



Strategy-led thinking. **Transformative results.**

SPECIALIST B2B DIGITAL AGENCY

Together Digital is a specialist multi- award-winning web design and conversion agency serving B2B clients

We've been helping clients succeed for over 14 years. The key benefit of hiring a marketing agency is knowing you have a team of experienced and motivated marketing professionals working to tell your story and help you break into new markets.

We offer a fresh perspective and can utilise the latest tools and technologies to accelerate your campaigns and stimulate company growth.

We can also provide strategic advice on how to optimise your sales and recruitment funnels and we offer a broad range of implementation services that can practically address your immediate and ongoing needs.

Read our guide for a complete overview of our services and agency credentials.

Strategy & Consulting	4
Implementation Services	6
• Website and Digital Design	7
• Website Development	8
• Demand Generation	9
• Video & Content	10
• Branding & Graphic Design	11
• Support & Maintenance	12
Our Work	14
Agency Credentials	22

delivering high-performance marketing solutions

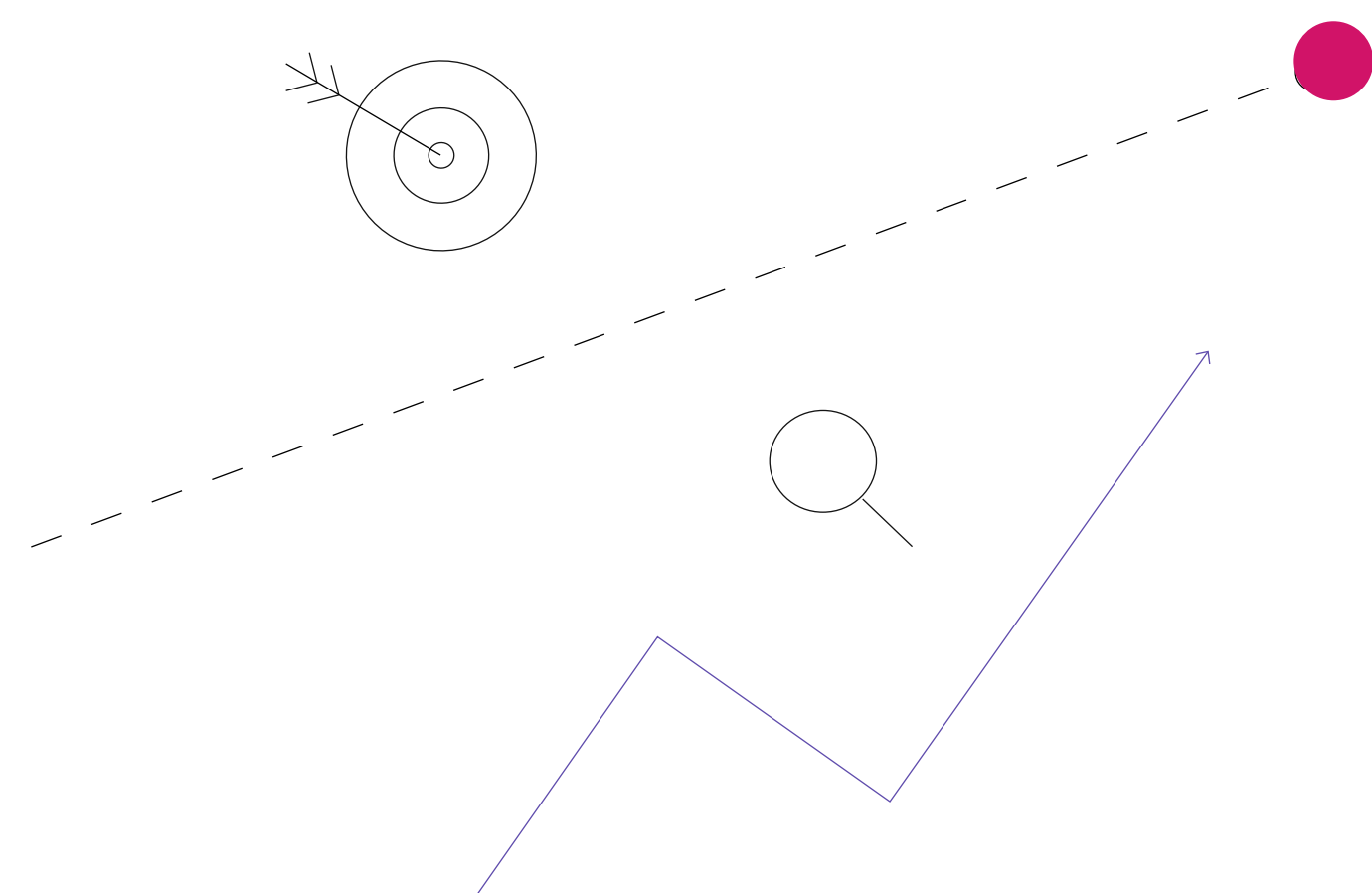
01 Strategy & Consulting

Our consulting team works with you to understand how your sales funnel works currently and how it can be optimised to drive future business success



We are a Strategy-led Agency

We advise on all aspects of your sales and recruitment funnels



Value Proposition Development

Understanding what your value proposition is and what sets you apart from your competitors means you can easily show prospective customers why your product or service is valuable to them.

Ideal Customer Profiling

ICP is hugely important in sales. Being able to target the right audience means you have the most valuable leads for your product or service and a stronger chance of conversion success.

Sales Funnel Strategy

We analyse every stage of your sales funnel to identify where adjustments need to be made. In doing so we can deliver a better customer journey and help improve your conversion rate.

Sales & Marketing Alignment

When sales and marketing teams work hand-in-glove to promote your product or service the opportunities for growth increase. We set ambitious goals and communicate with you every step of the way to grow your business.

Paid Advertising Strategy

Using paid channels is a highly effective strategy to target specific audiences. You can define your ideal customers based on criteria that include demographics, previous purchases, location and interests.

Content & Messaging

Good copywriting will help clarify your message and connect with your audience. A well-crafted compelling script or page of text can inspire people to engage with your business.

Conversion Optimisation

We can optimise your website to ensure it is SEO-Ready and favoured by search engines. Optimising your website to improve the user experience will positively impact your sales funnel and help drive business growth.

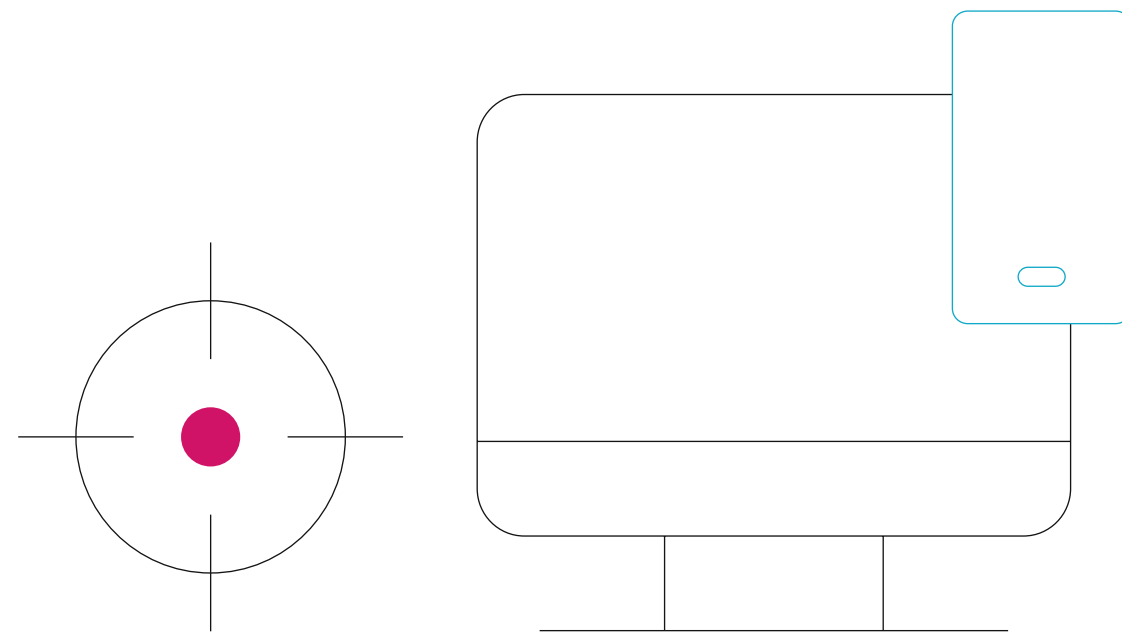
Implementation Services

Once we have defined the correct strategy to address your sales & marketing challenges we offer a broad range of implementation services to deliver the agreed plan



Website and Digital Design Services

Impactful design that supports your sales & recruitment funnels



Website Design

How a person feels when interacting with a website will determine whether or not they return. A great website design provides a positive experience enhancing user engagement and keeping users on your site for longer.

Landing Page Design

A landing page will help drive traffic to your site and improve your SEO. In B2B landing pages are great for lead generation and are an effective marketing tool to encourage users to take action.

Email Newsletters

Nothing is more effective than direct communication with your customers. Email newsletters allow you to maintain regular contact with your clients by sending relevant information and updates straight to their inboxes.

Social Media Assets

We can create a dynamic range of content to distribute across your social media channels, from imagery to infographics to live-action videos that will push your campaign in the right direction.

Display Advertising

Display ads are a type of advertising that combine well-crafted text, eye-catching visuals and a strong CTA to help boost your brand awareness and increase visibility online.

Slide Decks

Slide decks are simply a collection of graphic slides that are put together to support a presentation and are very effective in conveying your message to an audience. They are also often used for education and training purposes.

