

Mine Digital Credentials



Why Mine Digital?

At Mine Digital, we know that what works for one doesn't always work for all and for that reason we don't do 'off-the-shelf'. Each and every one of our digital solutions is tailored to your organisation's aims, developed to achieve the best possible end result.

From improving your search marketing to boosting efficiency with a content management system, the focus is always on getting our client's exactly what they set out to achieve, and more. Choose Mine Digital to transform your online marketing and reap the benefits of guaranteed brand exposure and positioning as well as highly targeted marketing.

About Us

Mine Digital is an award winning digital marketing agency. Established in 1999, we have implemented a broad range of digital solutions from global clients such as Toyota and Thames Water to local clients such as Mactaggart & Mickel and Fife Council.

The effectiveness of such projects lies in our technology and marketing expertise, highly qualified project managers (accredited with Prince 2), excellent customer service and strong after sales support and maintenance care. Mine Digital provides a suite of digital marketing services from Search Engine Optimisation to Pay per Click, Email marketing, Web design and development and Analytics.

Company Background

Since the company launched in 1999, Mine Digital has become one of the UK's leading digital companies serving many long-term contracts with both global and national clients including Thames Water and Toyota and more locally Mactaggart and Mickel and Fife Council.

Mine Digital's strengths lie in their ability to provide innovative solutions through effective project management. The company take on a consultancy approach to all projects and research is key to sound solution implementation. With long-term projects a customer focussed help desk and account management service provides both technical and project advice to all our clients.

Since set up in 1999, Mine Digital have won a number of awards including 'W@W e-supplier' and 'Best in Class' marketing award and 'PODI's European Best in Class Award'.

Mine Digital provide a range of marketing products including brandPATH™ and brandPRESS™ as well as a number of digital marketing services from search marketing, web development and web consultancy to copywriting and online PR.

Our People

Mine Digital has been providing both digital marketing and marketing automation services to clients since 1999. We believe our ability to provide first class solutions to all of our clients' stems from our wealth of expertise in the following areas and people skills:

- ▶ Technical Expertise – Our technical team experience and skills are some of the best in the industry and we are recognised in both the UK and internationally for our award winning technology. At Mine Digital we constantly up-date our skills and training plans ensuring the highest standards of professionalism for our clients. We have experts in a number of areas from Marketing Automation to Web Development, Search Engine Optimisation and PPC.
- ▶ Marketing Expertise – Our marketing team has been working with large-scale clients for several years and has the experience and knowledge to provide innovative and effective online marketing campaigns and solutions for all client projects.
- ▶ Project Management – Our project team has been accredited with PRINCE 2 enabling us to effectively plan, implement and manage both large and small-scale projects effectively and achieving outstanding results.

Our Skills

- ▶ Content Management Systems
- ▶ Highly skilled developers with expertise in HTML, DHTML, Javascript, Java, Perl, PHP,XML,CFML,Asp,SQL,Server,MS Access, .NET,CSS
- ▶ Digital and online marketing
- ▶ Project Management (Accredited with Prince 2)
- ▶ Creative designs which match accessibility standards and business objectives
- ▶ Accessibility and Usability experts
- ▶ Expertise in Marketing Automation
- ▶ Expertise in Technology and Marketing

Our Client List



Digital Marketing

Search Marketing Suite

Search Engine Optimisation

SEO or Organic Search is not the process of a few one off tweaks that can be easily make to your website to magically take you to the top. It's the process of developing, engineering and organising your online presence and web assets, to achieve a more relevant and credible status than competitive sites.

Like most things, organic search is competitive, getting there can be a real challenge without the right advice and resources. At Mine Digital we will assess your online situation in real terms and develop a specific strategy to combat negative results. We want to achieve the ranking, market share and ROI that is long overdue for you.

Our organic programme and services covers a range of areas that will positively take you to the top including key phrase identification, content generation, site optimisation, analysis and improvement of index coverage, technical design and structure analysis and link building.

Pay per Click

Paid search is the fastest way to immediately improve your website traffic; it can also be the most expensive if handled wrongly. Like all marketing operations paid search has to be handled correctly. With a team of bid managers to hand, Mine Digital has the experience to outline the right paid search strategy to deliver the most cost effective programme for your business. We provide initial campaign planning based upon measurable objectives as well as ongoing campaign management to ensure that all objectives are met.

At Mine Digital, we understand that your business needs results and as such the paid search strategy that we implement for you will be results driven and in line with agreed quantifiable objectives. We are focused on improving the quality and relevance of your paid search campaign ensuring that the cost per click is driven ever lower and the return on your investment increases every time.

Copywriting

Mine Digital's in-house expertise provides a professional and expert copy writing service for our clients. Effective copywriting can really turn around the volume of site visits your website encounters and has the ability to capture existing and potential clients attention by truly creating interest in your products and services.

Web copywriting requires a different skill to normal business or offline communication writing. Your customers or potential customers don't read web page copy. It is scanned for keywords or phrases that really capture their attention – this is a key consideration within Mine Digital. On top of that we also include keyword research, which will ensure your copy enjoys search engine effectiveness in sectors relevant to you.

