

A better way
to **grow your**
business.

CATALYST.
MARKETING AGENCY

CATALYST 
Marketing Agency

We are The Catalyst Group

Seven Divisions. One Group. Unlimited Possibilities.



A full-service, award-winning commercially driven digital marketing agency, comprising seven divisions that work together to deliver serious growth. We believe in doing things differently; our focus is on tangible results, not vanity metrics, which means that we deliver data-driven, evidence-based digital marketing and PR to positively impact your bottom line and provide an ROI.

We work with SMEs in various sectors across the UK, helping them to meet their growth targets.

Our varied team of lead generation specialists range from salespeople to CRM experts; writers to artists, allowing us to offer a broad-spectrum digital marketing solution that encompasses website design & build, content marketing, public relations, HubSpot/CRM integrations & onboarding, PPC, SEO, social ads and more.

We'll become an extension of your team, either filling in marketing skill gaps, or providing an end-to-end marketing solution. Catalyst Marketing is perfect for businesses looking to completely outsource their marketing, while our specialist divisions are perfect for those who need to fill a specific skill gap.

Whatever you choose, our partnership approach is designed to ensure that you have the knowledge and resources available to promote business growth and realise your organisational ambitions. Proper, plain-speaking, honest marketing that evolves alongside your organisation.

Other marketing agencies will tell you what you want to hear. We'll tell you what you need to know.

Ready to **grow?**



Our Core Services

Catalyst is divided into seven divisions, all of whom work closely with one another to create commercially focused digital marketing strategies.

Catalyst Divisions

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Catalyst Marketing

Catalyst Marketing

We're a full-service digital marketing strategy agency that focuses on building the commercial success of our clients.

What does that mean?

It means that we don't waste time celebrating vanity metrics; we focus on delivering tangible financial results – it's our job to provide true marketing ROI to our clients. This is usually in the form of hot leads, conversions and new clients.

We use data-driven insights to build marketing strategies for one purpose – growth. Catalyst Marketing is the ideal option for businesses looking to outsource their marketing efforts to our collective group of experts.

We help to:

- Attract new customers
- Up/cross sell to existing customers
- Launch new products
- Enter new markets
- Increase value ready for exit

A little bit about us:

We increase
leads generated
by an average of **67%**

We have decades
of experience on
the team

187 yrs

What we do

Marketing and strategic

We understand that no marketing strategy succeeds without mountains of data backing it up.

That's why we invest time and energy into identifying the perfect marketing mix that will resonate with your specific audience.

Our market research provides us with data that we can use to generate 67% more leads on average for our clients.

Brand development

Your audience's first impression of your brand is formed within 0.5 seconds.

Get it right and you'll have an engaged prospect who is open to reading more about your business. Get it wrong, and within the next 8 seconds, they'll be leaving your website.

A brand is so much more than "just a logo". We look at the overall visual language of your brand, creating brands that make the perfect first impression. Using data gleaned from our market research, we will build you something that captures the attention and keeps prospects thinking about you.

Before



After



Business propositions

Your proposition sits at the core of your marketing communications

– it's, intrinsically, who your business is.

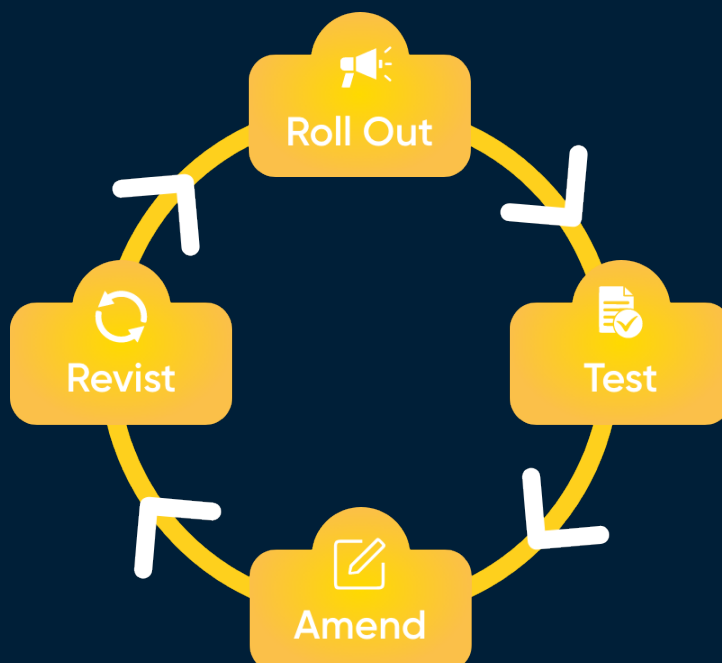
It is a concise statement that “acknowledges customer pain points, introduces your business and presents your solution in as few words as possible, connecting your product/service and your target audience.”

Our expert copywriters create business propositions that make an impact – they inform how your business communicates moving forward, keeping your audience in mind at all times.

Strategic implementation (lead generation)

Once we've put together a bulletproof strategy, it's time to get the ball rolling, putting your unique lead generation strategy into action.

Our lead generation implementation follows a tried-and-tested flow:



We're always gathering data on the successes (and failures) involved in digital marketing. Not everything will be a success (good marketing takes time), but, over time, we will take what works, refine it and use the data we gather to deliver hot leads that are ready to convert. More leads = more growth; just what you need.



Catalyst SEO & PPC

SEO & PPC Services

We increase page 1 visibility
by an average of

30%

Search strategies for long-term and short-term business growth. Our search engine optimisation (SEO) and pay-per-click (PPC) experts ensure your business generates the traffic it needs to thrive.

At Catalyst Search Marketing Agency, we have a team of industry specialists – people who have worked across PPC and SEO for decades. We're a collective of data-obsessed storytellers; we'll take your brand and build a unique search strategy that ticks all the boxes with your audience, covering a unique blend of Google/Bing Ads, social ads, Meta Ads and much more.

We help to:

- Increase visibility on search engines
- Drive more qualified and relevant traffic
- Build end-to-end search strategies

Our



Service

Google

Certified
Publishing Partner

Every business wants great SEO, but it's incredibly hard to get right if you don't know what you're doing or lack the time it takes to do properly.