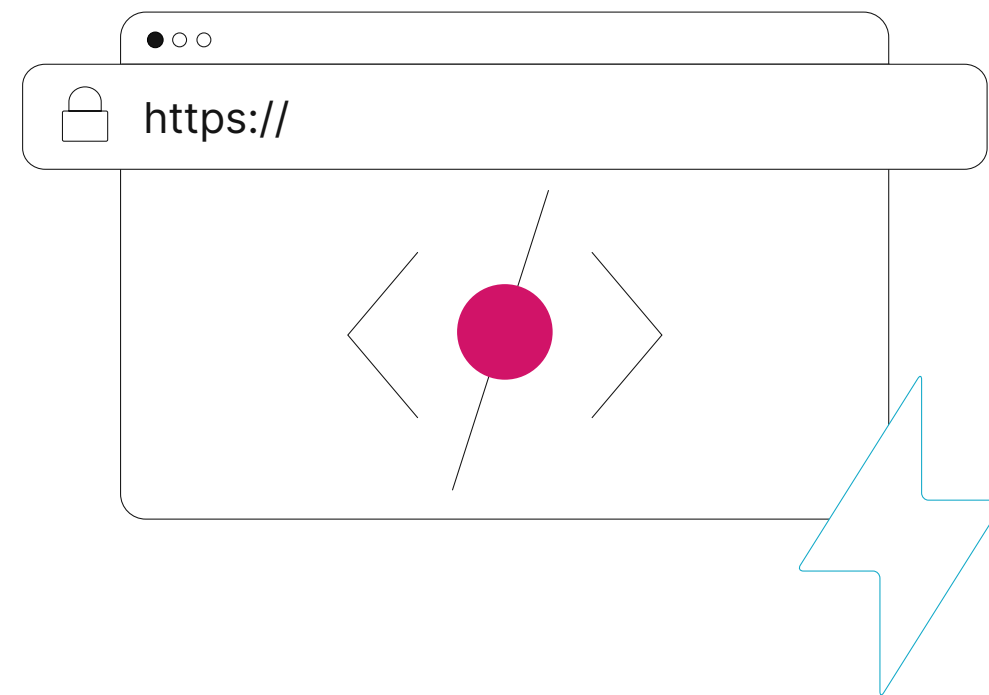
Bid Responses

Putting a tender proposal together is tricky but we can implement a host of different assets from graphic design, copywriting and video content creation to make your submission more compelling and help you win that contract.



Website Development Services

**Technically strong,
superfast, future-proofed
websites**



Headless CMS

Headless CMS technology delivers faster page load speeds enhancing the user experience. The cloud-based system also provides increased security benefits for your website.

Payment System Integrations

A strong, reliable payment system on your website will be of great value to your users. Integrating a payment system into your platform will make the payment process far more seamless and improve the user experience for your customers.

Custom Animations

Moving images will capture your audience's attention and help keep them engaged with your content. Web animation can greatly influence users' actions on your website and improve the UX journey.

Ongoing Performance Monitoring

We can track how your website is performing using the latest performance monitoring tools and software. Knowing how your site is performing indicates the elements of your site that are working well and those that need improving.

Advanced Functionality

A functional website focuses on the user journey. Creating a great user experience will keep users on your website for longer and this helps to generate leads that could eventually turn into paying customers.

Website Audits

A website audit is basically a routine health checkup for your site. We will carry out a full analysis and fix any errors to ensure your website performs at peak capacity and is SEO-optimised to be visible to search engines.

Third-Party Integrations

Leveraging third-party API can create a more impactful UX and customer-centric site. Adding features like payment integrations will boost your website's capability and streamline the user's journey.

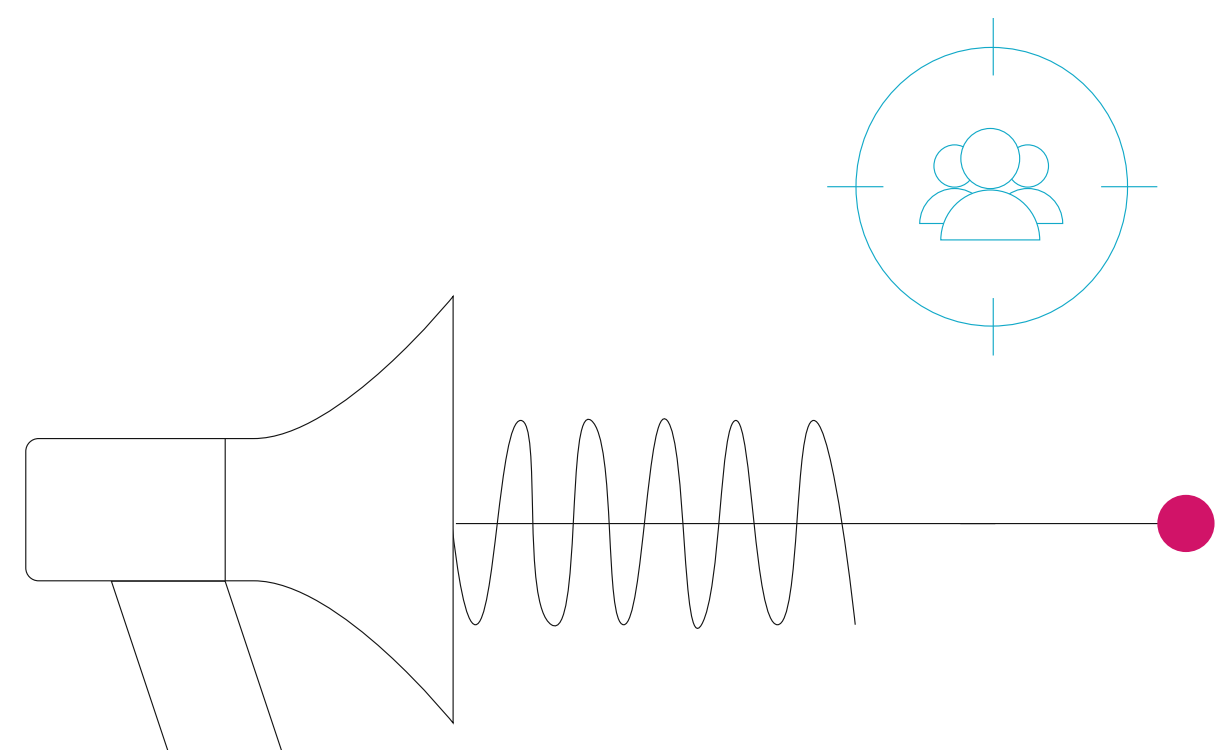
Portals

Website portals are very effective for gathering information from various sources into a single user interface. This single centralised channel provides a gateway of communication for your business for employees, clients and customers.



Demand Generation Services

Drive consistent lead flows and take the volatility out of your sales pipeline



Paid Advertising

Paid advertising is one of the quickest ways to get results. Using a digital advertising strategy will help you reach specific demographics, increase engagement and attract traffic to your website faster than organic marketing.

Account-Based Marketing

In ABM, sales and marketing teams align to pursue a targeted set of high-value accounts that will be a good fit for your business. When done right ABM can deliver a higher return on investment than any other marketing strategy.

Search Engine Optimisation

SEO is hugely important if you want to increase your website traffic. It is also a cost-effective practice helping to build the quality and quantity of your traffic organically.

Keyword Research

Doing keyword research will provide you with the relevant keywords users are using to search with. Knowing the right keywords to implement in your text will make your content more visible to search engines and make it easier for users to find you.

Email Marketing

Email marketing is a very effective communication tool for business leaders. Sending emails allows you to maintain regular contact with customers and acquire new customers using targeted and personalised email campaigns.

Video Marketing

Videos are a very effective lead-generation tool. They are also a great way to explain your product or service. Search engines love video so adding a video to your website will help boost SEO and increase traffic to your site.

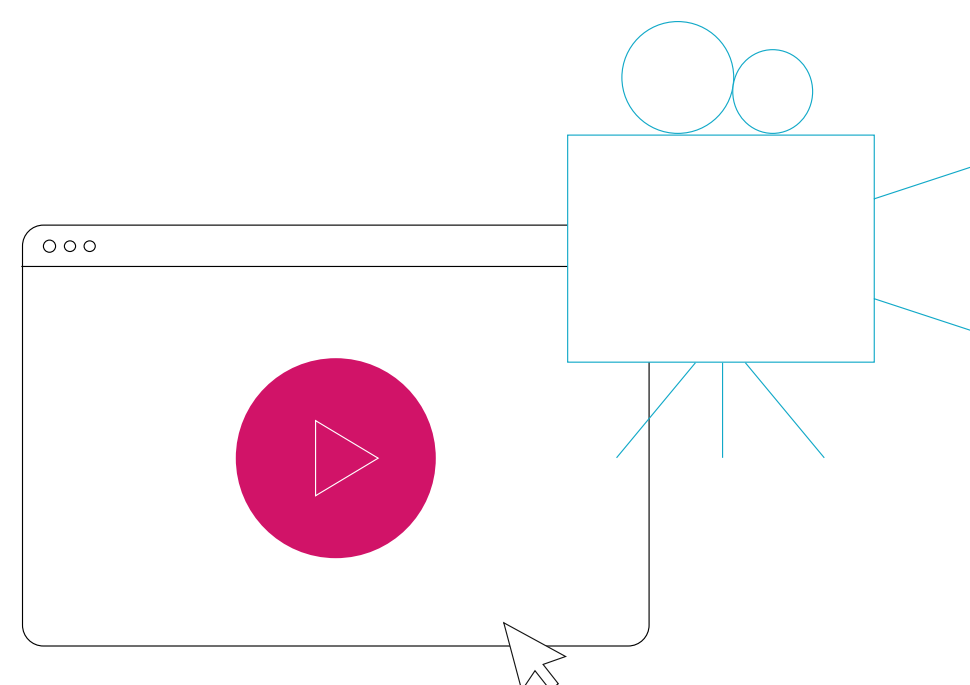
Social Media Management

We can develop a social media strategy to help you get the most from your social media marketing efforts. Getting your message to the right people, in the right way, and keeping track of your data will inform what content is really connecting with your audience.



Video & Content Production

Make your propositions more compelling with the most engaging content formats



Website Content

Write with your audience in mind. Quality content that informs and educates the user will keep them on your website for longer and help you build credibility for your business.

Infographics

Infographics are a dynamic mix of graphic design, imagery, data and content. They are very effective at helping users better understand complex information by breaking down difficult concepts into a clear and simple visual format.

Blog Content

Blogging should be a key part of your content marketing strategy. Blogs are an affordable marketing solution that will help you keep your users engaged. The more useful content you create, the more trust you will generate.

Advertising Copy

How do you communicate the value of your product or service to potential buyers? Choose your words carefully to convey the message you want. Good copywriting will connect with your prospective customers and persuade them to act.

Explainer Videos

Explainer videos are a quick and effective way to introduce and explain the value of your product or service. Videos are a powerful marketing tool and can have far more impact than a piece of text. Using video will also improve your search engine rankings.

Website Content Reviews

Does your website content need updating? We can review your site's content to ensure it is properly optimised for search engines, engaging for users and also outlines your value propositions in a clear and compelling way.

