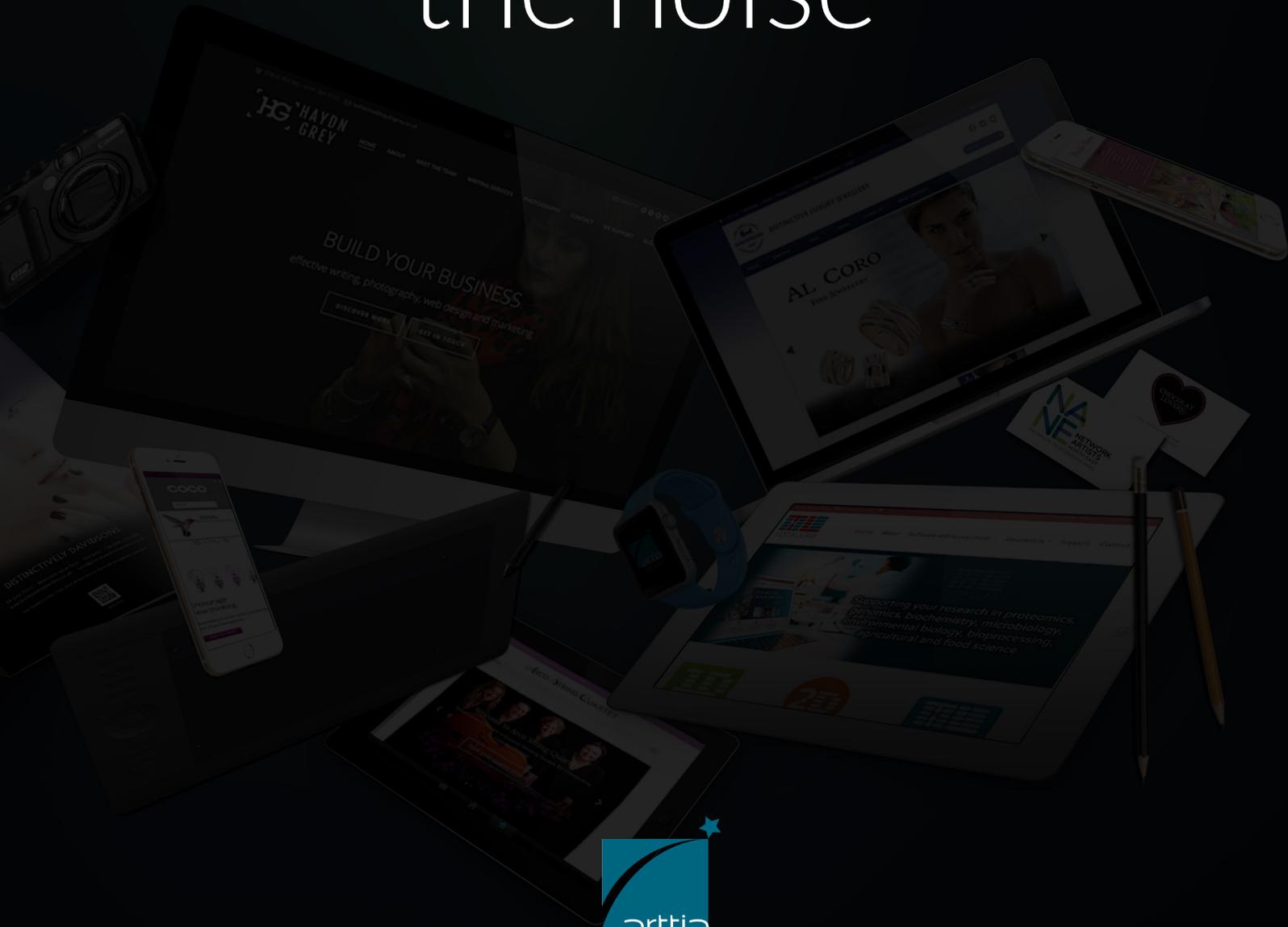


breaking through the noise



Go bold, grow big

arttia.co.uk

Breaking through the noise

Being in business is noisy these days, isn't it?
A thousand and one things clamour for your time
and attention, from your email in-box to your phone
screen.

