

# Company Introduction

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# About Blended Digital

- Led by an owner with **37 years' experience in IT and marketing**, working with both blue-chip companies and SMEs
- **Proven track record** of delivering successful digital marketing, web design, and graphic design projects
- **Long-standing client relationships**, with many customers partnering with us for over 10 years
- **Commitment to exceptional service** and personalised support for every client
- **Expertise in the latest digital technologies**, tools, and industry best practices
- **Emphasis on measurable results**: lead generation, customer growth, and strong ROI
- **Flexible, custom solutions** tailored to each business—never one-size-fits-all
- **Trusted by startups, SMEs, and major corporations** across diverse sectors

# What sets us apart

## Blended Digital

- **We specialise:** We are a performance-based marketing agency that specialises in all things digital marketing.
- **Revenue focused:** We focus on the metrics that matter, leads, sales and revenue - not vanity metrics
- **We're selective:** We only work with select clients who are committed so that we can ensure the highest quality service, outcomes and results.
- **We care:** We treat our clients like partners, working hard to establish long term relationships. We aim for fewer, higher quality clients.
- **Results driven:** Our primary focus is to ensure a positive return on investment for all of our clients.

Take your business to new heights by leveraging our cutting-edge services, making your online presence work for you.

Join forces with Portsmouth's leading digital marketing agency to reach your target audience effectively.



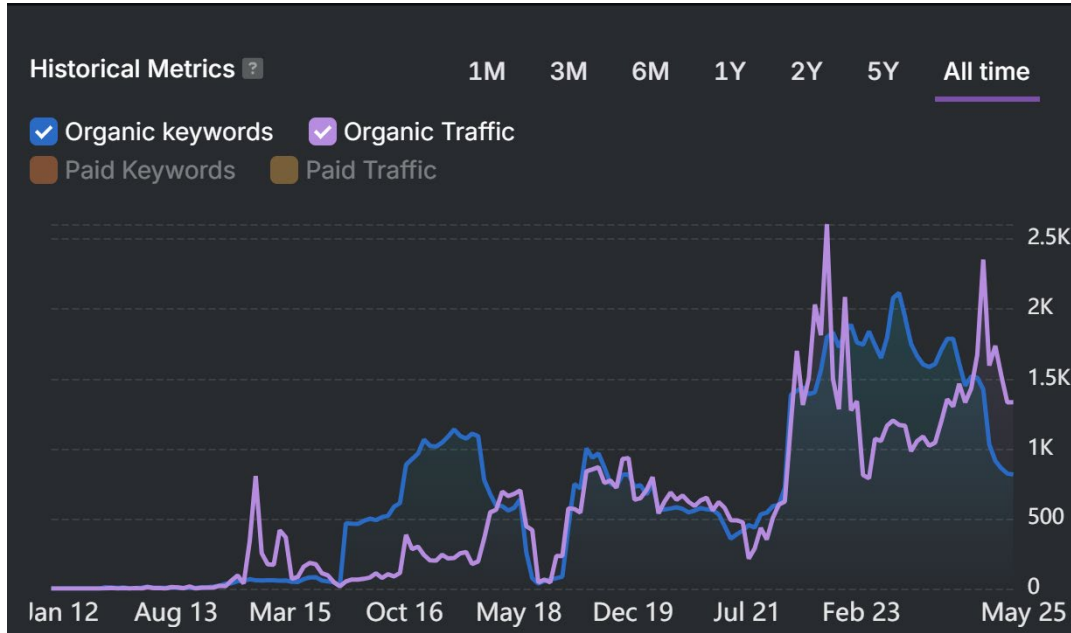
# Success Stories...

## Blended Digital

Our results speak for themselves....

# success stories...

## Mobility At Sea



**Travel Agent Win** - we set-up both an online marketing campaign and supporting offline material to target Travel Agents. 45 leads, and 14 new travel agents converted and referring business in first month of campaign

New Accessible Cruise Travel Partner Scheme generated 19 bookings in first month of launch May 2026.