SEO requires constant attention, like a child – you need to feed it with the right keywords, target the right trends and monitor it constantly. Give it the attention it needs, and you'll see your organic traffic growing month on month. Neglect it and this traffic will fall off a cliff.

Our team of SEO experts will babysit your SEO, ensuring that you're saying the right things at the right time to attract the right people.

SEO in numbers:

SEO leads
convert at **3.5x** the rate of PPC
but takes time to
accumulate.

Time is of the essence when it comes to SEO, start now to see long-term results.

"The team has gone above and beyond to help during our website launch. Really great people to work with as well."

- Marshall Harmony

Our **GEO** (generative engine optimisation) service

The advent of generative AI, such as Google's Gemini, has completely transformed the SEO landscape.

Traditional SEO is still essential, but there are new wrinkles that SEO professionals need to explore – namely generative engine optimisation (GEO).

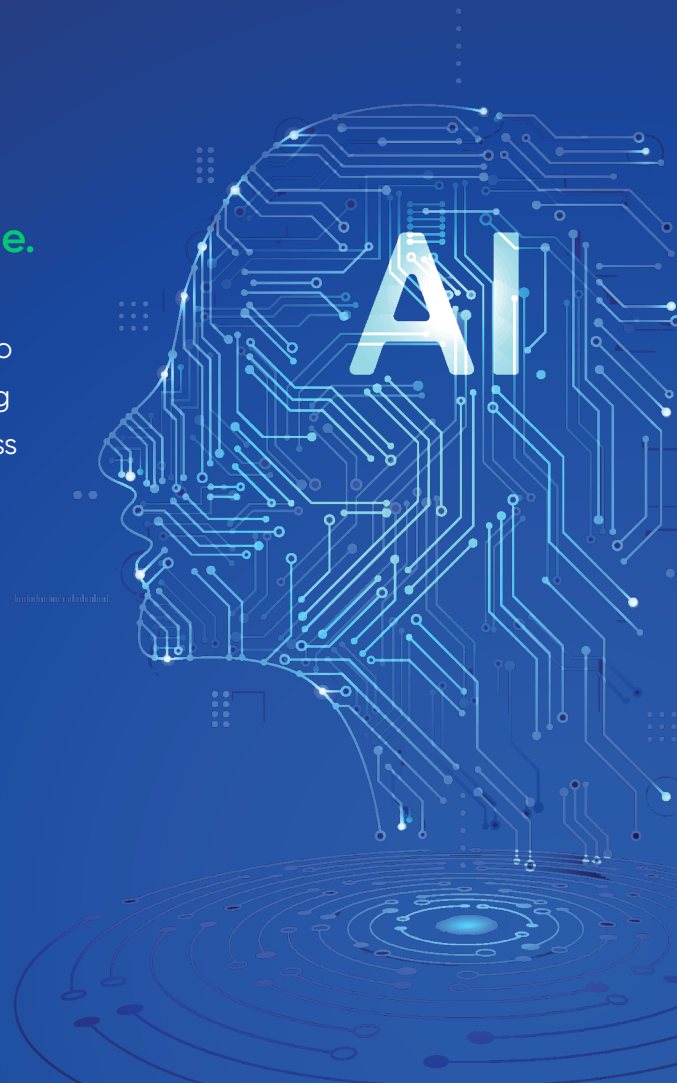
Search engines (like Google) are using ever-more-powerful AI to streamline their search engine experience. You need to ensure that you're writing content that functions in the new GEO ecosystem.

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Search engines (like Google) are using ever-more-powerful AI to streamline their search engine experience. You need to ensure that you're writing content that functions in the new GEO ecosystem.

Our Search team are highly experienced in producing content that works for both AI and for people.

AI search engines aren't going anywhere. If you fail to adapt, you'll fall behind your competitors. By working with our specialists, you guarantee that your business remains relevant and competitive in the race to the top of search engines.





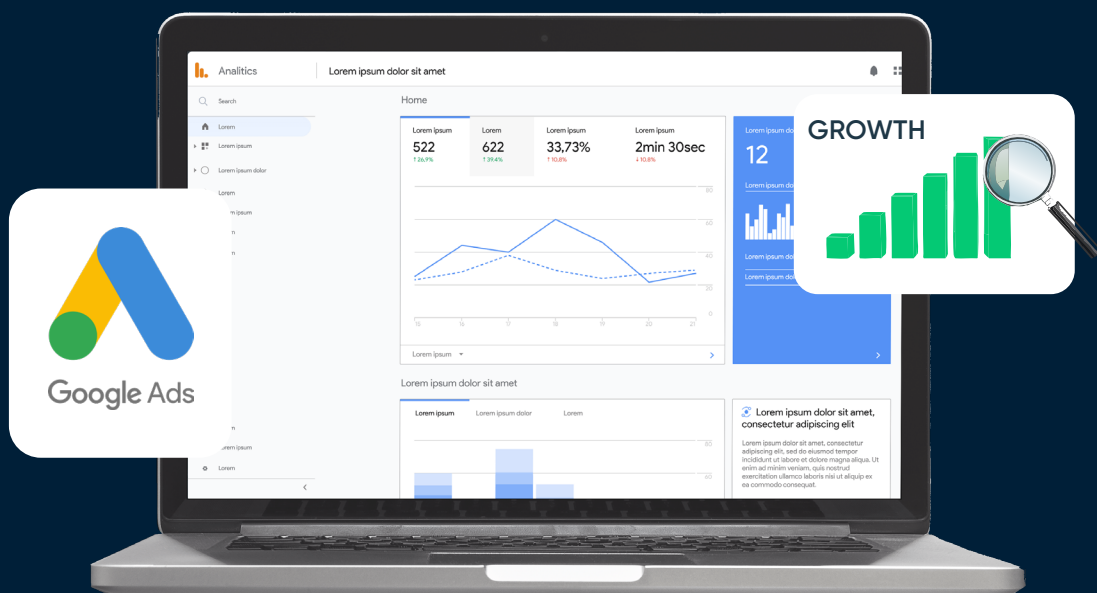
Our PPC service

PPC is often neglected by many businesses. If this sounds like you, then, chances are you're letting your competitors freely bid on and steal traffic away from your website.