Profile Videos

A short marketing video telling the story of your company and how your product or service can help solve your customers' problems will boost your brand awareness and reach your target audience.

Content Editing

Need help optimising your content for users and search engines? We edit all kinds of copy making sure it is SEO-Ready, on-brand, and grammatically accurate. We edit all kinds of copy, including scripts.

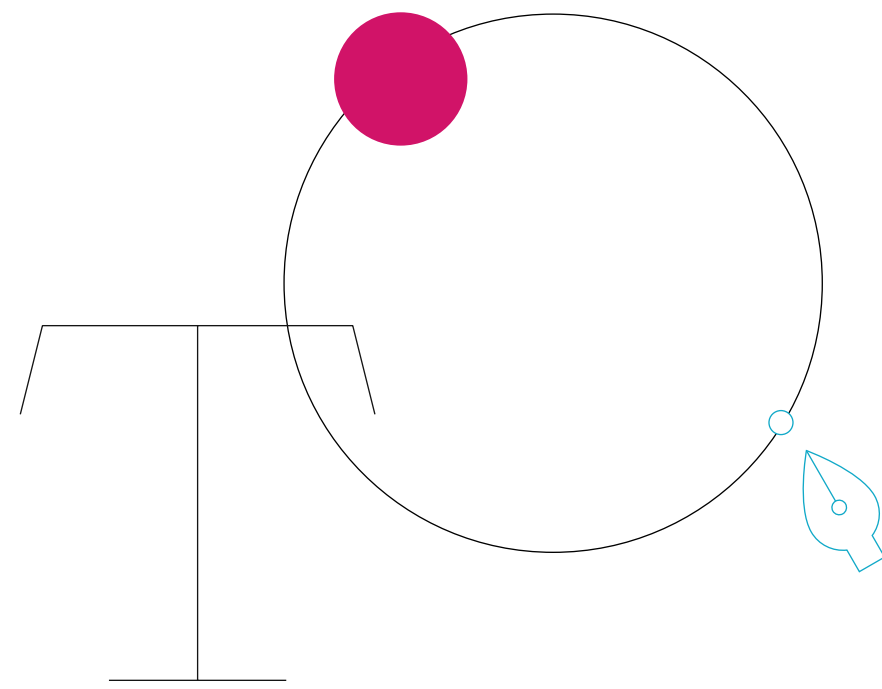
Bid Response Videos

You will add great value to your tender submission and stand out from your competitors with video. Video is one of the best ways to capture attention and done right will help you get your proposal across in a clear, engaging and memorable way.



Branding & Graphic Design Services

We have specialists in various design disciplines. We take the time to understand who you are and what you want to achieve



Brand Audits

A brand audit evaluates how your brand is performing in the marketplace. A full analysis will help you know your brand's position pinpointing the key areas that aren't working or need improving.

Design Kits

Design kits can include a wide range of design elements such as typography, iconography, colour palettes, graphics, user interface components, and more. These elements are often created with a specific brand or product in mind and are designed to be reusable across multiple projects.

Branding/Re-Branding

Your brand is a representation of who you are. Branding creates the look and feel for your company and helps people to instantly identify with your logo, your tagline, your brand colour, and your brand voice.

Stationery

As part of your branding strategy, a custom graphic including your company logo can be used on all kinds of stationery from letterheads, envelopes, pens, notepads etc. This helps establish your identity and makes your business look credible and professional.

Graphic Design

Graphics are important in web development because they can make your website look more professional. Visual stimuli will make your website more appealing and keep users interacting with your site for longer.

Iconography

Iconography is a simple visual language. Using icons to support your content will help visually explain the concept and meaning of your content so that users can better understand the information you are presenting and interpret it more easily.

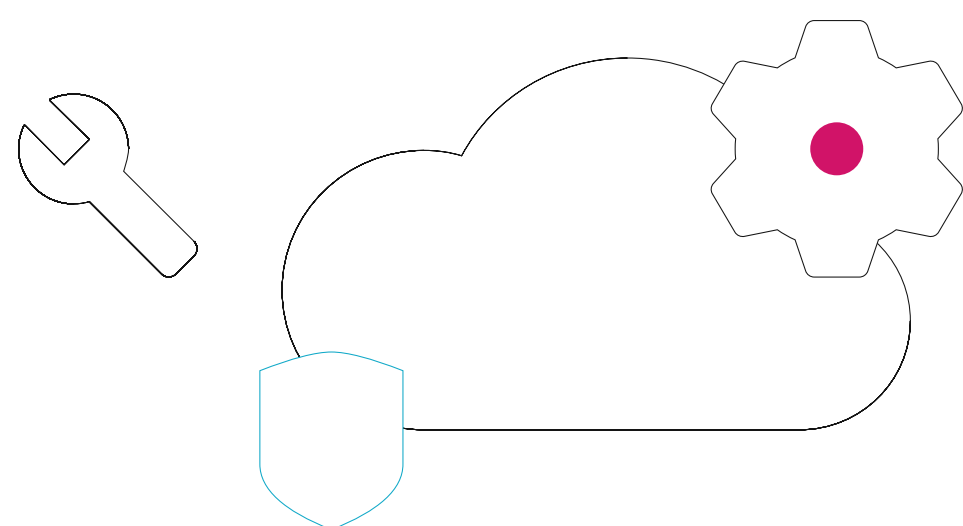
Slide Decks

Our design team can create a collection of visual slides for use in a pitch, or presentation or as an aid for storytelling. Slide decks are an excellent tool to present information to an audience and the slides can feature text, images or multimedia content.



Support & Maintenance Services

Our dedicated support team is on hand to ensure your site is fully secure and operating at maximum capacity



Support Desk

You can contact our help desk at support@togetherdigital.ie. Our opening hours are Monday - Friday: 9:00am - 5:30pm. If your request is sent outside of regular working hours one of our team will reply to you at the next available time.

CMS Updates

CMS updates will help keep your website secure from hackers and improve your overall website performance. Updating your CMS will fix technical issues and bugs, enhance functionality and create a greater user experience.

Pagespeed Monitoring

Slow loading pages will impact your search engine rankings and affect your conversion rate. Faster loading pages will improve your SEO and user experience making it easier for your website to generate leads, attract traffic and rank higher on Google.

Hosting

We provide regular website maintenance check-ups and this helps ensure your site is performing optimally and that your website is secure.

Penetration Testing

Penetration testing is important to protect your website and increase its security profile. Simulating a cyber attack against your website's system will identify and expose vulnerabilities that an attacker could exploit.

Core Web Vitals Reporting

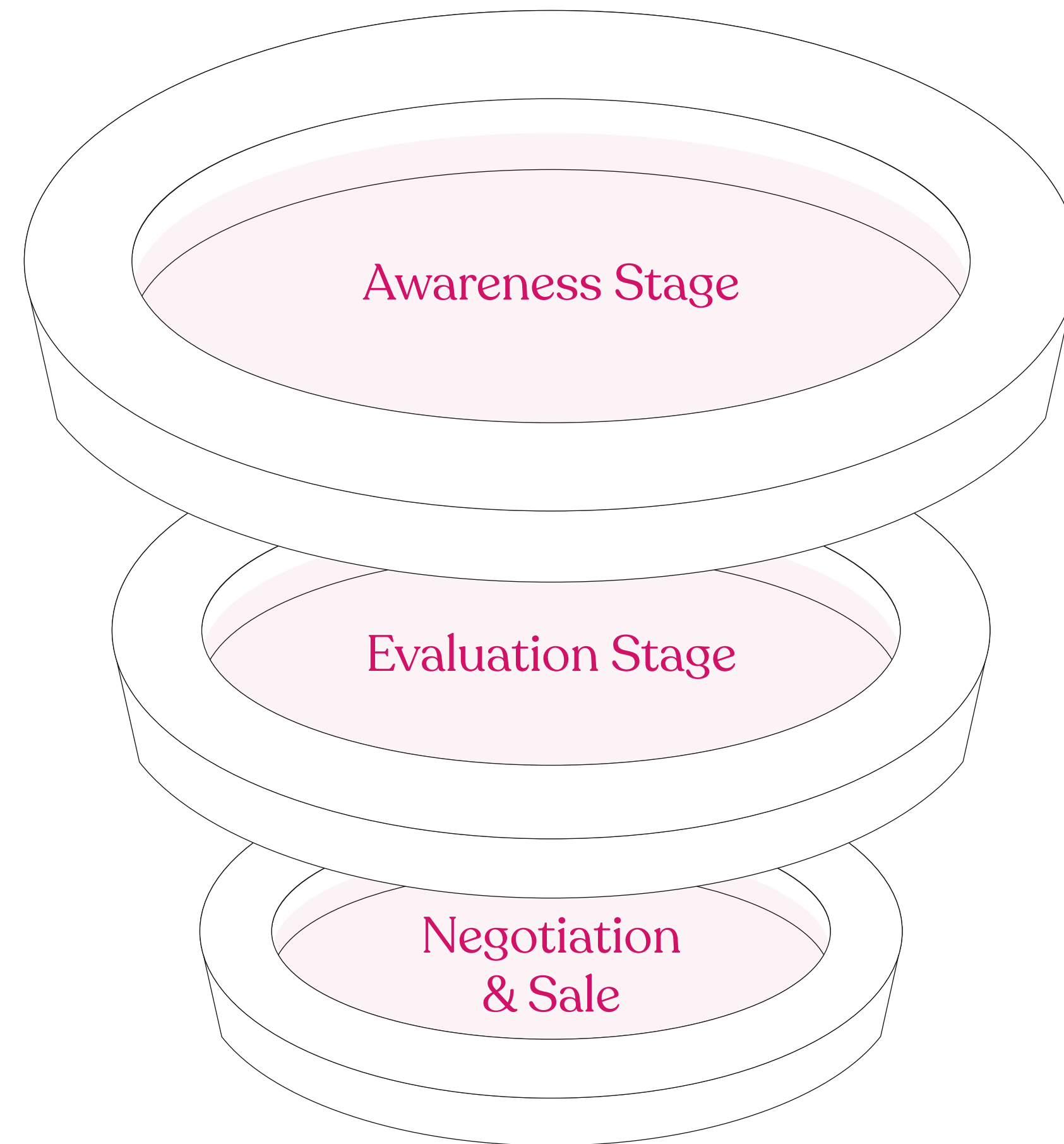
Google considers a specific set of metrics important to a website's user experience. We use specialist tools to measure Core Web Vitals and evaluate pages across the entire website so we can understand what pages require attention and need improvement.

