
Chapter Marketing

Services & Examples of Work

Branding & Websites

We make branding for your business affordable, so whether you are simply looking for a new logo, or would prefer a complete rebrand including a logo, brand guidelines, business card and document templates, then we can you achieve the look and feel that your company deserves.

Plus we also create beautiful, functional and affordable websites for our clients too:

- Starter websites; Wix (& other)
- E-commerce websites; Shopify
- Purpose built websites; Wordpress



Google Analytics

Most small businesses know the importance of having a website. But if you don't know who's visiting it, how they are getting there, and what they're doing when they're on your site? Then it's safe to say you're missing out on a huge opportunity to increase your website traffic and more importantly, your sales.

By creating detailed website reports, we work with businesses to help implement Google Analytics properly, and ensure there's no more guessing about who, how, and why people visit, and leave your website.



Search Engine Optimisation (SEO)

You can have the best looking website in the world, but if your customers can't find it? Then it's safe to say it's pretty useless. That's where Search Engine Optimisation (SEO) comes in.

By setting up your website SEO properly, we can ensure that your website will perform in the search engine results pages, meaning that relevant customers find your website much more easily.

So whether it's producing reports to determine just how your website SEO is performing, conducting keyword research to ensure you use the right terms moving forwards, or improving your website SEO ourselves, we can help your website to reach the pinnacle; page 1 in Google.



Facebook Advertising

Now yes, anyone can boost a post, or set up an advert on Facebook. But are your adverts really set up for success?

- Are you targeting the right audience?
- Are you using the best advert type?
- Is your creative really going to convince your customers to click?
- Are you tracking your advert results?

We specialise in Facebook Advertising and can both advise, and set up your Facebook adverts to ensure they generate the best return on investment for your business.

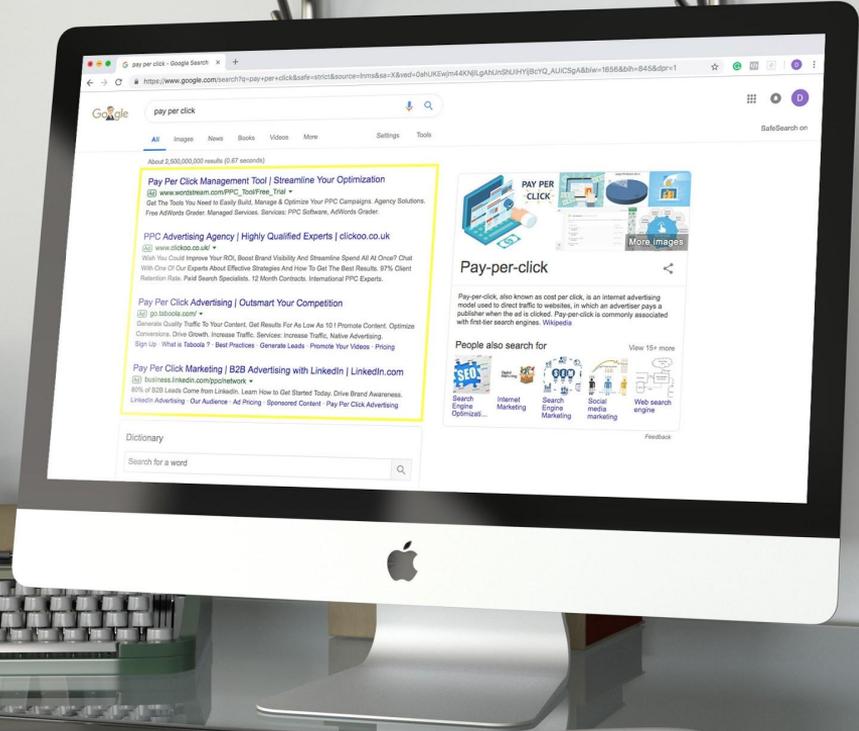


Pay Per Click (PPC)

Have you tried advertising through Google Adwords? If so, it's likely that you've worried whether you are wasting your hard earned money or not...

Pay per click advertising is a fantastic opportunity for generating both leads and sales for your business, but it's *essential* that your account, and campaigns are set up correctly.

That's where we come in... whether you simply need help to set up your Adwords for you, or you'd benefit from someone managing, optimising and improving them ongoing, then we are always here to help.



In-House Training

If you are looking to get to grips with your marketing activities, whether that be branding, Google Analytics, SEO, PPC, Facebook Advertising, or even building a website, then we provide both 1-2-1 and in-house training so that you can manage your marketing more effectively in the future.

So whether you have a team that you'd like to train, or you'd simply like to be able to manage your marketing activities yourself, then get in touch so that we can set up a session and help you to become a marketing expert yourself.



