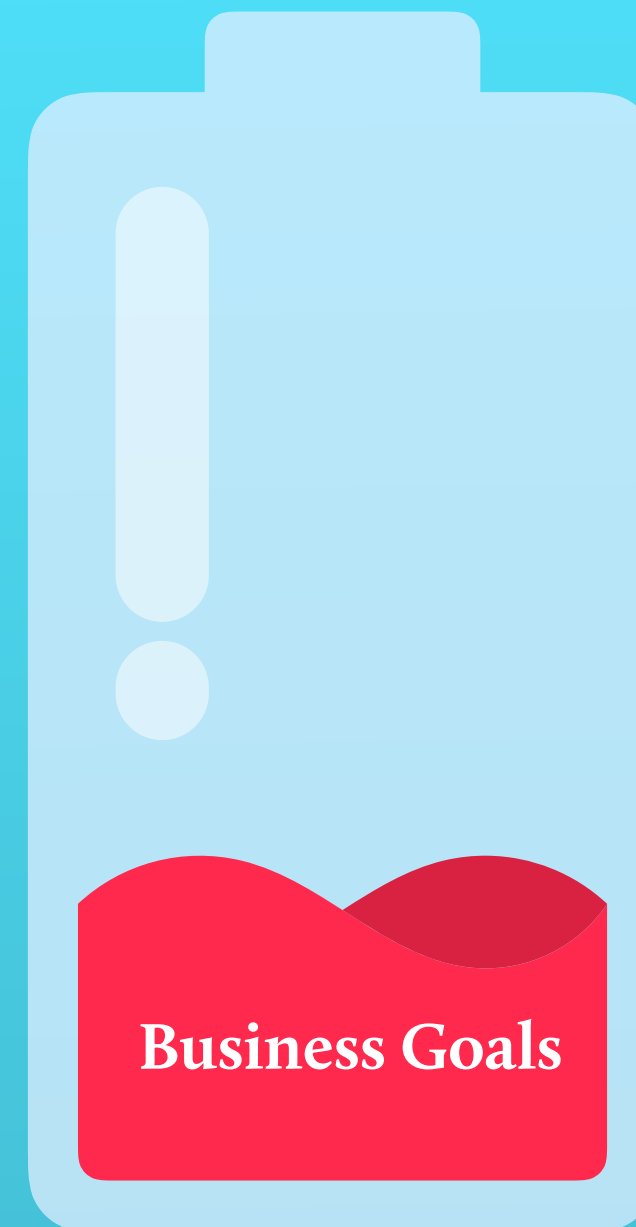
How we do it

# Do you have all the components of a fully charged business?

The journey to becoming a digital first organisation is one based on a shift in business focus outwards, towards the customer. Digital has become a key enabler due to the low risks and high flexibility, making it the best medium through which to evolve an engaging relationship with customers and other interested parties.

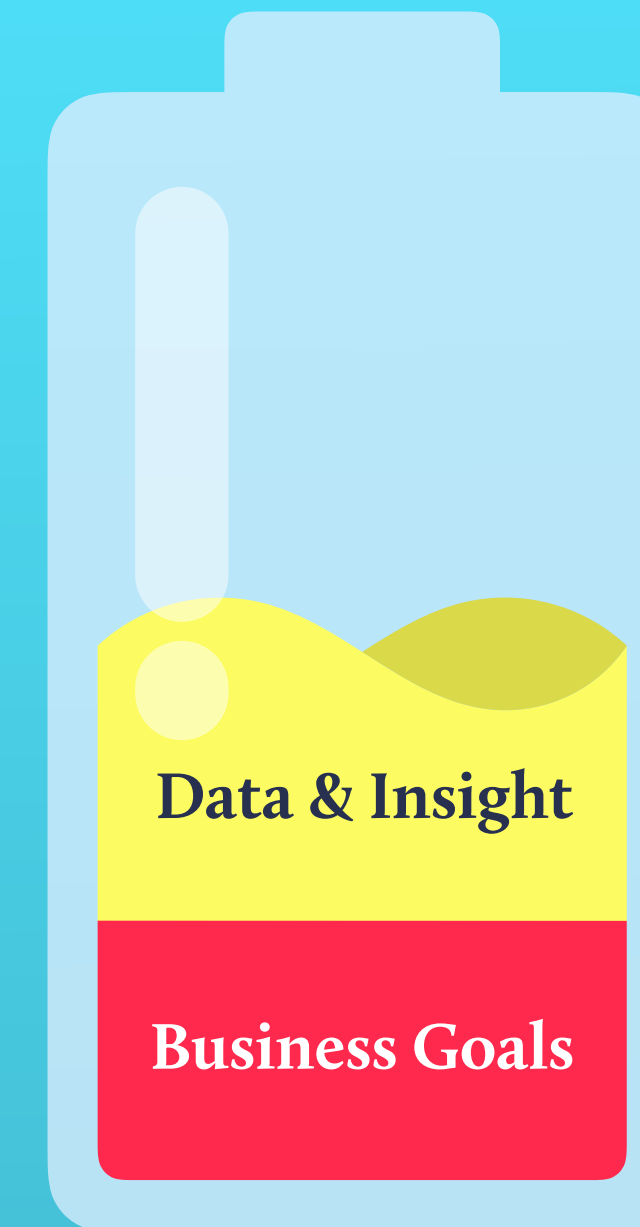
Those who are well placed to capitalise on this opportunity have four key components in place to allow them to take full control of their digital future.