GDPR & Cookie Compliance

GDPR (General Data Protection Regulation) protects the privacy of digital users. To achieve GDPR cookie compliance website owners need to be aware of the rules and regulations around tracking and monitoring user behaviour.



See how our various implementation services span your **full sales funnel** from awareness to evaluation and onto negotiation and sale



Top of Funnel

- Paid advertising
- Social media
- SEO
- Account-based marketing

Middle of Funnel

- Website design & development
- Profile videos
- Website content creation
- Case studies
- Explainer videos

Bottom of Funnel

- Slide decks
- Bid responses



Our Work

View some of our
recent work.



Clients

Our agency has delivered impressive results for a large portfolio of clients from various sectors





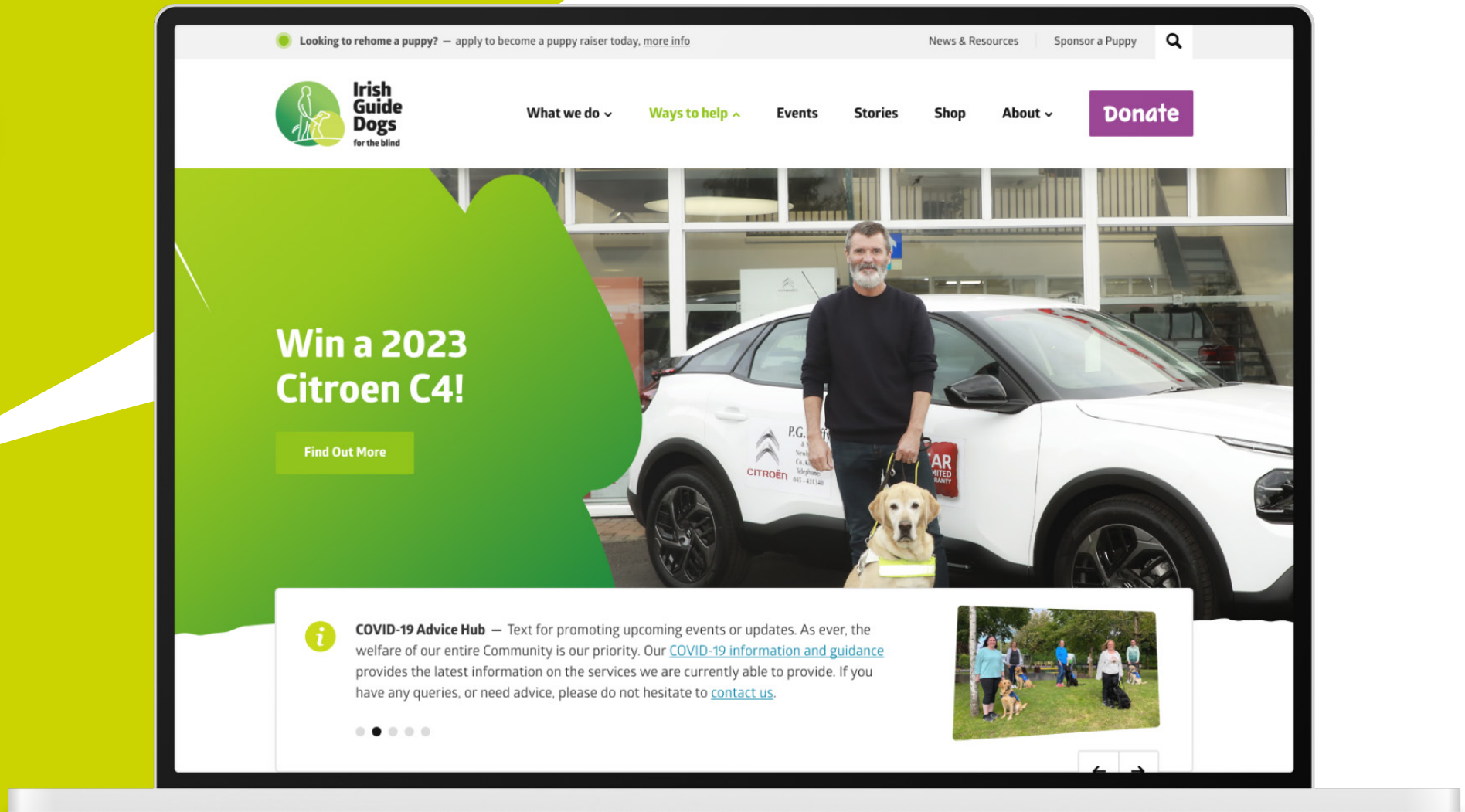
A powerful donation platform focused on accessibility and community engagement

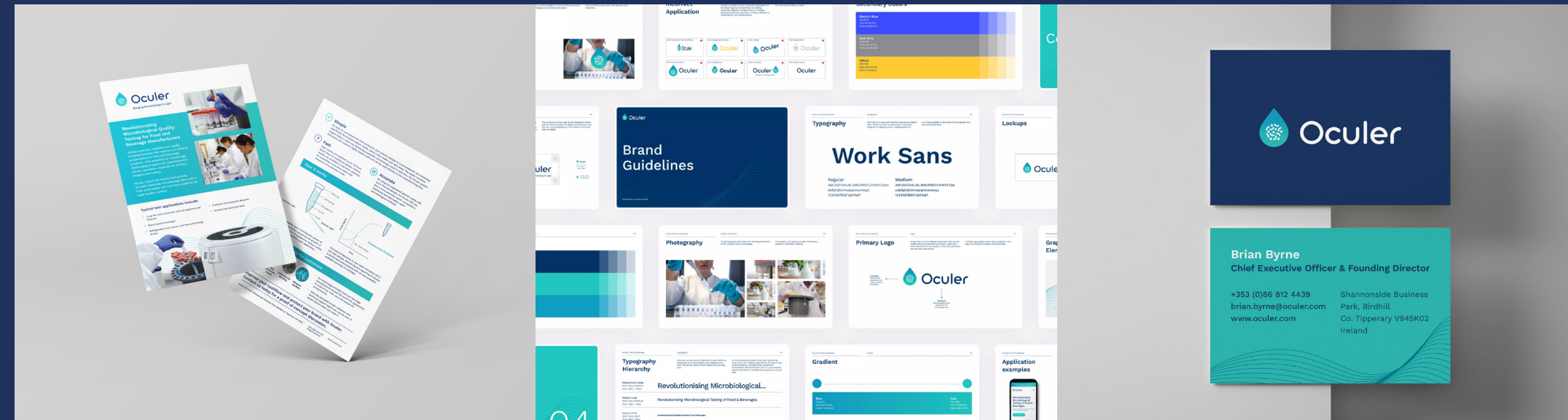
Design & Web Development

- Superfast high-performance website
- Ecommerce & CRM integration
- UX-focused payment workflow
- Fully accessible forms for vision-impaired users
- Custom rehoming and sponsorship sections

Video & Campaign work

- Legacy Video
- Journey of a PUP
- Dara's Story (Christmas Appeal)





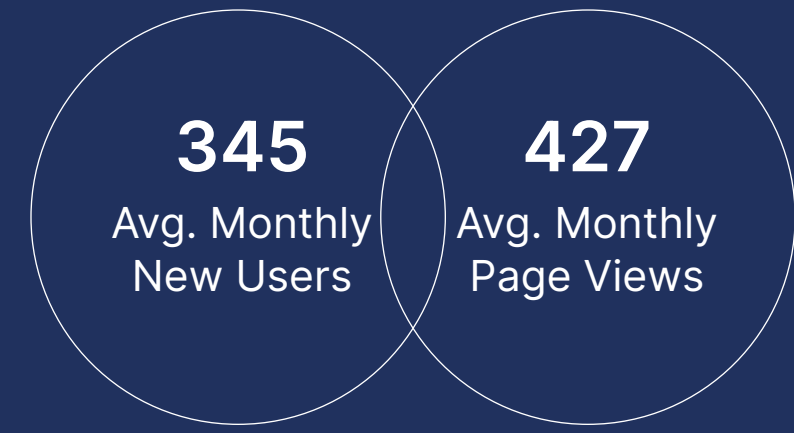
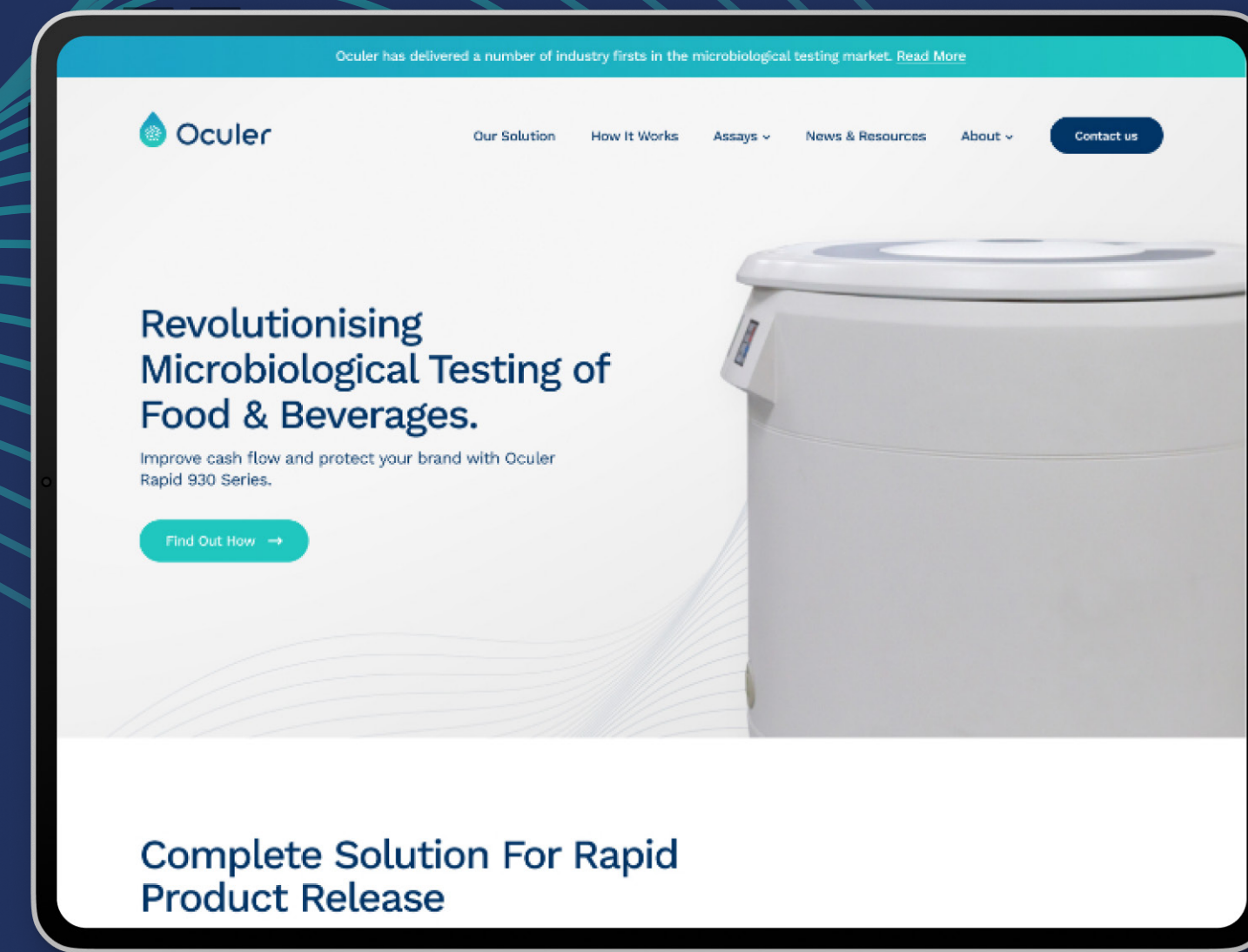
A complete website redesign with increased functionality and new features

