

I'm really pleased with the approach Win took to getting our website revamped and three years on it still feels up to date and meets our requirements.

We have made the most of the Google Analytics collected from the website and these have been key factors in influencing our approach to developing the website and our branding. The most obvious example has been identifying that the company is better known than our product in our marketplace.

John Bird
ESiT



ESiT

Win Marketing conducted a marketing audit and developed a marketing plan for ESiT. The results of the plan saw the company segment its offering in line with their target audience. Special areas were developed for the alumni, fundraising and membership elements of the not-for-profit and charity market.

Win Marketing works in conjunction with the sales team and Directors on a strategic basis and has delivered various projects including: developing and copywriting a new website, advertising, PR campaigns and events for customers and prospects.





Omnicom

Omnicom approached Win Marketing to help them increase their exposure and increase the number of users within Network Rail and other rail engineering companies. In addition, they needed to refresh their corporate identity.

Win Marketing conducted a marketing audit and research, and a marketing plan, as well as introducing a new strapline for the company. Win Marketing also rolled out a programme of new corporate literature supported Omnicom with editorial coverage in specialist journals and updating their database.