By paying for a position on search engines, PPC allows you to rank above all organic results (SEO). So, if your competitors are paying for it, they will always rank above you. It's incredibly important that you compete with them and steal the traffic and sales for yourselves.

Our PPC experts are diligent specialists, highly experienced in the art of crafting PPC ads that convert. We know exactly how to outcompete competitors, delivering cost-effective, efficient PPC ads for Google, Bing and other search engines.

Pay-per-click ads typically have a better ROI than SEO, with an average of £2 for every £1 spent.





Catalyst Content

Content Services

Nurture your brand and drive growth with content marketing.

We're a full-service content marketing agency. We invigorate brands with industry-leading content. Guide your prospects through your sales funnel and become a leading voice in your industry.

Partner with Catalyst and you'll have your own dedicated content marketing team. We're here to help you create content that cuts through the noise and positions your business for growth.

We help to:

- Boost search exposure with SEO content
- Create high-quality content tailored to your audience
- Design visually stunning content
- Make your business a content powerhouse

We drive **78%** More traffic on average

Increase conversion rates by 150%

Find your content mix

Our content specialists will work closely with you to determine the perfect content mix that will best engage with and convert your target audience.

From blogs and guides through to video, infographics and more, it's our job to help build you a unique conversion-focused content strategy.

Quality content, perfectly crafted

We love keeping our clients involved in the content marketing process

You can be as involved as you want; our content team will produce unique work based on your insights, helping establish you as an industry leader.



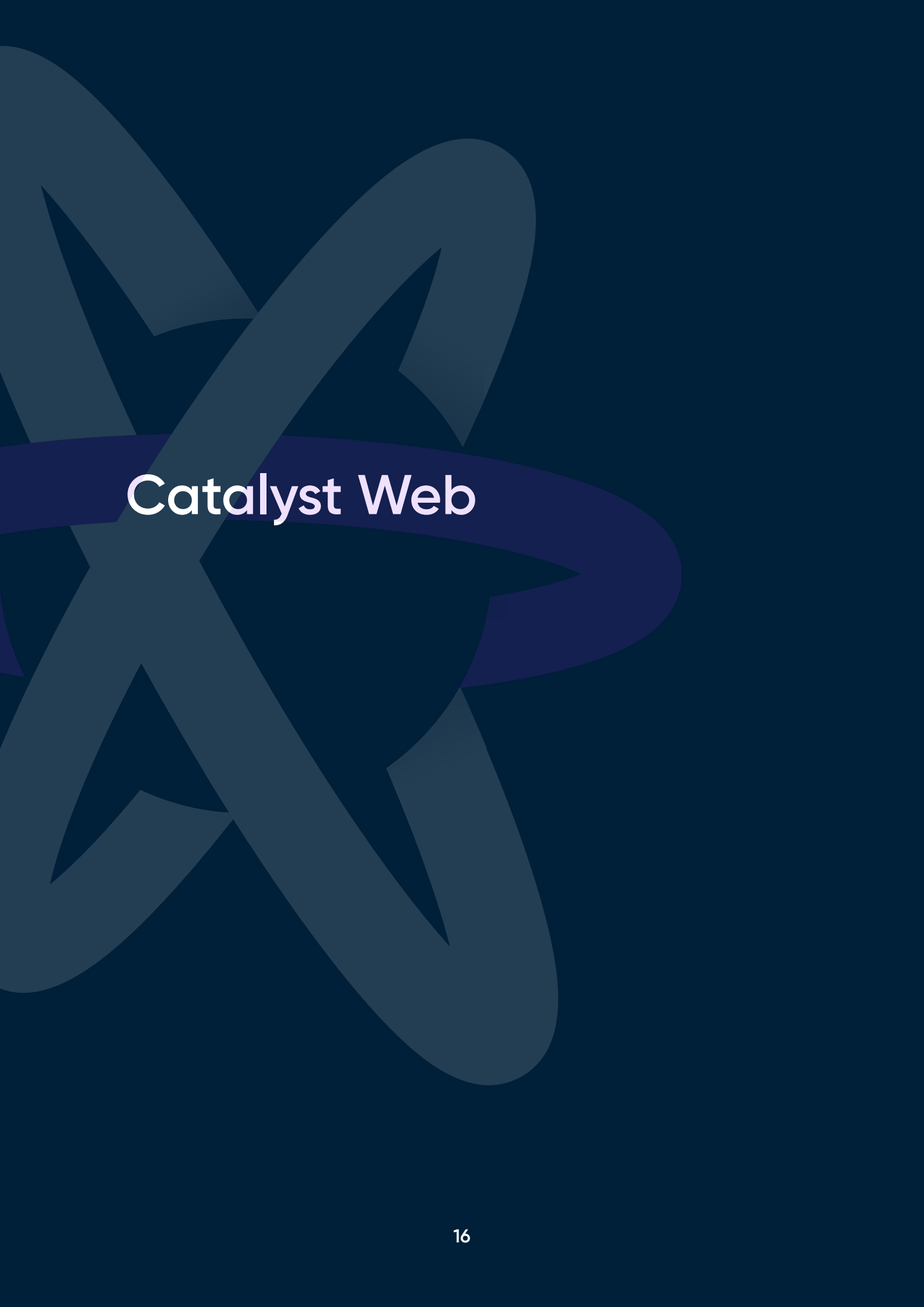
Sales enablement

Your salespeople shouldn't be gently tapping on candidates' doors, politely hoping that they'll pay attention.

Your salespeople should be kicking the door down, demonstrating that, in no uncertain terms, that your business has a product or service that's worthy of their time.

Cold calling isn't going to get you there. Your existing sales collateral isn't going to get you there.

We create high-quality sales enablement content – sales aids that will help your salespeople at all stages of your sales process.