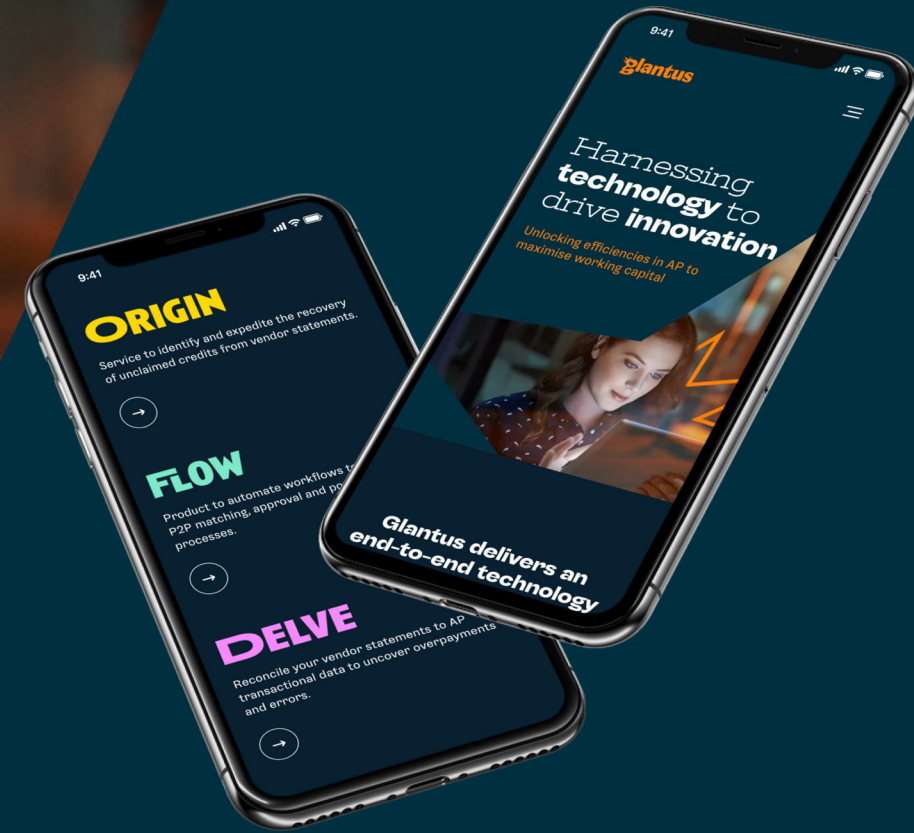
Design & Web Development

- A fast reliable digital platform
- Fresh brand identity to create a strong impact
- Newly designed logo to make a great first impression
- Graphic design services to create company brochures and stationery
- Live-action video highlighting the product's key features

Video & Campaign work

- ▶ [Oculer 930 Series introduction](#)
- ▶ [Oculer - How it works](#)
- ▶ [Oculer - How to use it](#)





glantus
Liberate. Innovate.

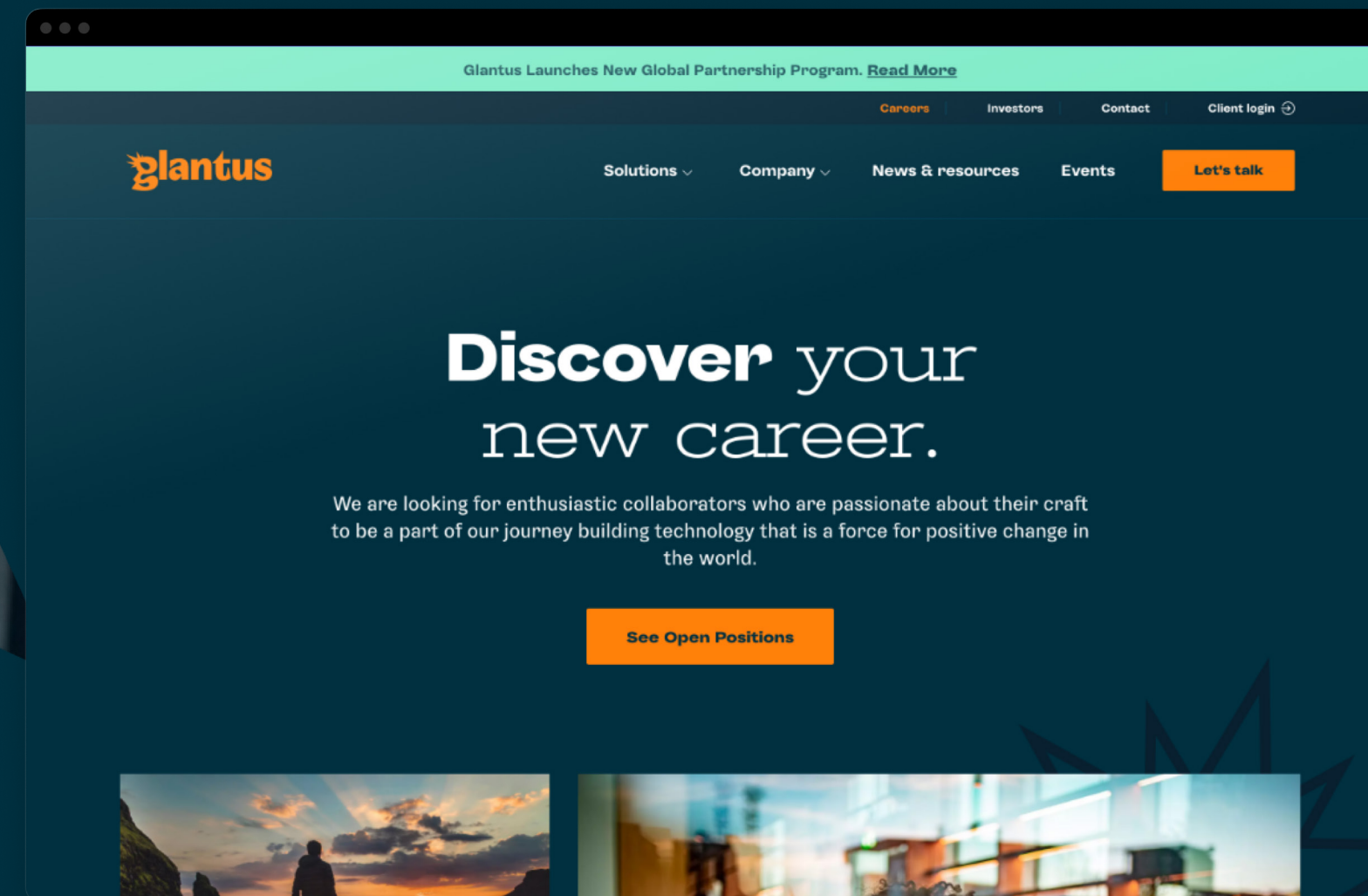
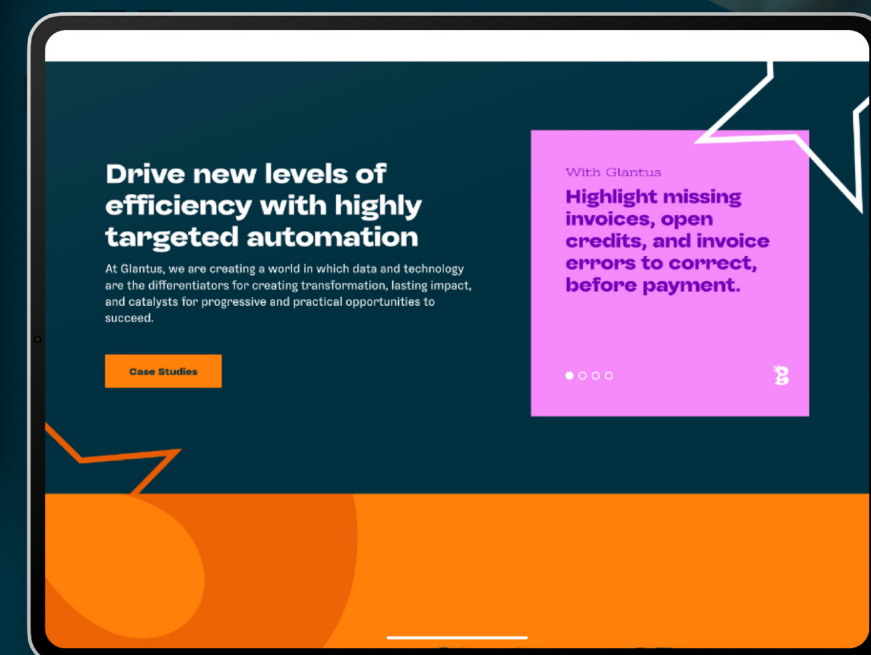
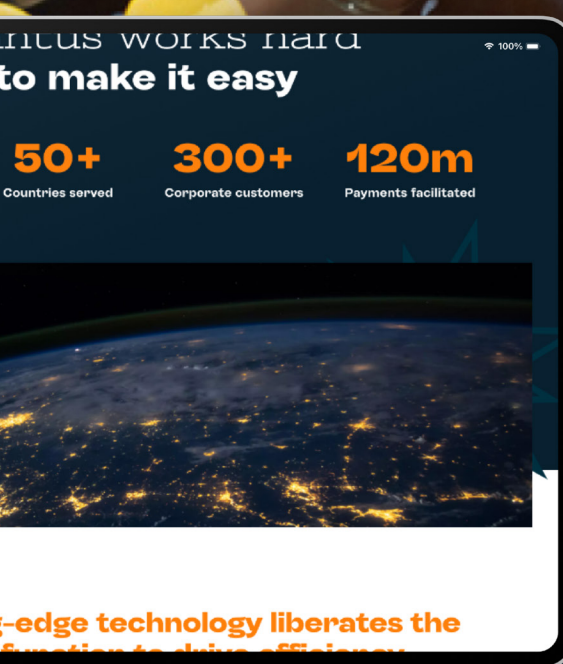
A **superfast** global website with investors platform and Zoho Integration