Which is fine – a little loud, perhaps?
A little 'busy' – but fine.

But in the middle of all that noise, all those demands,
how can you find the focus, the head space, the in-
sight you need to move your business forward?

At Arttia Creative we have over 20 years' experience
of helping people like you to find focus, create clarity
and grow.

We work with you, no matter how busy your head
space is or how complex your product and services
are, to distil the essence of your business. And then
we interpret it and translate it to your customers,
both on and offline, in a way they can hear and they
can understand.

We make the complicated simple.
And beautiful.

Break through the noise, both in your head and out
in the world. Get ready to grow.

Branding

Branding is a vital part of your business success

Developing a strong and engaging brand will set you apart from the competition.

It will create clarity and consistency across all media and enable you to communicate powerful, effective and coherent messages to customers worldwide.

How are you different?

A strong brand creates a natural sense of pride in your business and distinguishes you in your marketplace. It empowers you to be bold and original, and ensures your business is instantly recognisable, distinct and unique.

Website solutions

Does your business offer a complex range of products and services?

Is it hard to interpret what you do in a few words and to convey it clearly and succinctly to your audience?

We specialise in the distillation of complicated and multi-layered sales messages and promotions online.

We'll break through the noise to bring clarity and a certain elegant simplicity to your website.

So your customers can always find what they need.

We plan and build fully responsive, optimised websites as standard.

With search engine optimised code and copy to make sure both Google and your customers can find you.

Content Marketing

Imagine if you could sit down with every single person who clicked onto your website, and tell them exactly what your business offers.

All of it.
Every last detail.

So they could understand exactly what you do, and how you could help them.

With content marketing you can.
Whether it's through posting articles on a blog on your website, producing a podcast or running a series of webinars.

Content marketing helps you to start a conversation. It helps people to understand you and the story of why you're in business. It creates opportunities. It leads to business. And both your customers – and Google – will thank you for it.

We'll work with you to identify the key words people use when they're looking for a business like yours online. And we'll help you create outstanding, shareable content to spread the word about what you offer with style.

Marketing Funnels

MARKETING AUTOMATION MARKETING FUNNELS

Connect with the right audience, guide them via response funnels.

Let us help you profit from your website. Working with you to create **MARKETING FUNNELS, RESPONSE FUNNELS, GENERATE LEADS AND SALES.** Working with you to create unique value on your site to generate sales.

We'll create unique ideas for landing pages, conversion pages, marketing funnels to really drive traffic and downloads on your site. Experts who can design beautiful creative graphics, content ideas or art directed photo shoots, to ensure that your campaigns stand out and breaks through the noise, both on and offline.

Creating original imagery, bespoke illustrations, icons and graphic designs, unique responsive HTML email designs, eBooks, customised Mailchimp newsletter creatives and seasonal promotional campaigns to help you market and promote your business throughout the year.

Search Engine Optimisation

Search engine optimisation is a fundamental component of Web design; after all, what's the point in having a beautiful website if no-one can find it?

Search engine optimisation works to help Google to find your website.

And if Google can find your site, so can your customers.

At Arttia Creative our SEO expertise encompasses both the technical and creative elements of optimisation.

We'll craft both the written copy on the page and enhance the way in which other sites link to yours. Encouraging the links that trigger increases in your search ranking.

We'll help to make sure that your content stays search friendly, relevant, fresh and engaging, so that search engines can find you and your customers will want to buy from you.

From content marketing assets to SEO reports, we'll ensure your site works hard, is useful and effectively builds your business.

Online Stores

Are you running a business that relies on online sales, whether digital downloads or physical products?