1. **Delivery** - Whether we build you an on-site team, or the work is done in-agency; you need the skills to construct and support your digital solutions.
2. **Digital Strategy** - The definition of your digital future and a plan to get you there. Showing how the business will adapt culturally and operationally to meet the needs of your audience and a roadmap for implementing the experiences and technology that will enable it.
3. **Data & Insight** - An understanding of the total addressable market, their attitudes and behaviours both online and off.
4. **Business goals** - Clearly articulated, with measures for success.



We can  
*think for you*

You need a partner to inform and guide the digital thinking for the business. An agency that can gather the insight, craft a plan for building operational capability and help shape the internal culture that will support the adoption of a digital first strategy.



We can  
*help you think*

You've made the shift to become more customer-oriented, but having looked at the research it isn't clear how digital fits into the mix. You are looking for a partner that can interpret the insight and plan the route to the digital enablement needed to meet your aspirations.



We can  
*do for you*

Your key pillars may already be in place, with a strategy defined and the technology roadmap developed. What you need is the last remaining component - a partner to provide the delivery capability - an agency who can implement the strategy and be judged against the outcomes.





How we do it

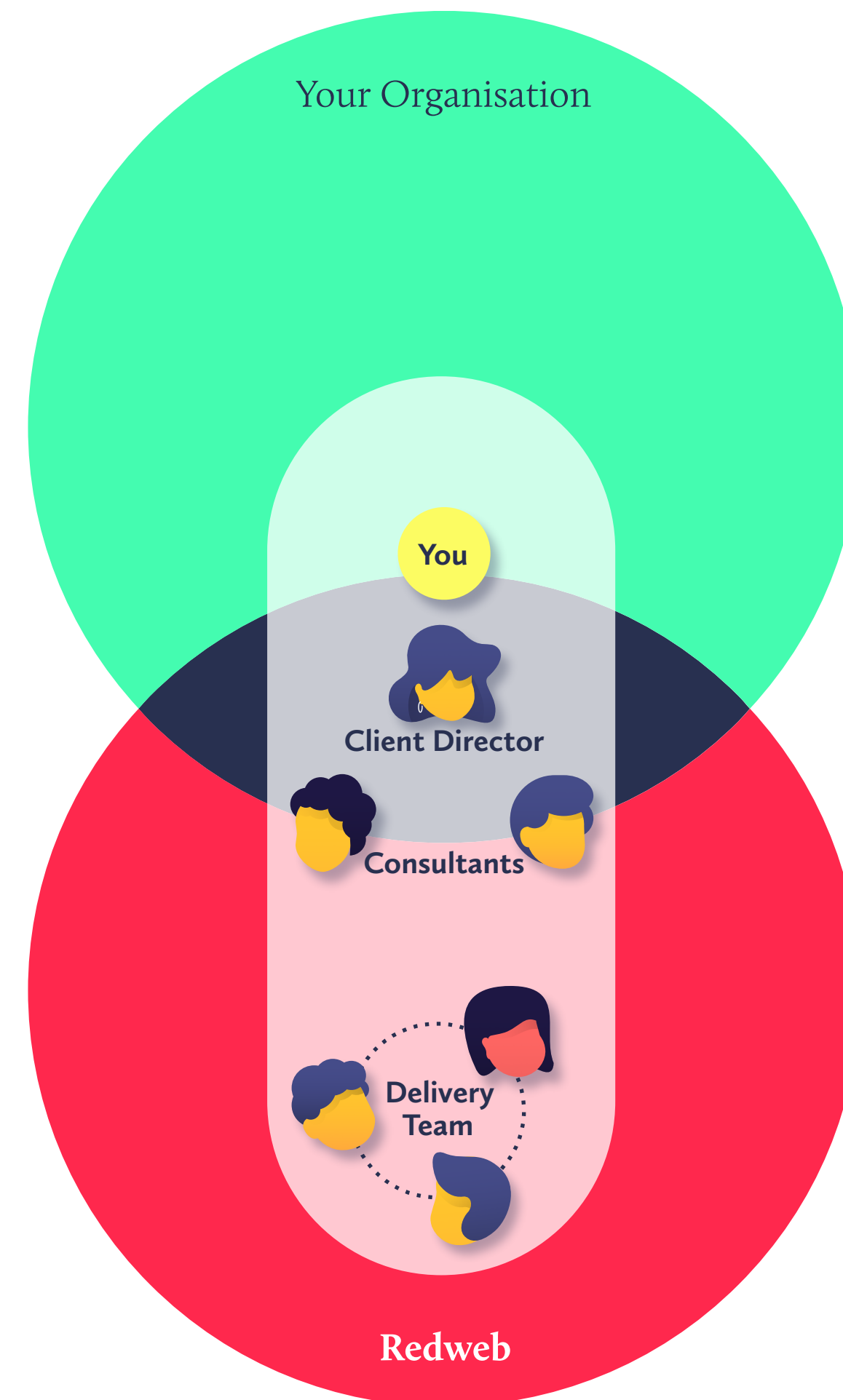
# We select hybrid teams that wrap around you

As one of the UK's largest independent agencies, our 80-plus permanent team offers the perfect blend of seasoned experts and emerging talent. Our consultants wrap around your in-house team, complementing your business with the blend of insight, experience and expertise required to identify appropriate opportunities for digital change. We can then recommend the optimal mix of on-site and in-agency resources needed to provide the right balance of speed, cost efficiency and innovation.