Don't lose out to competitors who are waiting to grab the same audience as you - invest in Mine Digital's specialised and expert copy service and we will deliver effective results.

Online Marketing Suite

Email Marketing

The web has opened up new channels which enable you to reach your target audience... email marketing is an easy and effective way to capitalise on this. At Mine Digital we don't just design a template and submit the campaign. We take time to plan your creative ensuring important digital techniques such as calls to action and user friendly links are at the forefront of the campaign. We also monitor each campaign carefully and provide you with detailed statistics on your customers such as favourite products, customer behaviour trends, hot prospects and much more...

Why Email marketing?

- ▶ Increase brand recognition
- ▶ Increase goal conversions
- ▶ Specific audience/product targetting
- ▶ Generation of hot prospect list
- ▶ Accurate and real time reporting

Online Advertising

Mine Digital's Online Advertising service use techniques such as banner or pop up advertising to enhance overall brand awareness of your product or service and deliver a steady stream of customers to your website.

Not only will we recommend which online advertising channels you utilise, we also design and implement your entire campaign ensuring you benefit from a highly defined and targeted message. Our online advertising service also makes sure your advertising presence is highly focussed, reaching your optimised channels and directing you to your chosen audience...successfully.

Web Design

The creation of your website is the most widely understood of all digital marketing activities and nearly all businesses now have a website of some kind.

The first step in creating a new online presence or revamping an existing one is to work with you to identify objectives and shape a strategy for your online operation.

Using proven approaches and methodology Mine Digital will commend the right way forward for you and your budget to deliver results driven projects.

From transactional e-commerce to portals and relationship building websites to online brand building, Mine Digital has the experience and the ability to take your web operations to the next level.

Consultancy & Analytics Suite

Search Engine Marketing

All businesses are unique - each one is different and faces different challenges - which is why we plan bespoke campaigns, exclusive to your business and objectives.

We can help you find and correct the technical, marketing and design issues that are stopping your site from achieving the search engine prominence and goal conversions you need. We can also train your internal teams to help you get there and stay there. If you don't have the internal resources to fulfil this we can also implement, manage and maintain those same strategies for you.

Mine Digital's bespoke, cutting edge marketing strategies are developed to propel all our clients in their sector. Unlocking your website's potential need not be a difficult exercise. Our SEM consultancy includes; Keyword implementation, Analytics, Benchmarking, SEO, PPC, Email marketing, Online PR and Online advertising.

Competitor Benchmarking

To keep one step ahead of the competition in all elements of online marketing, it is essential you know who your online competitors are, how they differentiate themselves and what their place in the market is. Mine Digital knows that your online and offline competitors are not always the same, so while you keep your eye on the offline competition, we keep our eyes on the online contenders.

To make your digital marketing programme highly effective, we investigate your online competitors, looking at their strategy, strengths and weaknesses. If there are any gaps in the market we'll identify them and drive forward your strategy with this in mind. Mine Digital's knowledge of online markets mean that our clients get the competitive advantage needed to leave the rest behind.

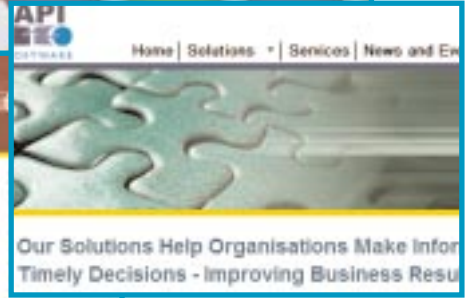
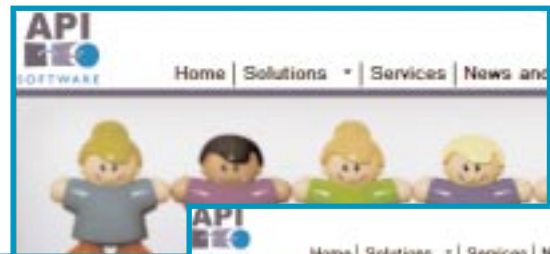
Analytics

You cannot monitor how successful your website is unless you measure it. For this reason, web measurement and analytics is considered one of the fundamental corner stones of any web venture.

Web analytics enables understanding of what is happening on your website. It is imperative to measure, analyse and report on your performance. Armed with this information you can optimise your activity and make the best use of your budget.

Mine Digital are online marketing experts with years of experience in developing and implementing campaigns. Applying analytics is one of our key strengths.

We believe you can't effectively manage what you can't measure.



Case Study API

Mine Digital launch search engine optimisation programme for API

The Client

API is a software and business solutions company based in Glasgow. The company provide solutions that assist their clients to grow their business in a range of areas.

The Challenge

API, has been suffering from both low levels of site traffic and conversion rates for those who were entering the site. As a result of this, API key products were not delivering the high sales return on investment, which had been forecast for a number of their financial software products.