EXAMPLES OF WORK

EXAMPLE 1 | ABOUT

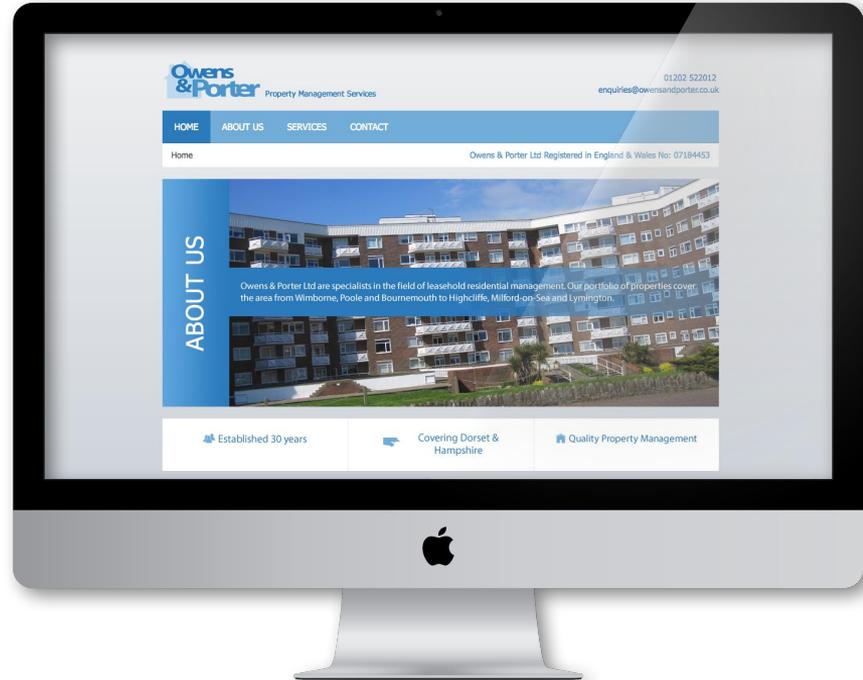
- Owens & Porter wanted to modernise their company 'look and feel', whilst still maintaining their heritage and tradition.
- The brief was not stray too far from the current look and messaging, yet adjust the colours, fonts and layouts slightly to help modernise the brand.

Before

Owens & Porter's logo was inconsistent across channels, and didn't do the brand justice. It looked tired, and needed to be modernised.

Their website had also been setup a long time ago, with little thought going into the design. It wasn't mobile friendly, and had a poor SEO setup; so it wasn't performing well in Google searches.

Owens & Porter needed a complete refresh, from branding to marketing collateral, and a new website build.



Brand Redesign

Owens & Porter's new logo and design really helped to modernise their brand, whilst still maintaining their heritage and portraying them as the professional outfit that they are.

We carefully selected a modern, serif font which works particularly well with the new deep blue that now represents their brand.



OWENS & PORTER

Property Management Consultants & Insurance Agents

owensandporter.co.uk

OWENS & PORTER

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Owens & Porter Ltd is registered in England & Wales 01560011. Our No. 1014921 is
Authorised by the Financial Conduct Authority.

About us

Established in 1985, Owens & Porter has a professional and dedicated team to provide a comprehensive level of service to meet the needs of clients in the specialist field of household residential management. We pride ourselves on providing a proactive and personal service and this is achieved with every property having its own property manager to provide continuity and point of contact.

“

“Their actions in dealing with problems arising from time to time have been very swift and effective. Having had experience of other Agents, I fully commend Owens & Porter.

”

