

# Honesty Policy



One thing that's always bothered us about the digital marketing industry is that it's completely unregulated – it's the Wild West of the modern business world, just without the chaps, spurs and wide-brimmed hats (unfortunately).

Many of our clients come to us having been burned by agencies in the past, which results in a healthy scepticism of digital marketing – we get it.

This means that a few bad eggs tarnish the industry's reputation. We're on a mission to change this.

**Allow us to present to you our honesty policy:**



## People-first focus

If you've been burned by an agency in the past, or you're not 100% convinced about digital marketing, we'll take the time to explain our processes and let you know why we do things in a certain way.

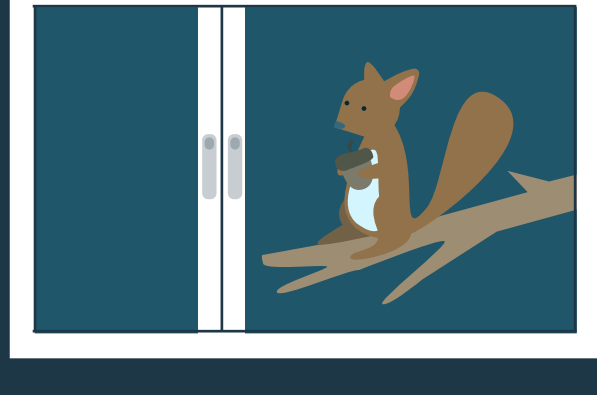
This means we'll keep our language simple, as jargon doesn't help anyone.



## Backed by data

All of our decisions are made based on data and research, not guesswork and happenstance. We measure and report on everything, meaning that there's nowhere for us to hide.

Every marketing campaign that we run for you will be designed and optimised using the most up-to-date data available, and will implement modern, reliable tactics that are more likely to deliver results.



## Transparency at all times

There's nothing worse than paying an agency to do a job, and they squirrel away behind the scenes and don't let you know what's happening.

We'll maintain open communications channels, holding regular calls and keeping you fully up to date on everything we're doing for you via Monday.com's live timeline feature, ensuring that you know exactly what we're up to, and how it's helping you to grow.



## Happy to challenge

We're not nodding dogs. You come to us for our expertise, so we're comfortable challenging you if we think that your request won't achieve what you want.

At the end of the day, we're here for results, so we'll do everything we can to ensure your budget goes on the right things.



## Reduce stress

Running a business is stressful, and digital marketing can cost a lot of money, we get that. You want a return on your investment, and we're here to deliver it.

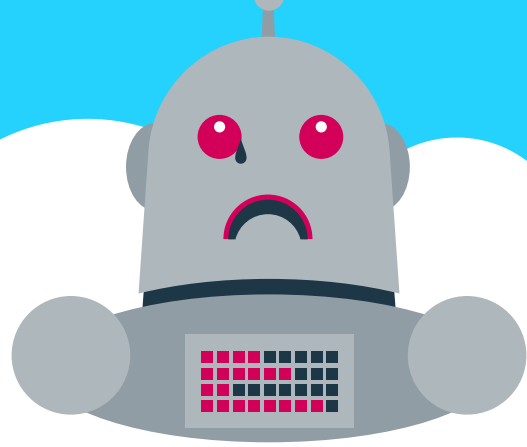
We'll do everything in our power to help reduce your stress levels, be that involving you in every stage of a project, or allowing you to keep your distance; we'll tailor our approach to suit you.



## Nurture partnerships

Digital marketing isn't a one-size-fits-all job, nor is it a one-way street.

That's why we prefer to work in partnerships with our clients. We'll create a bespoke digital marketing strategy that takes your unique needs into consideration at every stage, and you keep us in the loop and help us stay on the right track at all times.



## Keep it human

Our people are our biggest asset, and we're incredibly proud of the team we've built.

From day one, you'll meet everyone who will be working on your account. We'll never fob you off to someone who doesn't understand your requirements; you'll always have a direct line of communication with everyone.

The human touch is important, especially in digital marketing; don't accept anything less.

If you're concerned about entering into a relationship with a digital marketing agency again, that's okay, we understand.

We've got an incredible client retention rate, and we'd be happy to arrange a call with any one of our clients so you can ask them for unbiased opinions on our work.

As and when you're ready to discuss your business growth, we'll be here to chat. Give us a shout and find out how we'll create an evidence-based, growth-oriented digital marketing strategy just for you.

**GET IN TOUCH**