Catalyst Web

Web Services

We increase website engagement on average by

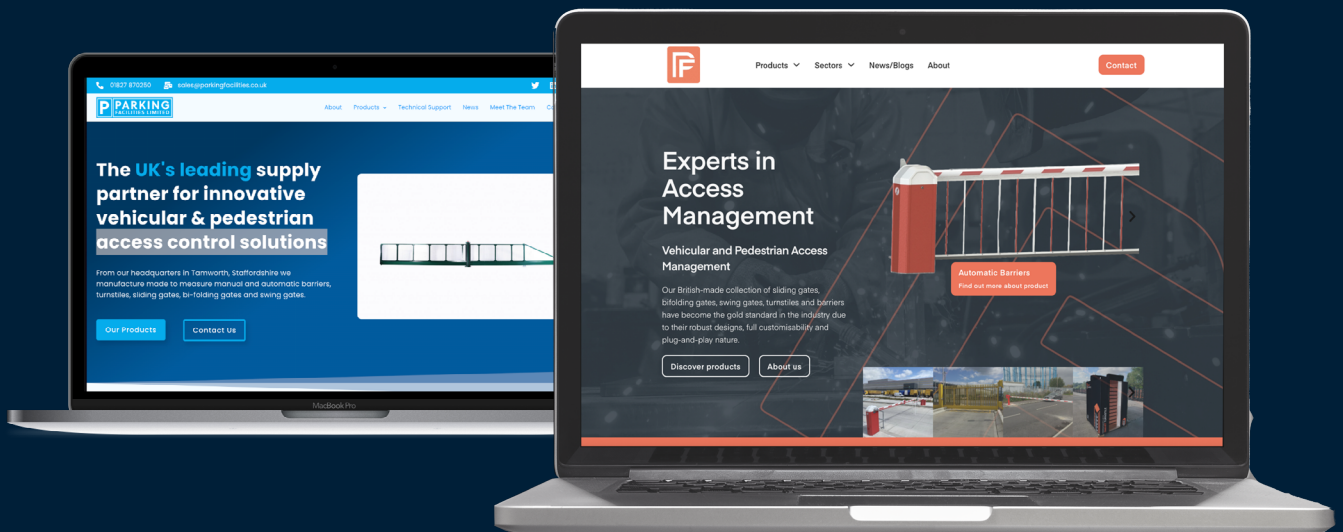
32%

Having a nice website **isn't enough**. Your website should be driving leads, converting visitors and appearing on search engines. If it's not, it's hindering your growth potential.

Data-backed websites built by Catalyst Web deliver serious results, every time.

We help to:

- Websites built in any CMS
- Better visibility and more sales
- Websites that are built to stand the test of time
- Great website design
- Great user experience
- Great website copy



Before and After: Parking Facilities Ltd

Our website packages

We understand that every business has a different budget and website needs

That's why we tailor website packages to meet your exact needs. Whether you need a digital refresh, or you need to build a new website from scratch, we can support.

We have a variety of website packages that can be tailored to suit any organisation, big or small.

Templated websites

A templated website is a cheaper option for small businesses or startups. Rather than having a bespoke design, you'll use a tried-and-tested website template (one that can be customised and tailored to meet your needs). Your template will be fully branded in your colours, and all copy will be created to ensure you get the maximum benefit from it.

Website templates are a fantastic way to get a quality, SEO-optimised and lead generative website for less.

You get a website with a user experience that's proven to deliver results for a fraction of the price. Our website templates have been proven to convert 1-2% of visitors to leads (this is incredibly high as an average!).

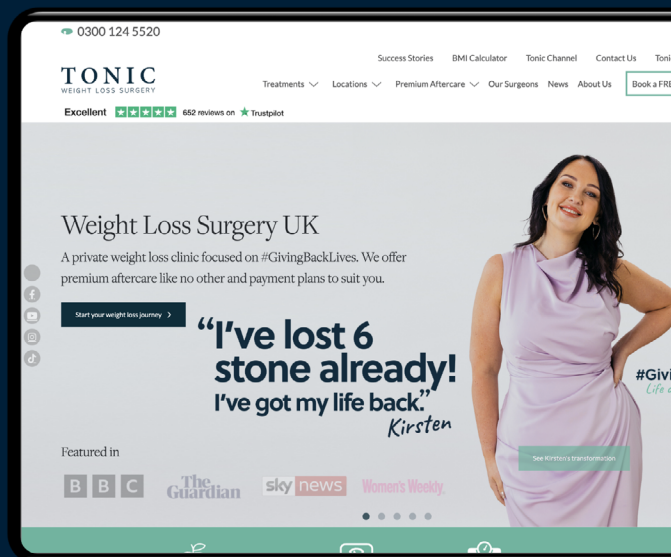


Bespoke websites

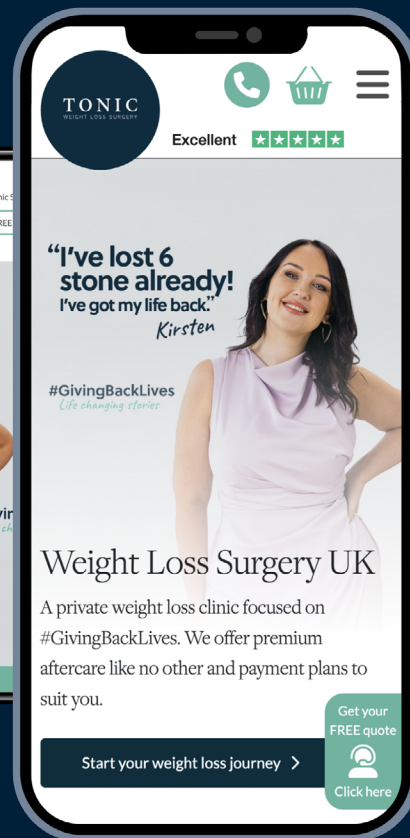
Our bespoke websites are built from the ground up, bringing together decades of website design, development, UX and copywriting experience.