13% ^ growth  
May on May  
SALES

242  
MAY 2026 LEADS

*"Blended Digital have been working with our team for just over two years, and in that time they have consistently gone above and beyond. They are always responsive, professional, and friendly. What sets them apart is their ability to explain complex digital concepts in simple, understandable terms, always making their work feel relevant to our business goals. They take the time to truly understand our vision and have helped us maximise opportunities while also supporting our long-term planning and succession strategies.*

*We initially engaged them to improve our SEO and digital marketing, which quickly led to increased visibility and enquiries. Around six months ago, they took on responsibility for our social media channels, managed hosting, and the management of our internal back-office systems - seamlessly integrating with our team and becoming an essential part of our operations. They even represented us at an ABTA Marketing Conference, ensuring we stayed ahead of trends and developments in the travel sector.*

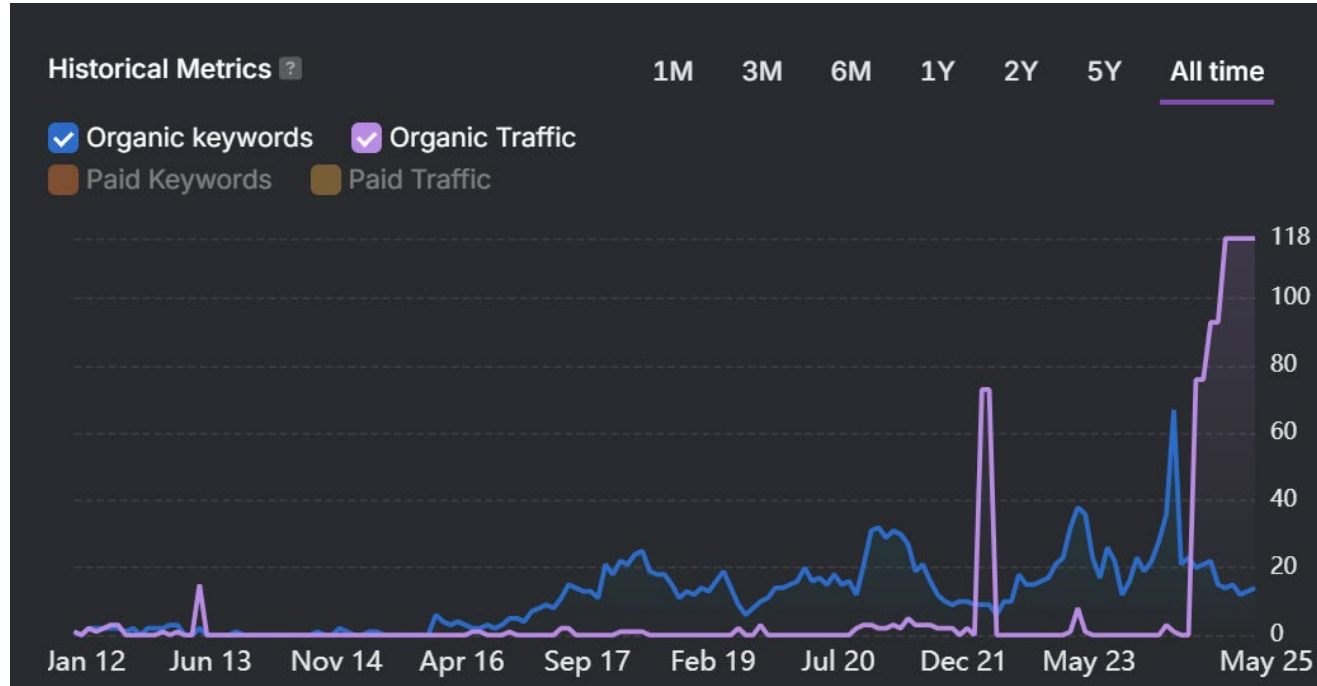
*Most recently, they designed and developed our new website, which launched just a week ago - and we've already seen a notable increase in engagement, visitors, and enquiries.*

*We genuinely cannot thank Blended enough for their continued dedication and support in helping us grow and evolve our business. "*

A Smith

success stories...