At Arttia Creative we know that the platform you choose for your online store is critical to your business's success.

But with so many to options to choose from, how can you know which one is right for you?

The questions you need to ask include, what do you want your eCommerce store to do? And what functionality do you need? How do I market my site, regularly and efficiently and at a profit?

From the WordPress WooCommerce and Shopify platforms, to fully bespoke solutions

– we'll help you make the right choice from day one.

Print Design

Tactile, informative and beautiful print design that's on brand, on message and delivered on time and to budget.

From annual reports to roll up banners, we work with professional print houses to meet all your printing needs.

Spread the word about your business and give customers something they can take away to engage them with what you offer.

We want to work with you

Contact us with your project enquiry.

0191 500 7118

07768 391 848

design@arttia.co.uk

www.arttia.co.uk

Case Study 1



HAYDN GREY - haydngrey.co.uk

PROJECT BRIEF

The clients original website was not mobile friendly, no clear navigation or structure, not SEO optimised and didn't really showcase their photographic services and their unique offering. They required new branding together with a fresh website to present a modern, innovative online presence which better represented their personality and help them to stand apart.

PROJECT SOLUTION

Built to be responsive and retina ready which showcased their photography on desktop/mobile high definition screens. SEO optimised, a well defined structure and user journey.

IMPACT ON THE BUSINESS SINCE LAUNCH

- Increased quality and quantity of enquiries
- Page session increased by 38%
- Average session duration increased by 89%
- Page views increased by 17%
- Bounce rate reduced by 10%



Old website

“After commissioning her to redesign, rebrand and redevelop my site I saw a dramatic upturn in both online and telephone enquiries. This, coupled with the fact that the enquiries came from national and international brands, has meant that 2015 has been my most successful and profitable year to date. Of the 70% increase in leads, 60% were of excellent quality and led to challenging and profitable projects. Traffic to the site has more than doubled and I have increased subscribers to my mailing list by 75%. I can now take calls from prospects with the confidence of knowing that my site reflects my business as it is today and as I want it to be, moving forward into 2016. Belinda's work is of the highest standard and I take comfort in the fact that she is happy to support me with SEO insights and help as my business grows and develops.”

K Wildman -
HAYDN GREY

Case Study 2



TOTALLAB - totallab.com

PROJECT BRIEF

The client required a new, high performing website. Their original website had no CMS and so was not easy to update. The site structure made it difficult for customers to find key information easily. The site was not built to the latest web standards and not SEO optimised.

PROJECT SOLUTION

We worked closely with the client producing key wire-frames and site plans to ensure a clear user journey and user experience. We provided an easy to use CMS and SEO friendly website. Structured in the best way to promote their software services and support. Well branded and brand building. Responsive and built to the latest web standards.

IMPACT ON THE BUSINESS SINCE LAUNCH

- Increased quality of software enquiries
- Increased downloads of trial software
- Average session duration increased by 163%
- Bounce rate reduced by 31%
- Pages/Session increase by 44%



Old website

“Belinda [Arttia Creative] is a rare talent. Someone who can understand, appreciate and ‘gets’ the specialist nature of my business and the markets we serve. A pleasure to work with.”

“At our Vistage group event the speaker compared 7 websites from our sector, Totallab was the only one to get a positive statement straight away and the complements continued. It made me feel exceptionally proud to hear the complements, especially in front of my peer group. I wanted to pass that on with my thanks and regards”

P. Lavery -
TOTALLAB

Case Study 3



ANTOINETTE OGLETHORPE - www.antoINETTEoglethorpe.com

PROJECT BRIEF

The client needed a new website, with enhanced layouts to focus on clear messages, strong call-to-action points, featured services and clearly branded careers and mentoring packages. The site needed to be visitor friendly and better reflect their new business goals and content marketing aims.