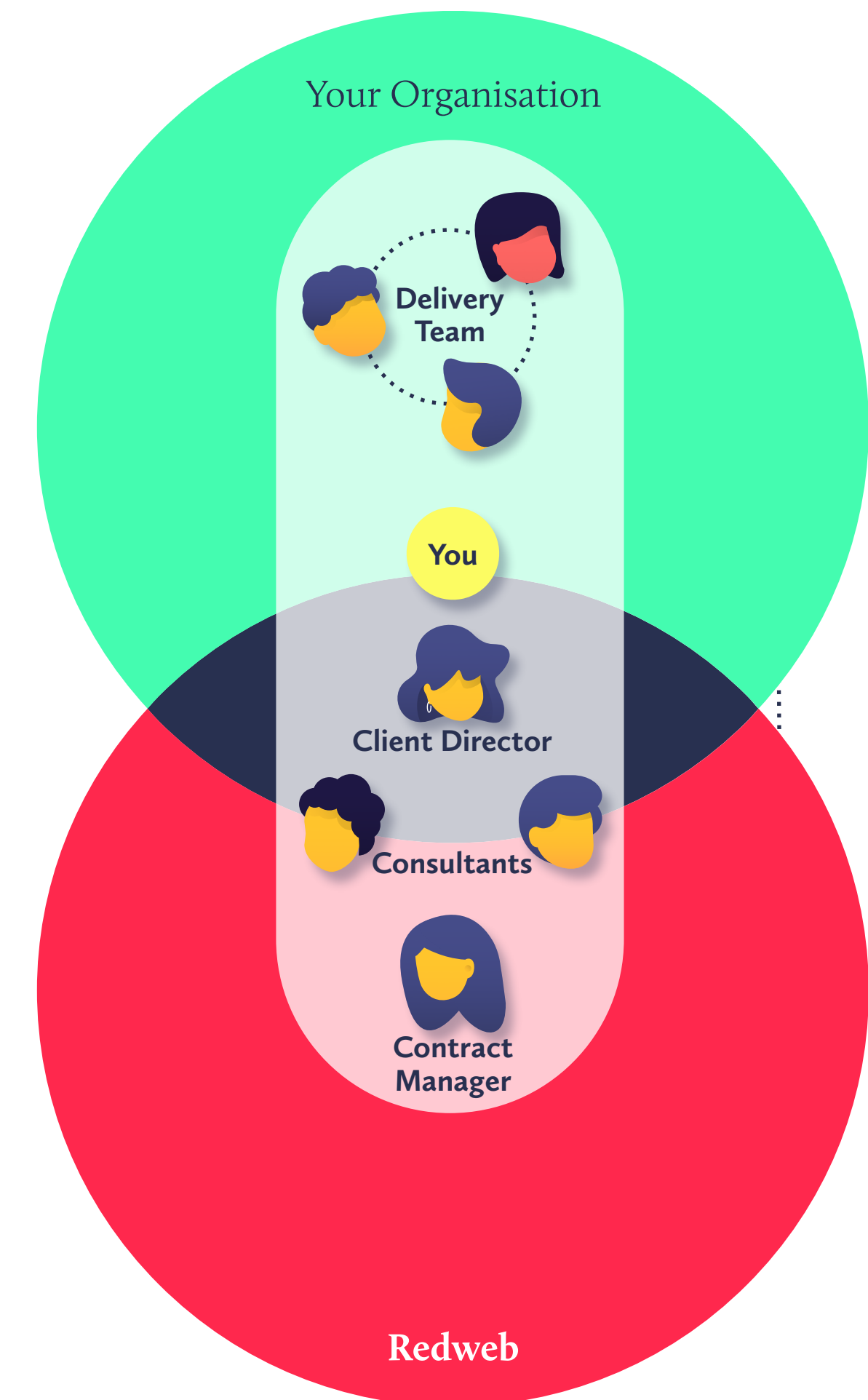
Our hybrid agency model allows us to seamlessly select, deploy and manage pre-vetted, on-site client teams. They work for you to Redweb standards, under the guidance of our Client Directors and agency-side strategy and technology consultants. This approach creates a digitally focussed team that's extremely flexible. It's responsive to change and enables you to add to your on-site agency skill set as and when you need it.

As your requirements evolve we can give you access to relevant and specialist disciplines from across our entire agency. We can add these people in on a project-by-project basis or as permanent members of a brand-immersed team. We believe, for the right business, this is a more effective long-term model. Typically in-house agencies struggle to attract talent and with consultancy-led models clients become dependent on expensive resources.

## In-Agency team



## On-site Team



## Our Partners

# Our home is in Bournemouth, our clients are all over

Whilst many agencies focus on delivering the same idea, to the same sector, over and over again our strength comes from our focus on people, not conventions or technology. This affords us the