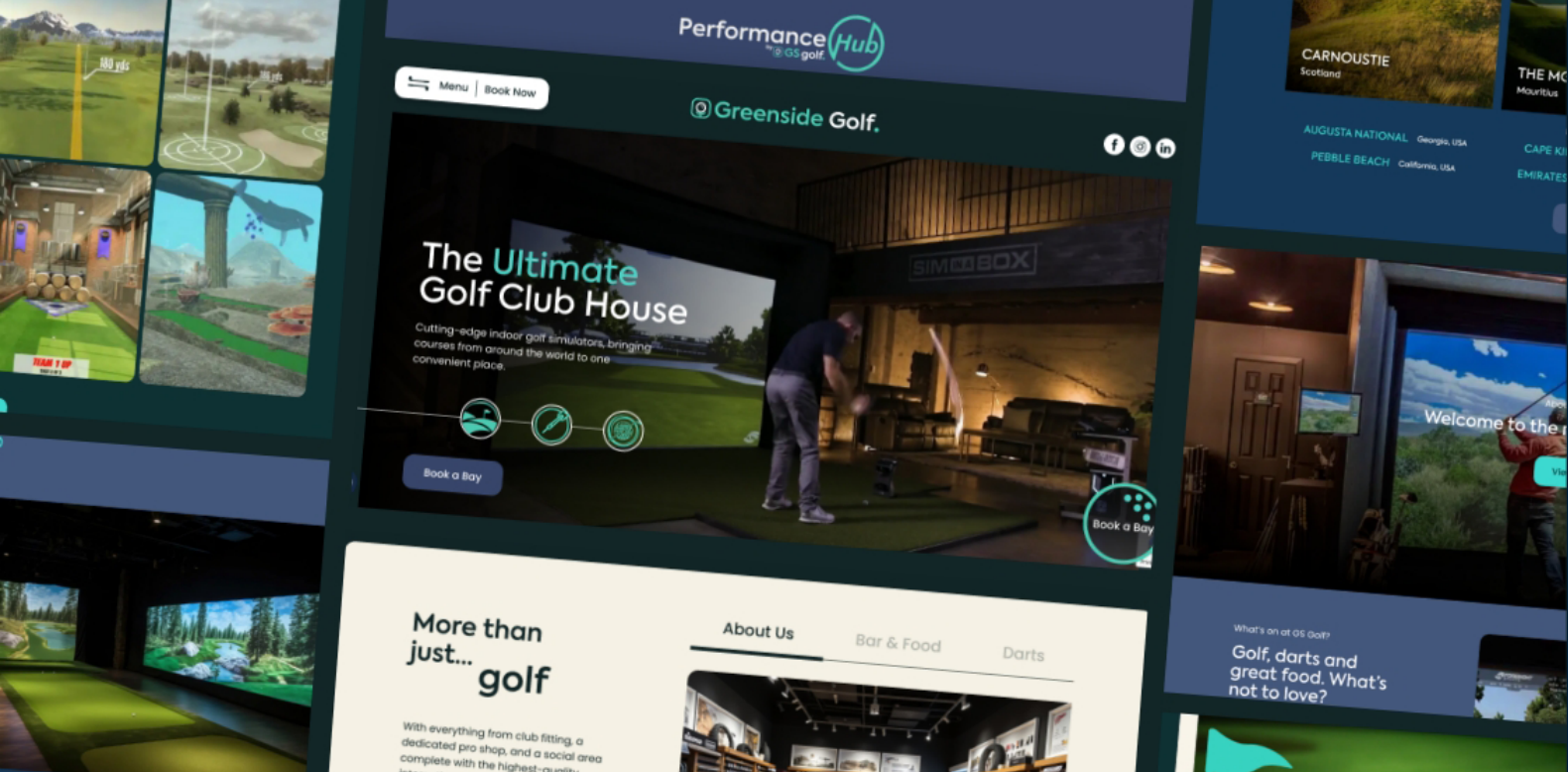
We'll build you a website based on detailed industry research, resulting in an end product that resonates deeply with your audience, dramatically boosts SEO, drives more traffic than ever and encourages conversions across the board.

Bespoke websites are perfect for established SMEs and larger businesses that need their website to position them head and shoulders above the competition.



Bespoke website design: Tonic Weight Loss





eCommerce websites

Looking to sell your products online?

Our website team have vast experience in creating high-quality, conversion-focused eCommerce websites for businesses just like yours.

We don't do fluffy, we do straight-to-the-point, killer eCommerce solutions that are designed to do one thing: sell.

Great design. Great UX. Great copy. Great products.

Our eCommerce platforms:

Woo **COMMERCE**

shopify

Magento™
Open Source eCommerce

Adobe
Commerce

SQUARESPACE



Catalyst PR

PR Services

At Catalyst PR we don't just write stories, and we don't just 'bang on' about narrative.

We talk to your prospects and stakeholders in their language, we help to open up new revenue streams in markets yet tapped into, and we build ballast through digital PR with improved search engine rankings.

Your PR strategy should sit alongside all other marketing activity, and it should underpin clear business and commercial objectives.

And that's how we operate. We work alongside you to build, and maintain reputations, with a clear focus on hitting your business growth objectives.

We deliver:

- Improved SEO through tailored PR strategies
- A deeper understanding of your market sector and its needs
- Specialist B2B PR support
- Robust, bespoke reporting
- Digital campaigns that work harder





Press Office & Media Relations

Whether that be traditional print and broadcast media, digital platforms, key opinion forming blogs or via micro / macro influencers – we take a brief, interview spokespeople and ensure that you're being heard and read by the right people.

We collate and feedback and will only measure success based upon agreed KPIs at the outset. Otherwise, how do we know we're hitting the right objectives?



Creating Voices of Authority

Thought leadership is a phrase bandied about too willingly, but it's a crucial tactic in ensuring you are seen as setting the agenda in the markets you operate, using the right tone of voice.

We do this by understanding what is impacting your customers and prospects, what's squeezing their margins and horizon scanning to make sure we are pitching ideas to editors that offer angles that set you aside from your competition.



Stakeholder Communications

Who's important, and how are you engaging them? We'll ensure your company communicates in the right way with stakeholders, at the right time.