PROJECT SOLUTION

New website design, development and user journey. New branding - branded career and mentoring packages. Photographic style boards, art direction at the photo shoot to ensure the photography fitted the new design and tone of voice. Close collaboration with the copywriter to develop newly defined copy with clear layouts that have clear objectives.

IMPACT ON THE BUSINESS SINCE LAUNCH

- International profile has been raised considerably.
- New work won in Trinidad and Tobago
- New enquiries from Qatar, Malaysia and Nigeria
- Sales increased by 16%

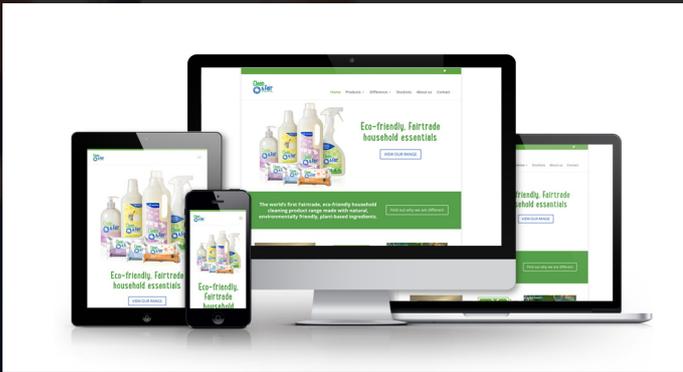


Old website

“I have been delighted with the great impression that my updated website gives clients and potential clients. Belinda is an excellent designer. She has an amazing ability to translate concepts into visuals and to create imagery that communicates exactly what I want to say. She can turn her hand to anything. She has designed my branding, my website and my Career Conversation Toolkit.”