MATTHEW OWENS

PROPERTY OWNER

100 VICTORIA ROAD

SALFORD, GREATER MANCHESTER

M6 6JG, UK

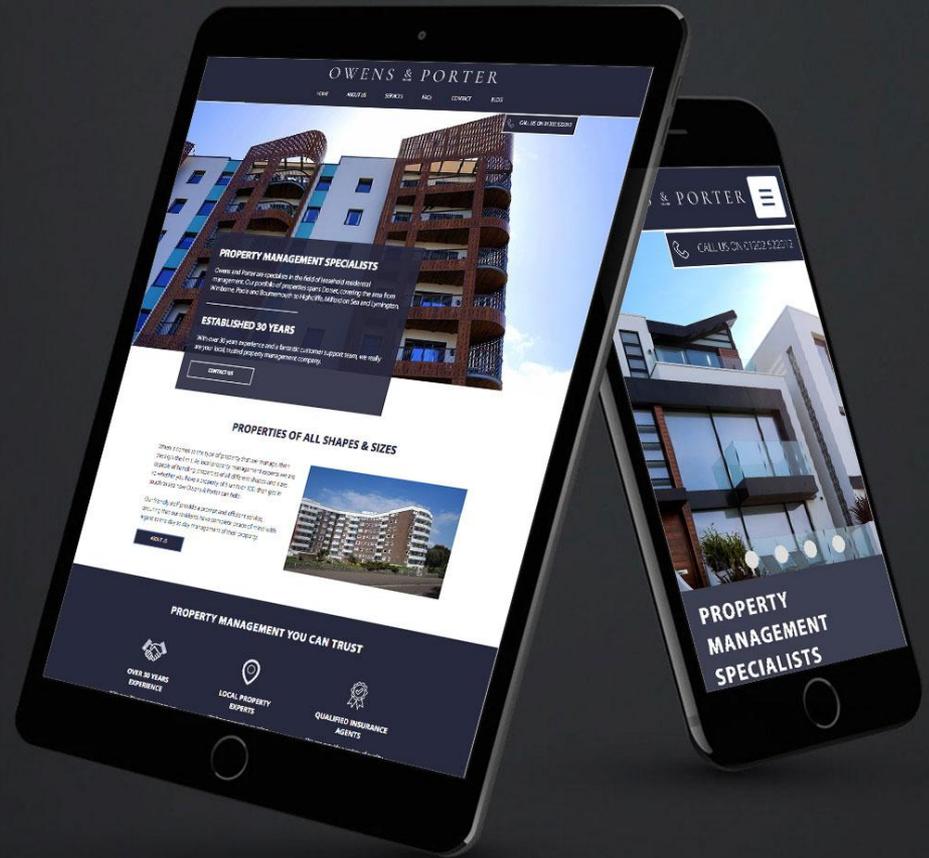
01202 522012

enquiries@owensandporter.co.uk

Website

Owens & Porter also had issues with their website; it was poorly designed, it wasn't mobile friendly, and had poor SEO; so it wasn't showing up in Google searches.

We therefore created a new website for Owens & Porter to incorporate their new branding, whilst being mobile friendly and setup to improve their presence in the search engines.



SEO

By conducting thorough keyword research, we re-worked the company's technical SEO to ensure that the search engines could index and crawl the website's core pages properly. We also amended their on-site copy to ensure the site contained the relevant keywords in the most effective placements.

Results:
Within 3 months after the work was complete, the company saw significant traffic improvements:

- 'Total clicks' to the website were at 304 clicks* versus 33 clicks 3 months prior.
- 'Total Impressions**' was 1,880 versus just 140 impressions 3 months prior.



*Organic search traffic

**The amount of times the website is shown in google search engine results)



We were completely new to this type of project, by Chapter made it clear, and easy for us to understand.

We are delighted with the rebrand they carried out for us, and our new website looks great, and is easy to manage. We won't hesitate to use Chapter for any future marketing projects.



Matt Owens, Director of Owens & Porter

EXAMPLE 2 | ABOUT

- Kingsbury Education offer tutoring for children about to leave primary school and move into high school.
- They are a premium service provider, yet their brand look and feel did not do them the justice they deserved.

Before

Kingsbury Education came to us looking for not only to accelerate their advertising and marketing efforts, but give their brand look and feel a refresh too.

Their logo was difficult to read given the choice of fonts and colours. It also didn't portray the 'playful' nature of their business.

Kingsbury Education's website also needed a refresh; their website was hard to navigate, and they wanted to display their content more clearly.



Brand Redesign

To give Kingsbury Education the playful yet professional look and feel they were craving, we used a selection of modern fonts and brightened up their colour palette, whilst still maintaining the blue and gold theme that they have always adopted.

We also created a wider colour palette to represent their 3 core services; enabling them to differentiate their marketing materials by service too.



Website

Kingsbury Education were tired of relying on their website agency to make basic updates and changes to their website. They wanted an easy to manage website so they could handle it themselves.

We therefore created a new website for them using the drag and drop website platform, Wix.

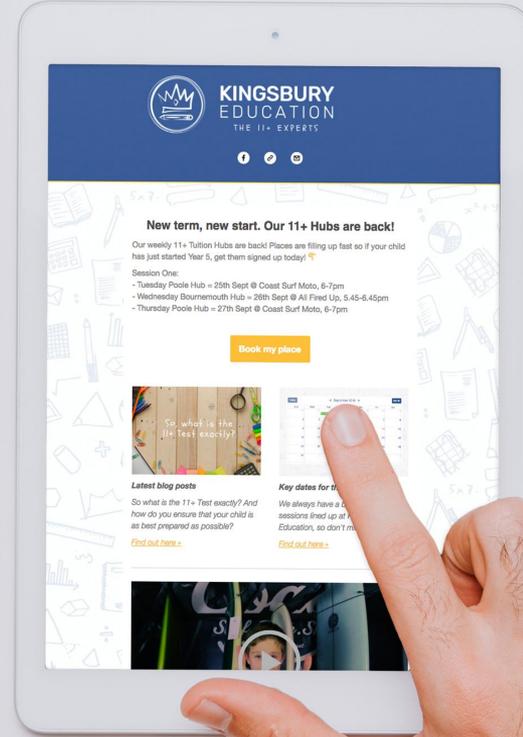
The new website looks great, has a clear user journey and is easy to use. They are also now able to make any changes they'd like, without the need of a third party to do so for them.



Email Template

Kingsbury were also keen to adopt a new email platform to reach out to their loyal customer base.

We designed and created a new email template with various styles and designs so that they can create their own email marketing campaigns in the future.





Chapter have been a huge help to us, improving our branding, social media and website. Such a great service. Darren works so hard and nothing is too much trouble, offering a bespoke and personalised service (which always feels prioritised and speedy).

Cannot recommend Chapter highly enough!



Peter Broadhead, Director of Kingsbury Education

Thank you. If you have any questions at all, please get in touch:

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