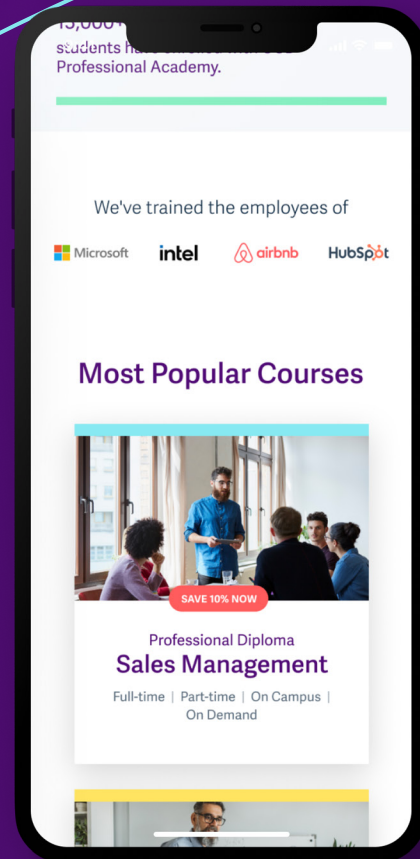
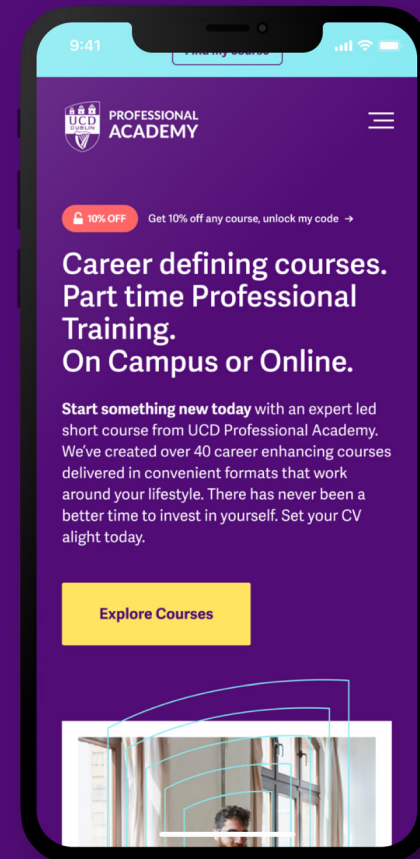
Design & Web Development

- A conversion-focused headless API-led CMS
- Content writing tailored to different buyer types
- A user journey enriched by an impactful design
- Keyword research to capture and engage prospects
- Using analytics to track the performance of the website

Video & Campaign work

- ▶ [JPD Financial Launch](#)





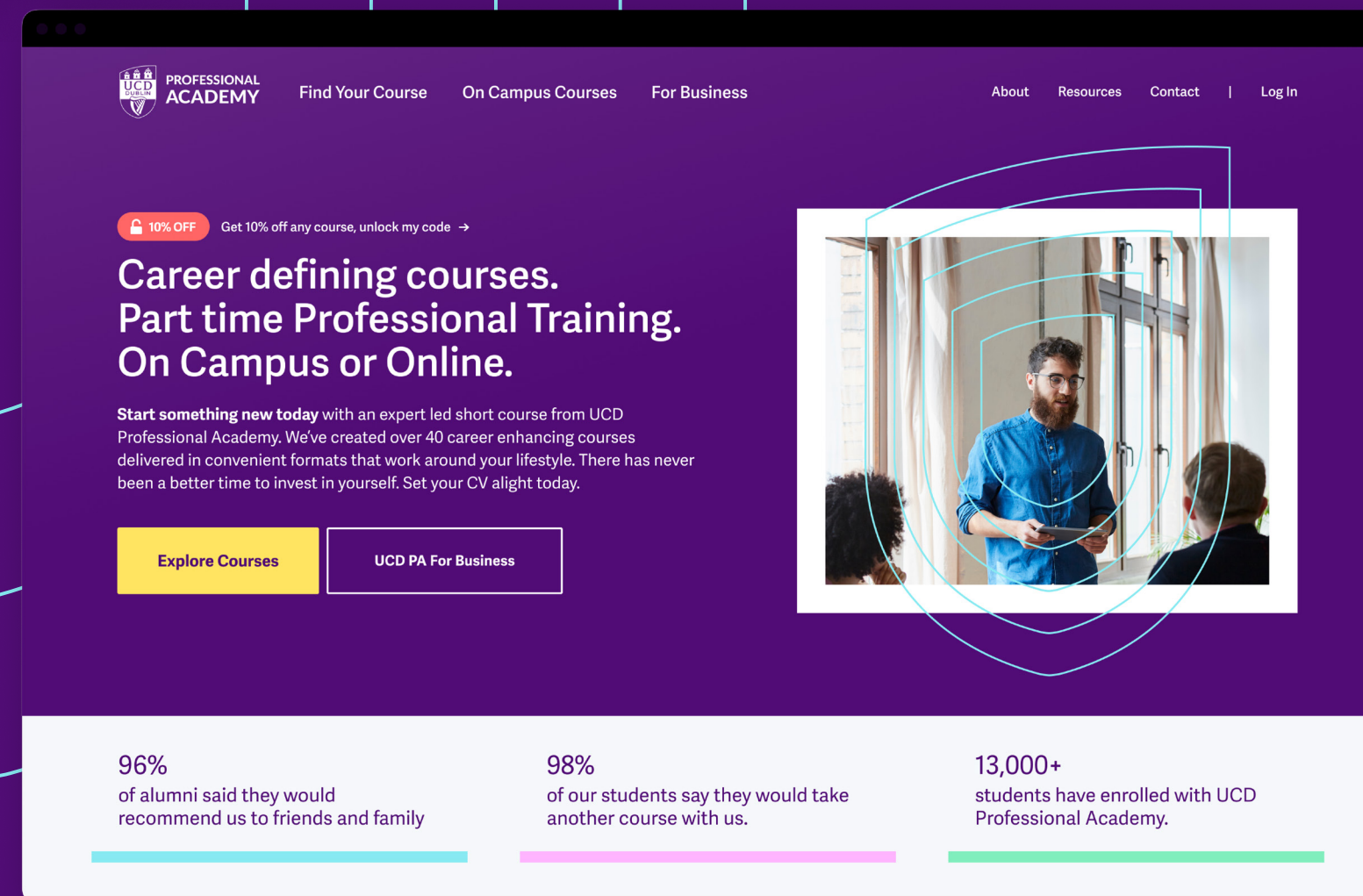
Reimagining UCDDPA's website using the latest headless CMS technology

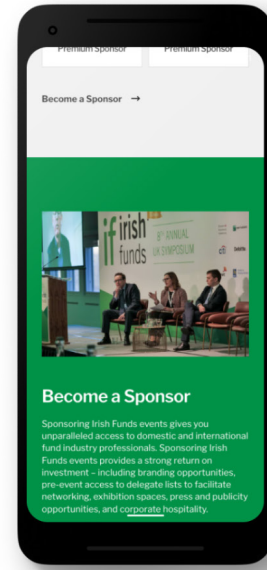
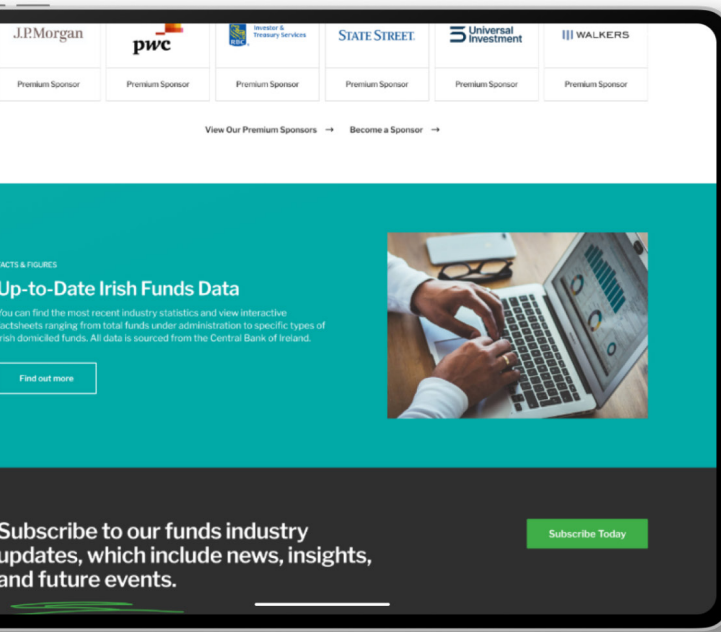
Design & Web Development

- A fast, illuminating SEO-friendly global platform
- Design that simplified the UX journey with a high impact
- A powerful headless CMS technology stack
- Rebranding strategy to help connect with a global audience
- Effective CTAs to guide browsers to the desired action

Video & Campaign work

- ▶ [Diploma in Office Administration](#)
- ▶ [Diploma in Digital Transformation](#)
- ▶ [Diploma in HR Management](#)
- ▶ [Diploma in Digital Marketing](#)