A Oglethorpe -
ANTOINETTE OGLETHORPE

Website Projects



Clean and Fair



Artisans Fair



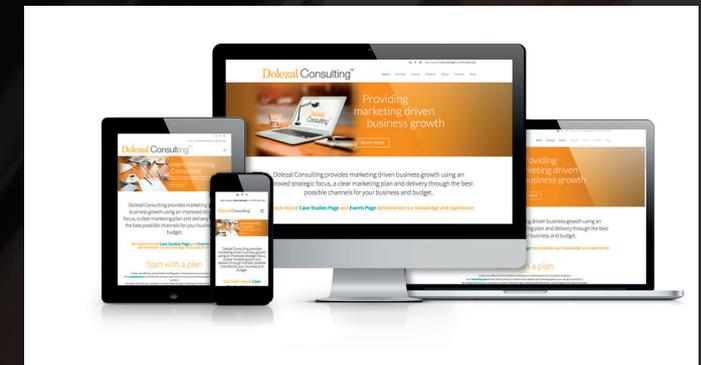
Haydn Grey



Arco String Quartet



Totallab



Dolezal Consulting

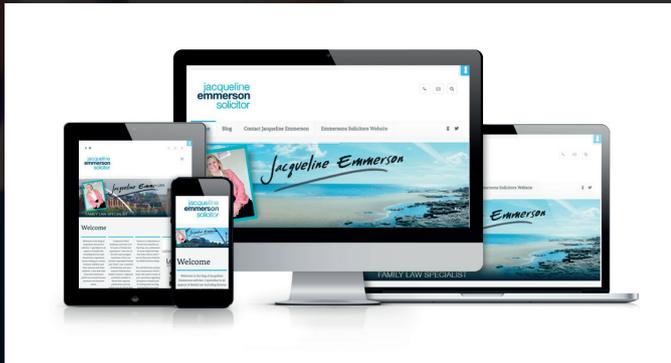


Northern Secrets



International Consultants for Entrepreneurship and Enterprise

Website Projects



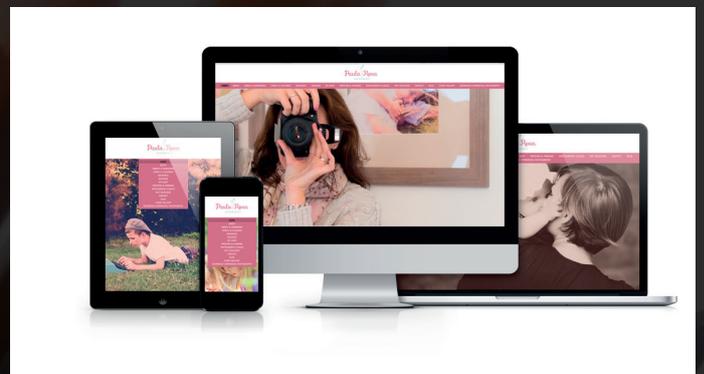
Jacqueline Emmerson Solicitor - Family Law Blog