Mine Digital has been asked to undertake object driven search engine consultancy on the site and provide a number of recommendations/solutions to improve site traffic and conversion rates. Key objectives of the project are as follows:

- ▶ To increase site traffic to the site by 30%
- ▶ To increase product sales leads by 40%

The Solution

Search Engine Optimisation Consultancy

Mine Digital undertook a consultancy project for the site and reviewed a number of areas both on and off the site. This included current keyword analysis, compatibility analysis of site layout for search engine purposes and a study of how search engine viewers will 'view' the site. This study required both a combination of search engine technical excellence and online marketing expertise.

Competitor Analysis

Mine Digital carried out an in-depth analysis of API's competitor sites. This analysis includes an estimate of daily visits, client content, technology profile, keyword analysis and link strategy.

Keyword Analysis

It was clear from the competitor analysis that API was not punching above their weight. A new revitalised and targeted keyword /phrase strategy was undertaken to shape the new search marketing strategy that would be delivered. Mine Digital's team determined the industry keyword popularity and recommended target keywords as well as ideal content, copy and linking opportunities.

Site Optimisation

Onsite optimisation, making the website relevant to search engines, completed the first stage of the search marketing strategy. Mine Digital optimised the site for keywords throughout hidden areas of the site including page titles, Meta tags and alt tags to ensure effective optimisation. Relevance and balance of keywords was also optimised thoroughly across the site.

The Results

Although early in the optimisation process, the first three months saw a 22% increase in site traffic and a rise of 36% in sales leads generated from the website. Mine Digital is confident that current targets will be met within the six-month target period.



Case Study Manor Kingdom

Mine develop digital marketing strategy for luxury homebuilder

The Client

Manor Kingdom is a leading luxury homebuilding company, based in Edinburgh, Scotland. The company has a number of developments across the UK.

The Challenge

Manor Kingdom's sight required analysis and Mine Digital was approached to produce a digital marketing strategy for the company. Senior people within the homebuilding company believed the site had been suffering from both low levels of site traffic and conversion rates for those who were entering the site.

The Solution

Mine Digital received the go ahead to complete a thorough site benchmarking study which would evaluate the Manor Kingdom site on a number of levels and assist with the production of a digital marketing strategy.

The bench marketing analysis covered a number of areas, which focussed on the following:

- ▶ Assessment of the Manor Kingdom site
- ▶ Assessment of current traffic levels and trends
- ▶ Assessment of customer relationship management strategies

A valid methodology was also used to compare the site against top competitors.

The Results

The bench marketing study enabled a number of recommendations to be made to Manor Kingdom in order to improve their online performance. This included design strategies, search engine optimisation techniques, and data management.





Case Study Mactaggart & Mickel

Mine Digital create marketing campaigns for a range of new home developments

The Client

Mactaggart and Mickel are one of the UK's leading home building companies. Established in 1925, the homebuilder has played an integral role in developing some of Scotland's most exclusive housing developments. Today Mactaggart and Mickel has established themselves as a highly customer focussed and quality homebuilder as well as being one of the most profitable company's in Scotland. In recent years, Mactaggart and Mickel has received several awards for design and quality from the NHBC to the 'What House' Gold Awards for the best luxury development in Britain.

The Challenge

A main requirement of Mactaggart and Mickel is to promote the launch of new developments which details key information such as launch dates and home details. Through online calls to action set up on the Mactaggart & Mickel site, Mine Digital collects key information on prospects who have signed up to be 'Kept Informed'. Mactaggart & Mickel required an online channel to deliver this information to key prospects.

The Solution

Mactaggart and Mickel selected Mine Digital's emarketing system to send out their development updates and latest news. An on-brand eye catching cover template was created, content generated and links to key areas of the website added. Reporting tracking was also implemented so as key statistics on the campaign such as hot prospects, readership statistics could be provided to the client. The mailer was then distributed to all key prospects.

The Results

- ▶ On-brand, high quality email template
- ▶ 84% delivery rate on latest campaign, which highlights the effectiveness of the email data collection process
- ▶ 40% email open rate on the latest campaign
- ▶ Views and forwards to a friend amounted to over 50%
- ▶ Mactaggart and Mickel were provided with detailed reporting and campaign analysis





Case Study Fife Rights Forum

Mine launch new system for Fife Rights Forum

The Client

Fife Council is the third largest authority in Scotland and is responsible for delivering all government services in the area from education and the environment to the local community and housing services.

The Challenge

Fife Rights Forum, an umbrella group within Fife Council required a system, which could securely advertise both vacant and exchange accommodation for a range of charitable and government funded housing providers within Fife.

The Project

Mine Digital developed a bespoke system known as the 'Accommodation Brokerage System'. The system provides an administration portal, which stores and manages all contact information of member bodies. Agencies can both access and upload housing stock details and information. The Fife ABS system also has a brokerage area, which enables member agencies to search and make accommodation requests for their own clients.

The Solution

The system will significantly improve the effectiveness of the housing brokerage service provided by Fife Rights Forum by reducing time and resources required in the search for accommodation, maximising occupancy of the limited temporary accommodation space within Fife. Available 24/7 Fife ABS ensures that accommodation can be allocated at anytime at very short notice.