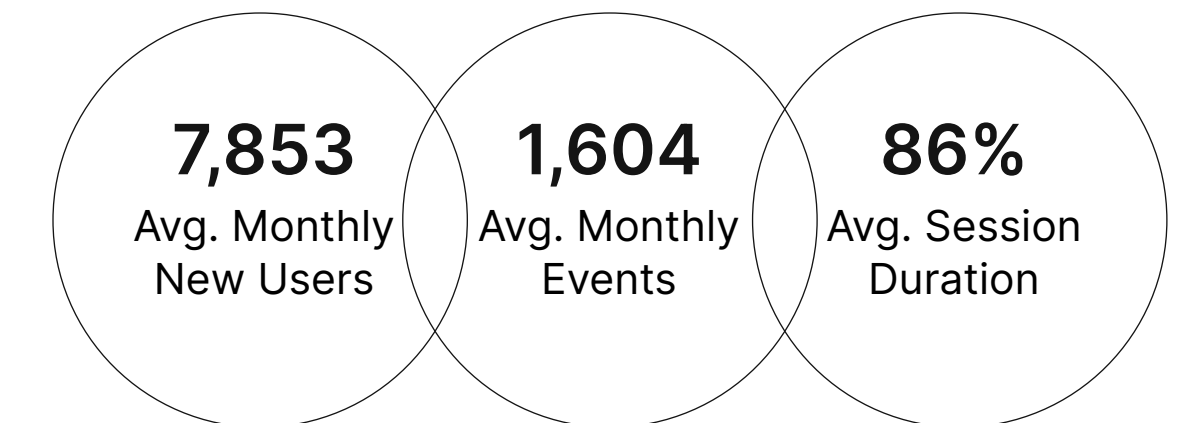
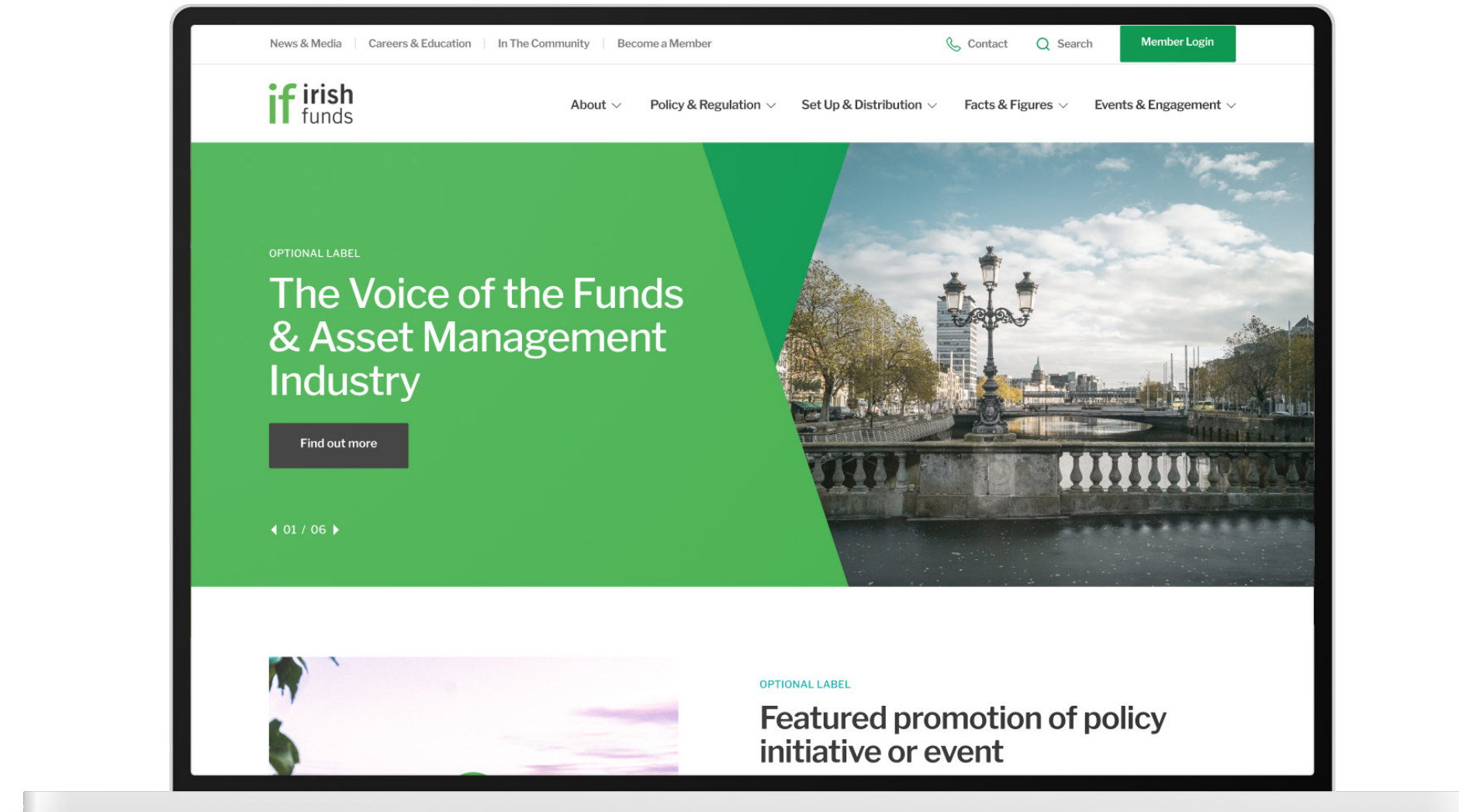
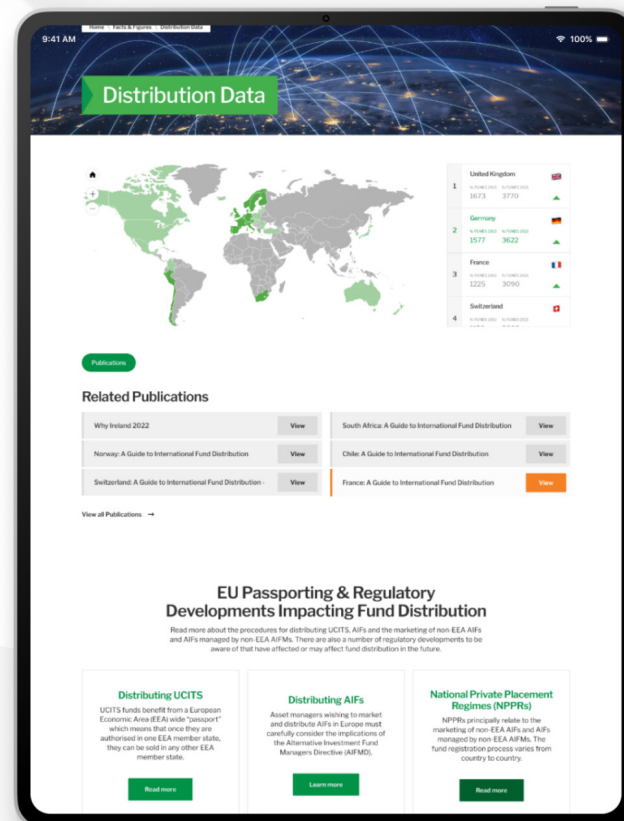
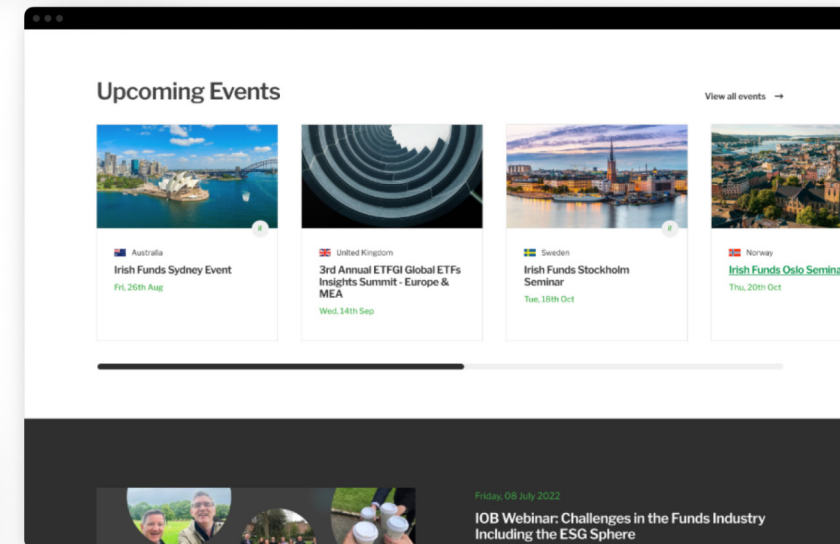
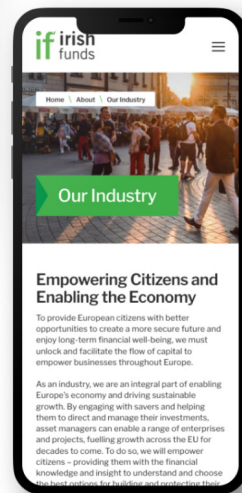
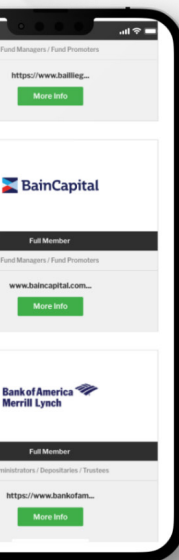
Site rebuild, redesign & complete migration to a modern and high-performance platform

Design & Web Development

- A complete site migration
- A new impactful UX-focused website
- Delivering a platform favoured by search engines
- A higher standard of site security straight out of the box
- An exceptional user experience

Video & Campaign work

- 🎯 2023 Annual Conference Promo
- 🎯 2021 Indecon Report Explainer
- 🎯 2019 Annual Conference Event Promo
- 🎯 Economic Assessment Report Launch