Do not underestimate the value locked away in your stakeholders and influencers.



Research, Surveys & Insight

We work with research and survey organisations to provide a 360 view of your target market, or to create attention-grabbing headlines for national news and broadcast channels.

Research gives you IP, and IP gives you exclusive rights to share information that no one else has, building both reputation and brand awareness.



Crisis Management

We help to train your crisis management team, whether that's managing a major incident, or a company restructure, and work with you every step of the way to ensure messaging is clear, consistent and delivered through the right channels, to the right stakeholders, at the right time.

Being prepared not only allows an organisation to protect its reputation (and ultimately its bottom line), but it also offers transparency, if necessary, to demonstrate the human side behind the company or brand, and helps to maintain, or repair, a reputation.

Catalyst PR will make sure all key spokespeople are media-ready for any such scenario or eventuality.



Media Training

We provide media training as a service to our clients, ranging from full 'mock studio' interview preparedness, to crisis management and refreshers.

Options range from group workshop sessions to one-to-one spokesperson training.

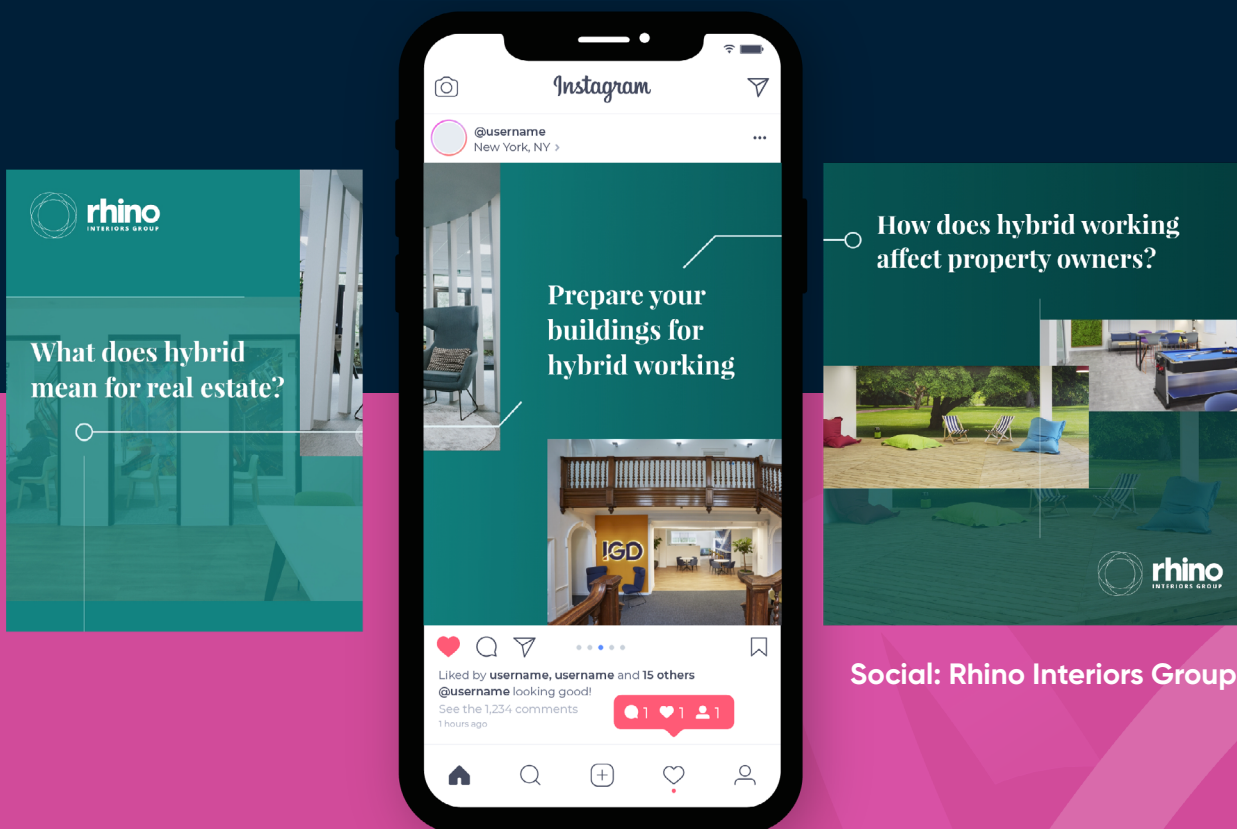


Catalyst Social

Catalyst Social

Social media management is so much more than posting a team update every day

It's about engagement – bringing your audience closer to your business, translating interest and engagement into tangible leads and growth. Catalyst Social are a specialist social media agency. Our team of social media experts are here to turn your socials into a commercially focused lead generation machine.



Social: Rhino Interiors Group

We help to:

- Social platform growth
- Audience engagement
- Scroll-stopping creative and content
- More targeted website traffic from social

Social media management that delivers results

Develop your social media strategy

A social media strategy should be so much more than ad hoc posts as and when you can.

Social media rewards variety in content – creative content that is designed to encourage engagement delivers better results across the board.

We create social media channels that are optimised for engagement, designed specifically to delight your audience, encourage them to click through and bolster your brand with key decision makers.

Our social media strategists will work closely with you to determine what messages need to be conveyed, and how best to do so.

Social in numbers

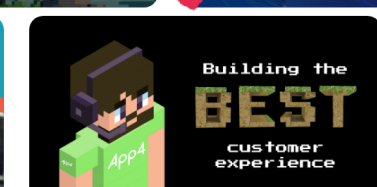
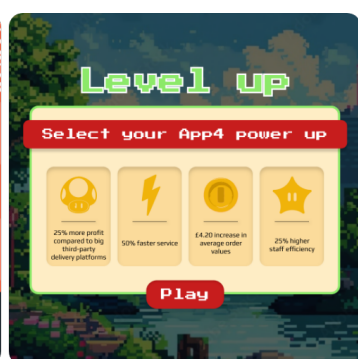
Average of **58%** increase in social leads

Translate social engagement into leads

Lots of likes and comments are great, but they don't necessarily correlate with profits.