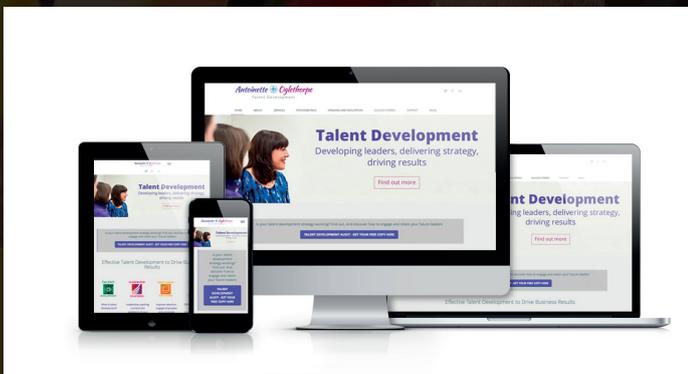
Solo Martial Arts



Network Artists North East



Paula Rosa Photography



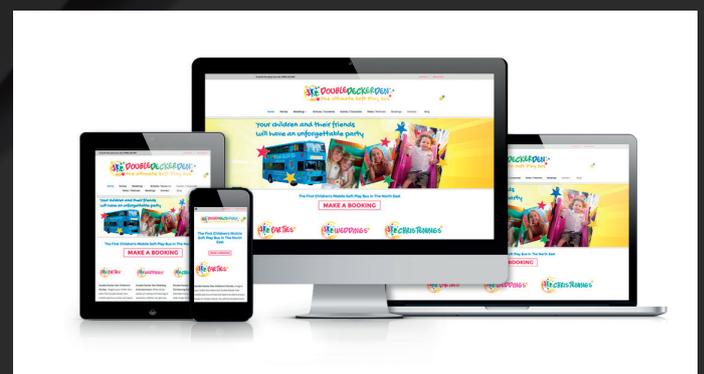
Antoinette Oglethorpe



Local Women Local Enterprise

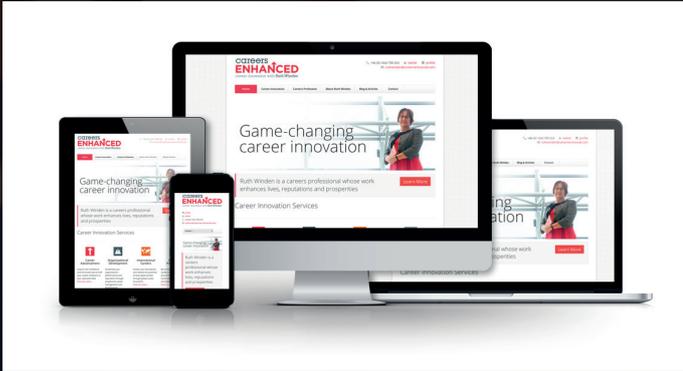


Emmersons Solicitors

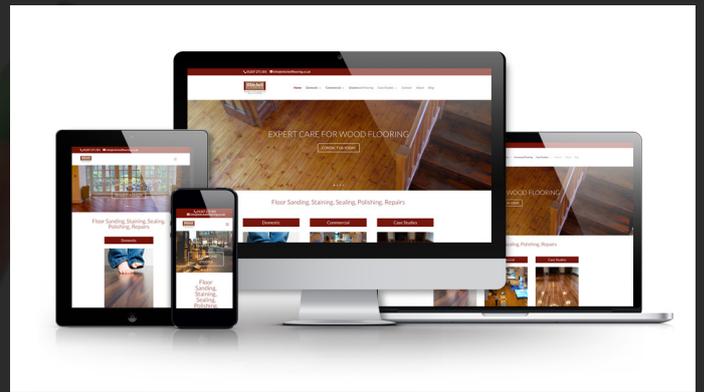


Double Decker Den

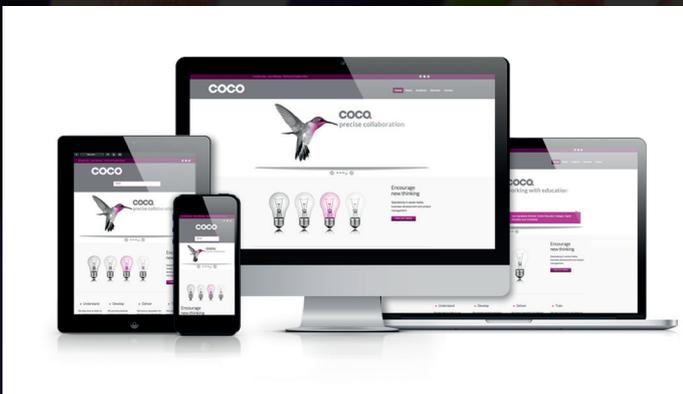
Website Projects



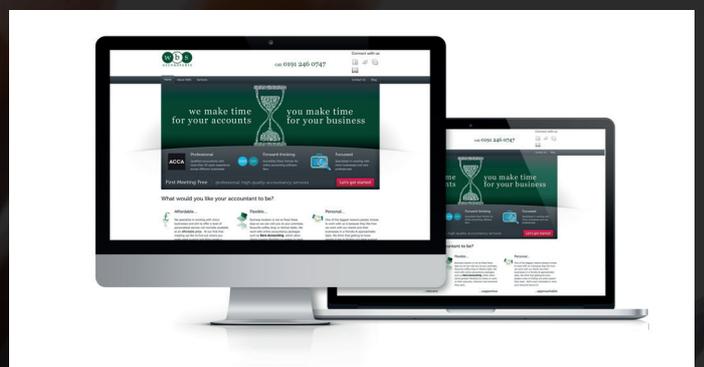
Careers Enhanced



Mitchell Flooring



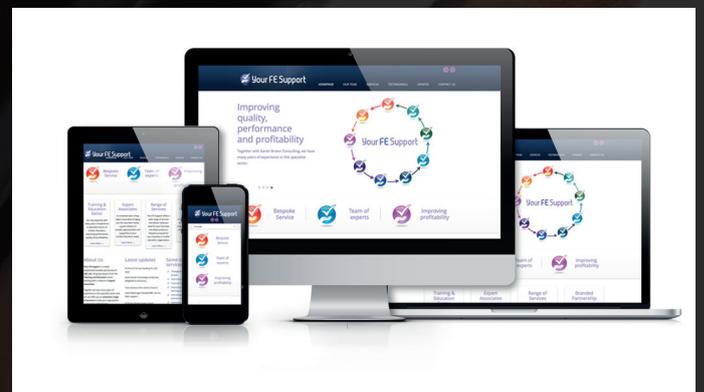
Coco



WBS Accountants



Simonburn Tea Rooms



Your FE Support

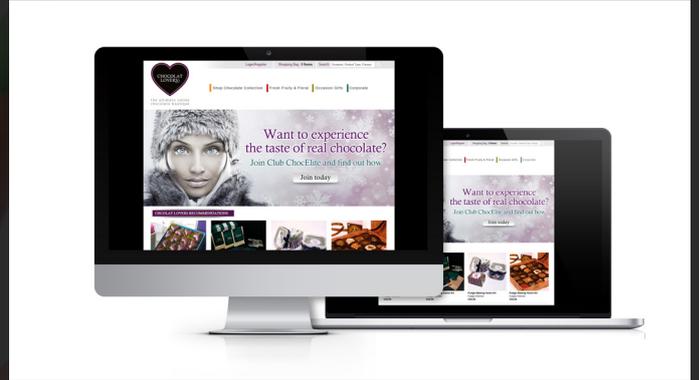


School Grounds North East

Ecommerce Projects



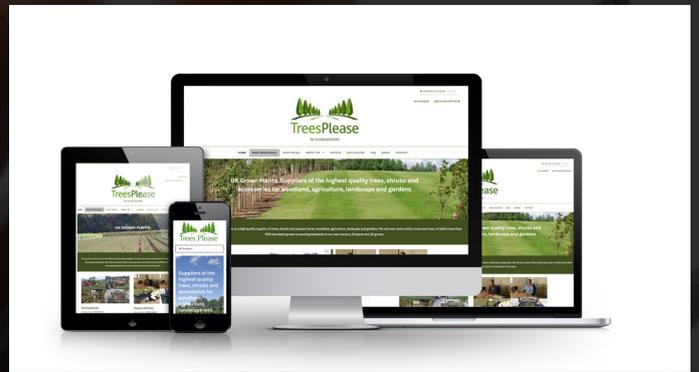
Davidsons the Jewellers - Design and Shopify build



Chocolat Lovers - Bespoke built supplier portal



Breastvest - Bespoke build, multi language and unique stock control system



TreesPlease - WooCommerce Design and Build - (under development)