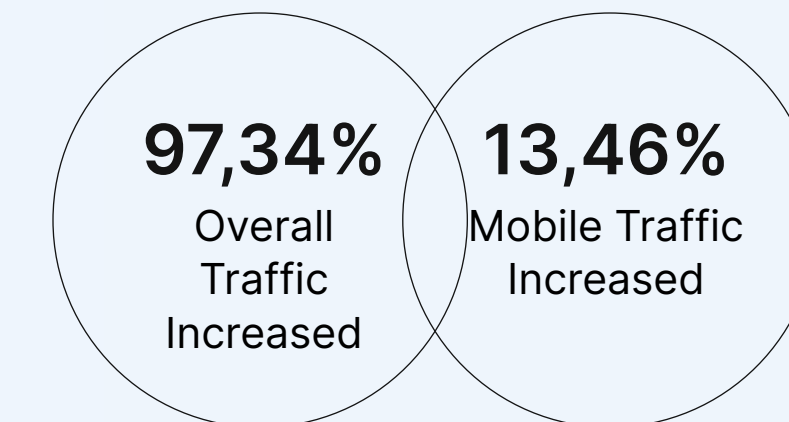
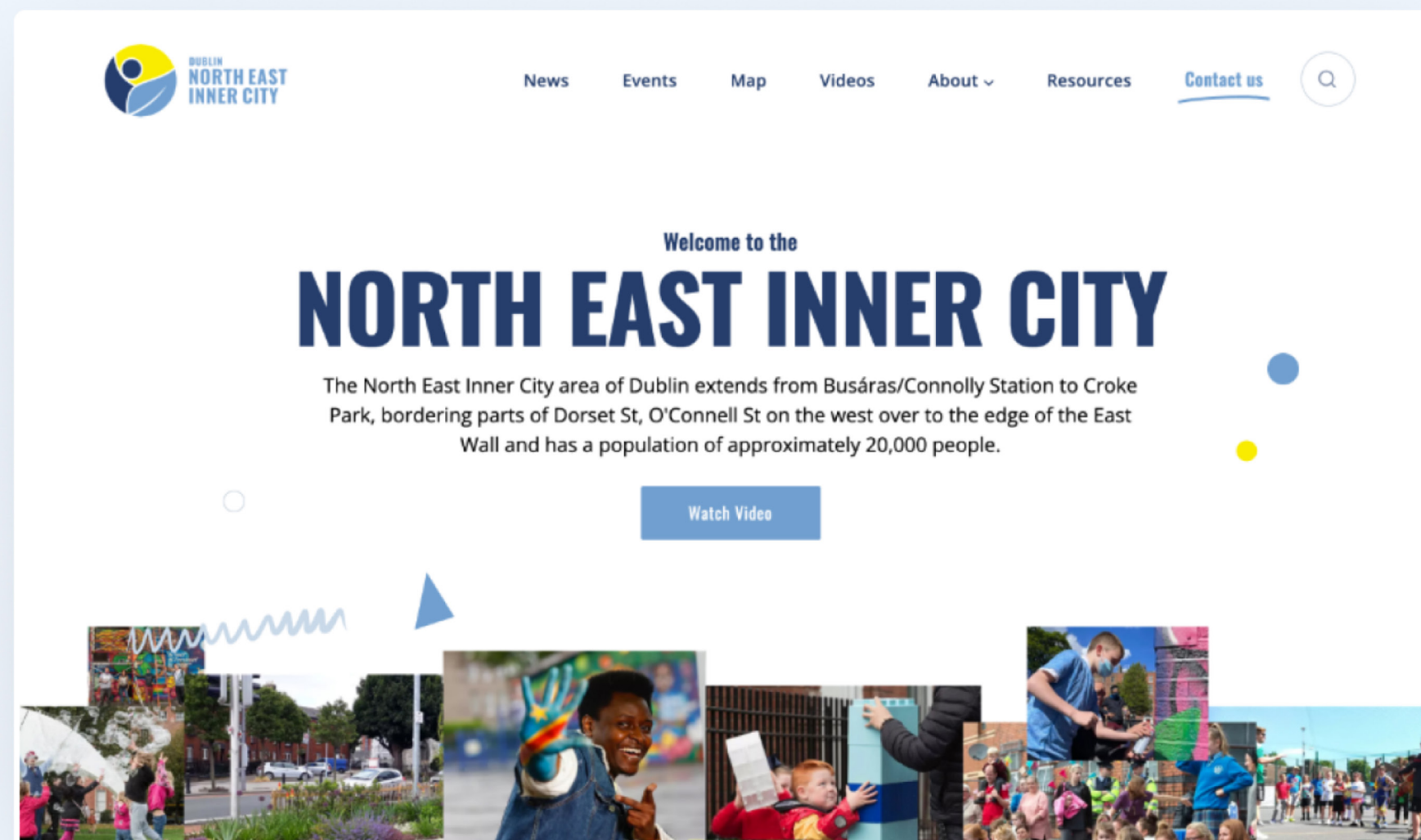
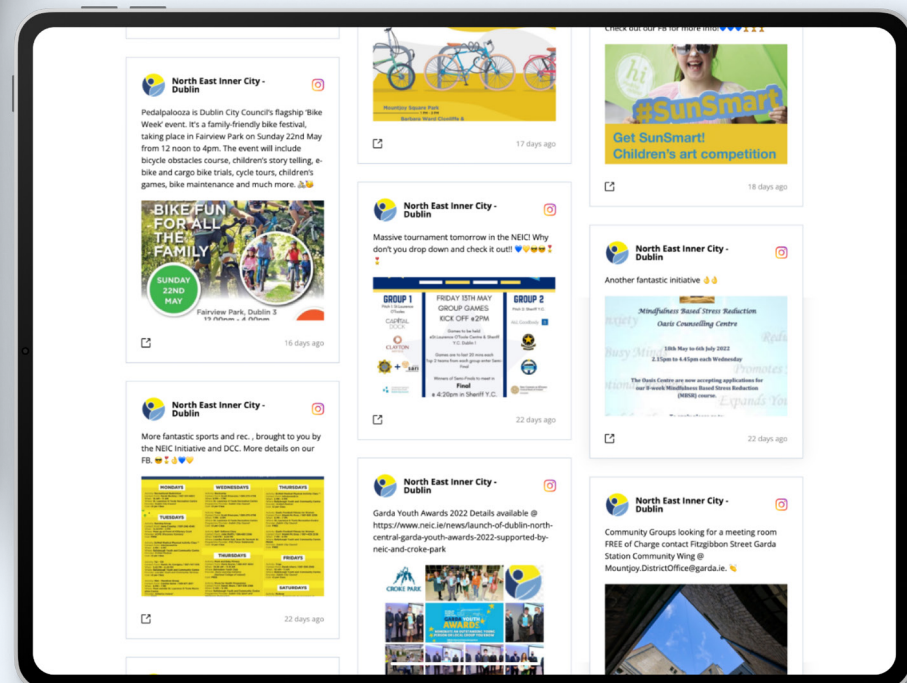
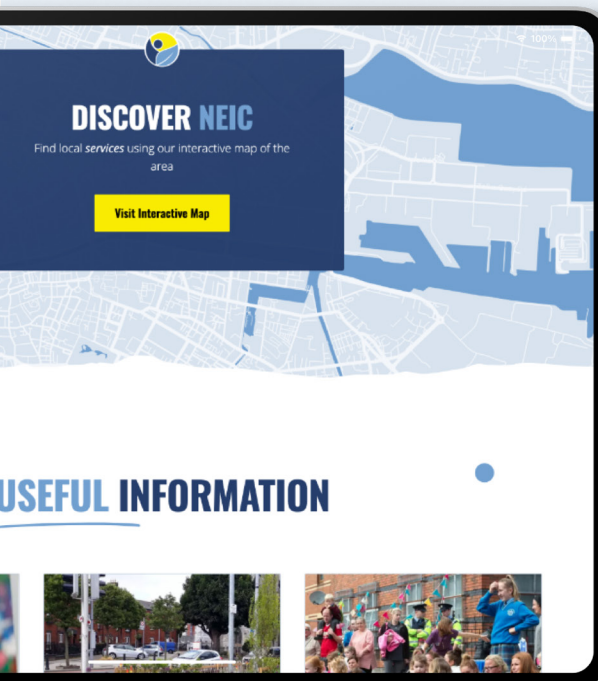
The new NEIC website needed to be rebuilt to make it more of a community-centred resource.

Design & Web Development

- A site rebuild improving website performance and scalability
- An omnichannel paid campaign to increase website traffic
- A social media strategy syndicating content across email and social channels
- Content strategy to refresh existing content and engage audiences
- Live-action video to enhance website visibility

Video & Campaign work

- 🎯 [NEIC - Yoga Teacher Training](#)
- 🎯 [NEIC - P-Tech](#)
- 🎯 [NEIC - Operation Reactivation](#)

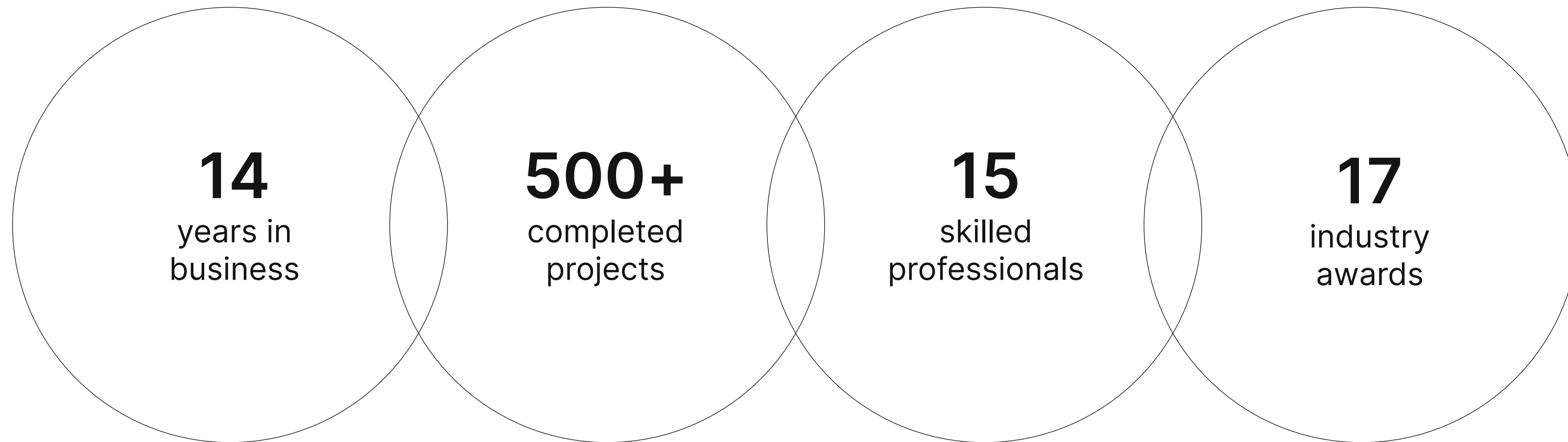


04 Agency Credentials

Our team of strategists, web designers, graphic designers, content writers, social media experts, and SEO professionals is ready to hear about your needs and provide solutions that will help your business grow.



Our Agency in Numbers





Award-Winning Performance





Our Team







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