Engagement is key, but conversion is essential. We build social content that turns your engagement into tangible leads, making your social media channels lead generative.

We also ensure that your socials act as a validation tool, demonstrating your competence and your personality to any potential customers.





Social: Children Always First

Social media branding strategies

Your brand is your business.

It's the first thing a potential customer will see. We ensure that your social media presence is as striking as it is effective.

We make your social brand unmissable.

"Catalyst and my company Bespoke Commercial Finance were introduced just over 3 years ago where we needed an awful lot of help in creating the brand, KPI's and establishing a social media presence. Catalyst have created the foundations to our success. Catalyst is the only Digital Marketing Agency that I suggest. They are brilliant."

- Jeeves, S, Bepsoke Finance

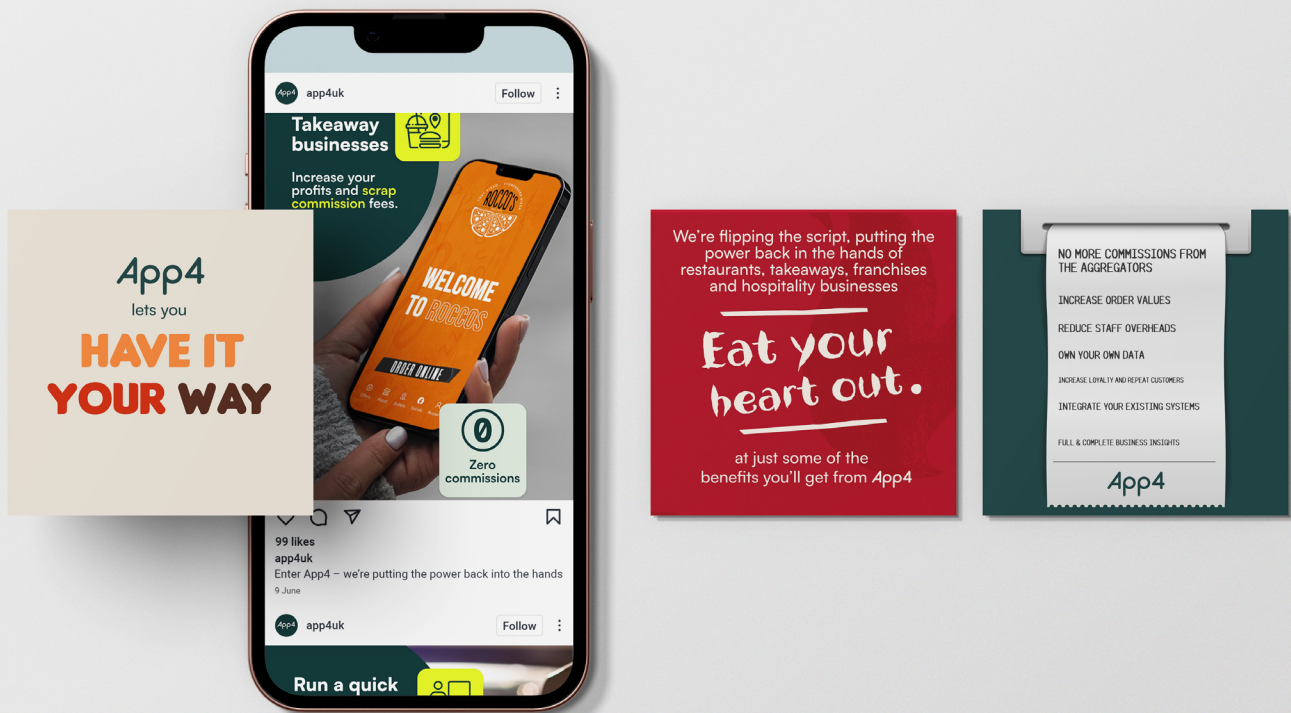


Create killer content for your socials

Your social content should tell a story, it should delight, engage and educate your audience

Too many businesses make the mistake of allowing their social channels to become stale, posting too much promotional content without considering their target audience's wants and needs. Social media is your opportunity to flex your creative muscles – give the people what they want!

We create social content that ticks all of the right boxes, providing a unique content mix, balanced between educational, entertaining and promotional, helping to build audience trust across the board.



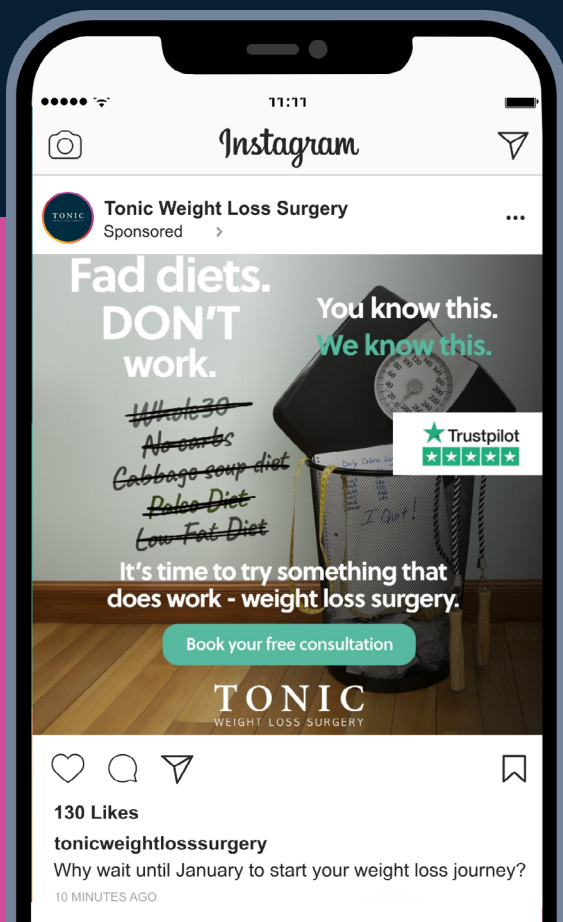
Social: App4 development



We'll handle your paid social

Social is a superb channel for paid ads and business growth, you just need to know how to best position your business for success.