# Spyder Creative



Up 6500 visitors/  
month  
TRAFFIC GROWTH

+1025%  
RETURN ON  
INVESTMENT

*"I wish I had spoken to Blended Digital earlier when I was first made aware of them and their services, if I had I could have seen the business growth sooner. "*

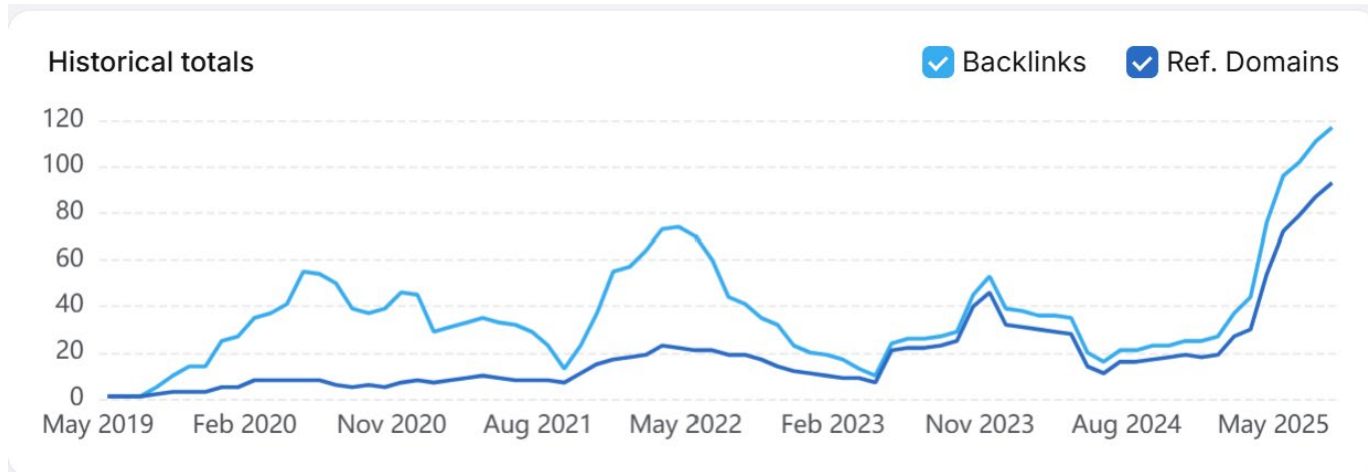
*D Hockney | Director*

## Key Achievements

- Increase in organic (non-paid) traffic
- Able to reduce PPC spend
- Keywords Now Ranking
- Backlinks up by 289%
- Telephone & Contact Requests Up

success stories...

# Allwood Windows



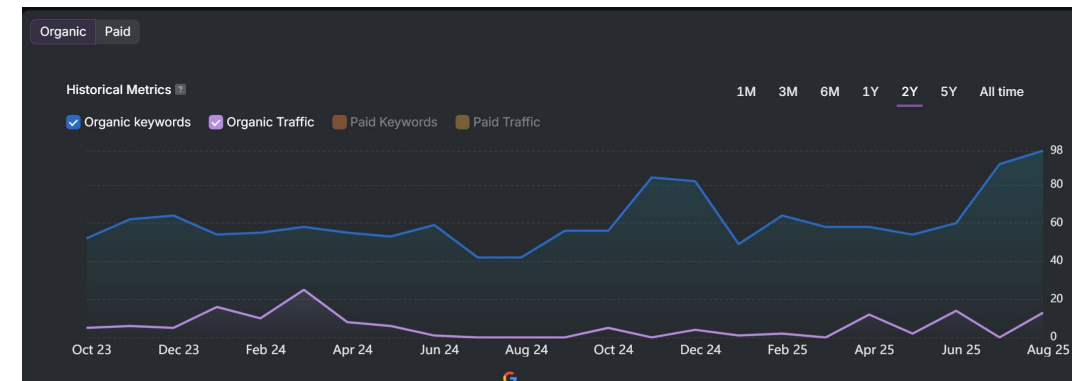
Up 162% first time  
callers  
PHONE CALLS