Northumberland Hamper Emporium - Design and Shopify build (under transfer of ownership)

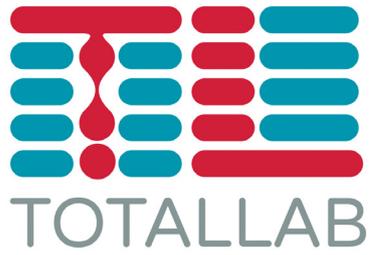


Jack and Jill's Wooden Toys - Design only. WooCommerce.



Regular SEO and marketing support - Rusks and Rebels

Branding



*Let's shake things
up around here...*



Willy Hoots



*Antoinette
Oglethorpe*

Talent Development



COLOUR
SHARP



*Heart Land
Design* creating spaces
shaping futures



Branding



the ultimate online
chocolate boutique



tailored tours - with you in mind



Print design



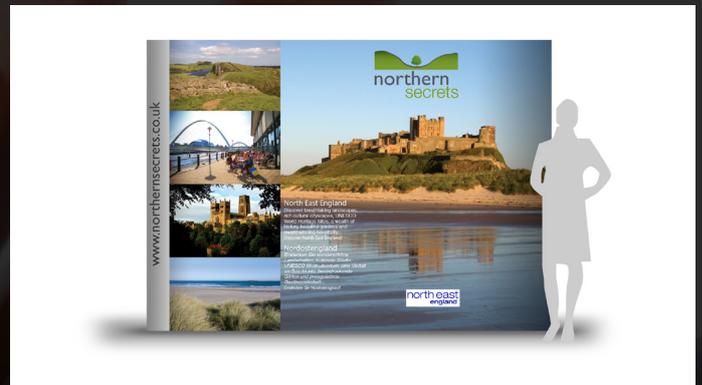
Packaging design



Magazine design



Exhibition design



Exhibition design



Advertising



Advertising



Catalogue design



Editorial design

Print design

Award Winning



Packaging design



Literature



Literature and Marketing

Best Seller



Design



Advertising



Advertising



Advertising



Retail Display

breaking through the noise



arttia.co.uk