We'll create a complete paid social strategy, one designed to drive more warm, ready-to-convert traffic to your website/landing pages.



30





Catalyst CRM

CRM Services



Proven results

43%

more closed
deals on
average

For over a decade, we have worked with a wide variety of customer relationship management (CRM) software.

Whether you're after HubSpot support (we're Diamond Partners!), or you need support across Salesforce, Pipedrive, Zoho, or any other CRM, we have the knowledge and experience needed to support.

We help to:

- Improve customer retention
- Automate repetitive tasks
- Increase sales
- Enhance communication

CRM Onboarding

Implementing a CRM can be daunting, but our specialists ensure a smooth transition.

We tailor the onboarding process to your business, providing customised training that equips your team with the skills they need to succeed. Whether you need a full hand-holding onboarding, or a refresher course, we can support.

CRM Optimisation

Already have a CRM but feel you're not getting the most out of it?

We'll audit your existing setup, identify areas for improvement, and enhance your processes to extract more value. Many businesses need relatively small changes to see an improved ROI.

Our Hubspot Awards





CRM Integrations

A fully integrated CRM can become the lifeblood of your business operations. We help make it the central hub that connects your sales, marketing and service teams, improving conversion rates, retention and revenue.

CRM Support

Our team doesn't just understand CRMs – we're experts in aligning them with sales and marketing processes to ensure that every aspect of your business is optimised for growth. We'll configure your CRM to work with the way you do business, not the other way around.



Catalyst



Conversion Rate Optimisation

Rome wasn't built in a day.

Neither is a quality digital marketing strategy.

Some marketing agencies promise the world but fail to deliver. Why? A lack of optimisation using data.



Data allows us to reduce risk while increasing the probability of success. Your marketing requires regular tweaking, tinkering and editing; we'll take data from your ongoing campaigns, analyse it and propose edits for your next one.

Because we base everything on cold hard facts rather than speculation, we can truly justify the decisions we're making. No matter what division you partner with, we'll carry out the same rigorous conversion rate optimisation (CRO) strategy.

At the end of the day, we want to ensure that you're getting the **most value for money possible**. If that means changing something we thought would work, then we will.

Our CRO strategy is designed to optimise one key thing – **the rate that visitors to your marketing channels take the desired actions**. This means more clicks, more comments, more shares and, most importantly, more conversions.

More conversions = a better ROI.

Employer Branding

Your business has a customer facing brand, but does it have an employee facing brand?

Prospective employees want to see your culture, benefits and more; you need to ensure that your brand is accessible to any potential employee, be that on your website, social channels, job ads and more.

Just like your organisational branding, your employer branding is designed to succinctly communicate with the right people, not only attracting more talent, but also higher quality and better fit talent, meaning that you can hire people that are right for your business, who will stay longer and perform better.

Recruitment is expensive, time consuming and, often, exhausting. Our employer branding service allows businesses to:

- Cut costs
- Attract the best talent
- Reduce stress
- Get more applications
- Boost retention rates

We do this by building an employee branding toolkit for our clients, creating content that will help you find the perfect fit candidates you need to grow.

Don't just take our word for it

"Catalyst helped us to develop and implement an ongoing and evolving marketing strategy which is focused on achieving our objectives; this centered around HubSpot utilising its CRM, workflows and our website. One of our KPIs (enquiry rate) has increased 200% since engaging with Catalyst and they provide high quality deliverables."

- Todd Davison

Purbeck Insurance
Services



"It's easy to get bogged down in certain views and perceptions of your own business because you're working so closely with it day-to-day, so having Catalyst's view from the outside is really useful for us, they see things you wouldn't normally."

- Aaron Ghuman

Shire Leasing



"We partnered with Catalyst for our HubSpot onboarding and it was the right decision. Delightful team to work with. The onboarding sessions were crafted around the needs of our team. Catalyst were very patient and all of our questions and concerns, we addressed very rapidly and efficiently. Doug and Morgan were great to work with. Highly recommended!"

- Alejandro Potes

Remedica

remedica

"We partnered with Catalyst to help us implement and roll out HubSpot as our first marketing automation tool. Working with Morgan was brilliant - he walked us through each step but also executed a lot of the work which was just what we needed as a small team. No ask was too small and I felt totally supported throughout the process. He also ran a brilliant training session with the wider team to ensure HubSpot's success at Hazy. Thanks a lot, Catalyst!"

- Lauren Arthuer

Hazy

hazy

"Catalyst have helped us rejuvenate our brand with a new look and feel and rolled out a new website. We are now working on a number of different strategies where we anticipate seeing a great return for us in the near future. I'm looking forward to the continued success of our partnership"

Greg Devenish

Premier Labels



"We wanted to work with a professional agency that joined creative with strategic and were able to stay ahead of the digital developments in the ever-changing digital marketing space. With Catalyst we got bleeding edge know-how, punchy content creation and top tier project management to make sure that everything goes live on schedule. Catalyst has become an extension of our own team helping us with strategy and website development, through to HubSpot onboarding, set-up and ongoing workflow management and optimisation. We are very impressed with the work and dedication the team put towards helping us achieve our objectives."

- Gary Danks

Machine Advertising **MACHINE**

"We have tried agencies before, but in our experience they focus too much on the 'soft' side of marketing. Catalyst's focus was on generating opportunities for us, their dedication, commitment and professionalism was second to none. Thanks to all the team, I couldn't have done it without you."

- Sam Jeeves

Bespoke Commercial
Finance



"Catalyst have been a great extension of our marketing team over the last 12 months. As well as supporting with our marketing strategy, they've helped us to create some great content for our lead generation campaigns and built our fantastic new website, which has since won a Web Excellence award."

- Nadia Hanoush

Rhino Interiors



Ready To Grow?

Whether you need our end-to-end marketing support, or you need to augment your marketing team with our specialist skills, we're here to talk.

If you've got any further questions, or would like to talk to one of our experts about how we can tailor our service to your needs, book a call by clicking the link below.

BOOK A CALL



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