+47%  
REVENUE IN FIRST  
3 MONTHS

*"I have noticed a significant increase in calls and enquiries in the first three months of working with Blended Digital. More importantly there has been a sizeable increase in our turnover."*

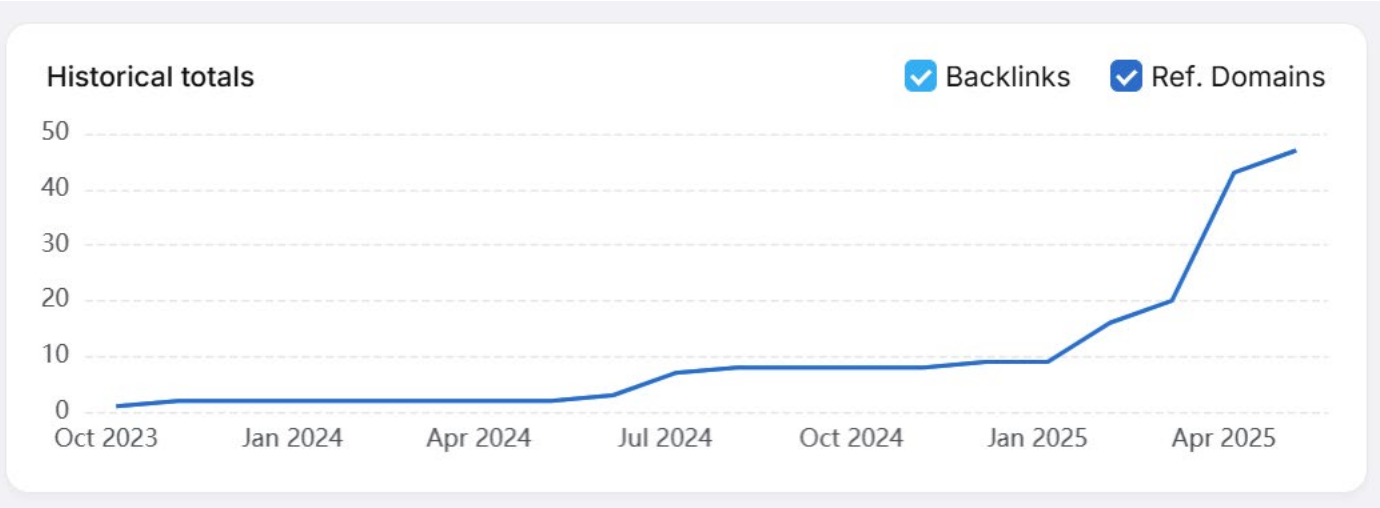
*P Budgen | Director*

- When we took over the management of the existing site in April 2025.
- We completely overhauled the existing SEO & PPC campaign which had been run by another agency for a number of years.
- We implemented local targeted pages to generate new enquiries from required areas.
- Over 40% of all the search traffic is now commercial or transactional – with a high intent to purchase.



success stories...