privilege of applying our thinking and expertise to a wide range of brands and business models, allowing us cross-pollenate our learnings from each to craft best in breed experiences.

We are proud to partner with ambitious organisations, both nationally and internationally, who have identified digital as the key to getting closer to their customer. Most recently this has given us the opportunity to build strategy and experiences in the following sectors:

- B2B
- FMCG
- Housing
- Education
- Government
- Third Sector
- B2C
- Travel & Leisure



Get in touch

# Let's drive change together

That's enough about us! We would love to hear about you and your plans for achieving long term success.



**Becky Willis**

*Business Development Manager*

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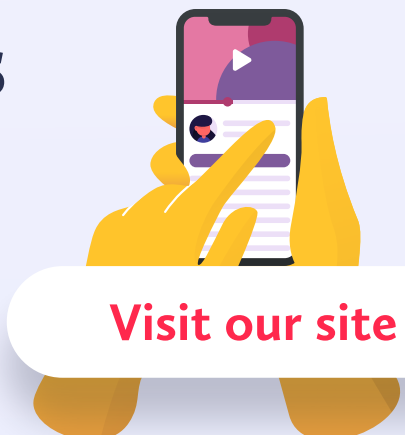
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Our industry moves fast – which is why our specialists regularly pen articles on an array of topics and disciplines. Delve into our insights for the latest developments in digital, alongside tips, walkthroughs and in-depth analysis of behavioural trends.



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