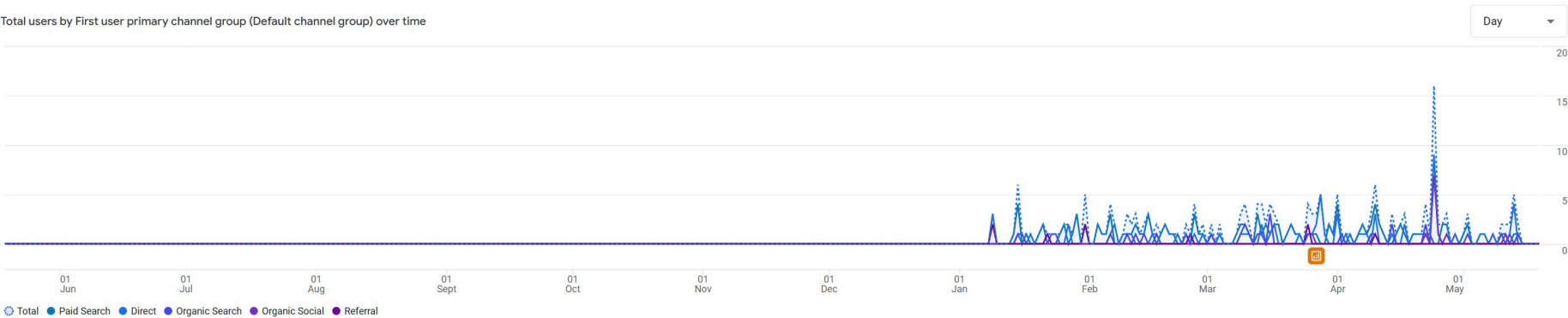
# Steve James Lawns



*"I would highly recommend the services of Blended Digital. They listened and understood my requirement and as such there is no question that I've had enquiries and regrettably turned away several potential clients due to sheer volume, especially during late March and April."*

*Well done to Blended Digital and the team who have helped grow my new business"*

S James



# Digital Marketing Strategy

We utilise a **holistic approach** to our digital marketing, SEO, PPC and Social Media campaigns. Unlike other agencies who will focus on 'quick wins' that might hurt your business long term, we pursue a sustainable strategy that means growth and leads long into the future.

We use a careful mix of keyword research, technical SEO, on-page optimisation, off-page link building, carefully crafted campaigns to set your website up for success with. Our clients typically see results within a few months of starting their campaign.

**We work as your partner**, and report on leads and calls, traffic etc is important but ultimately what we are all interested in - **is leads**... and leads that convert to business.

# Digital Marketing Evolving Strategy

We are constantly reviewing our approach, techniques and services we use.

## Why?

*Because technology, marketing and the online digital world is evolving rapidly.....*

- Google have increased the frequency of changes to their search algorithms for the past few years, meaning we have to adapt approaches.
- Technology is continually getting faster, and improving, mobile phones account for the majority of first searches for a business
- And you've probably seen the headlines by now – AI is changing the world – well not quite, but
  - Google just rolled out major AI upgrades across everything from Gmail to Search and Docs.
  - Facebook/Meta is investing billions.
  - Microsoft has already embedded AI across its entire Office suite.
  - Apple and Amazon are following fast.

The biggest tech companies in the world aren't just experimenting with AI - They're rebuilding around it, and so do we for our customers...

# Other Services

We are a one stop digital marketing agency, but it doesn't stop just there, **YES** you can partner with us for just online marketing, SEO, PPC - but we want to be able to help customers win business from new and from your existing customer base.



So we offer a full range of services that might help you in the long term

- Brand Identity
- Marketing Material – leaflets, brochures, flyers and more...
- Electronic Brochures
- Conference & Exhibition Stands
- Web Site Design & Maintenance
- Copywriting
- Process Automation
- Email campaigns



# Working with Blended

## What we require from you..

- **Commitment and transparency:** as partners we can help you succeed and grow your business.
- **Dialogue:** it's important to know what's happening, so we can optimise our work for consistent and better results.
- **Access:**
  - to your website CMS (for example WordPress) or support from your web team (to avoid delays)
  - Access to Google Analytics, Google Business Profile, Bing Business and PPC accounts (if they exist)

### Why? you may ask...

Because we want you to be able to concentrate on **converting the leads generated to sales**, and we will concentrate on the updates and monitoring.