



2014

# WELCOME

Welcome to **Adido**.

Thanks very much for taking the time to find out more about our agency.

In this document you will find information including:

- A brief description of Adido and what makes us different
- A selection of case studies, results and creative portfolio

Of course if you want to know more, please don't hesitate to give us a call, or drop us an email.

**+44 (0) 845 260 2343**

**Twitter : @adido**

**hello@adi.do**

**Facebook: adidolimited**

**www.adi.do**

**YouTube: adidotube**

**NUMBER ONE  
RECOMMENDED  
AGENCY ON  
THE SOUTH  
COAST**

**RAR TOP 100 2013**

# AT A GLANCE

#HARDWORKING  
#FULLOFIDEAS  
#TOPTeam  
#BOURNEMOUTHROCKS



**30**

**Team Members**

54% male  
46% Female



**60**

**On-going**  
digital marketing  
clients



**5,451**

**Number One**  
search terms  
currently ranking



**400+**

**Websites**  
designed & built  
in 11 years



**1<sup>st</sup>**

**Position**  
most recommended  
south coast agency



**156**

**Countries**  
we produce  
work in



**100%**

**People Who Love**  
working in our  
flexitime office



**5<sup>th</sup>**

**Position**  
The Drum Top  
Independent UK Agencies



**31,672**

**Usability Traffic**  
impressions we  
analyse each month



**7.7**

**Average Hours**  
of daily summer sun in  
our Bournemouth HQ



# ABOUT ADIDO

# ABOUT ADIDO

Hello. We are **Adido**, an award-winning full service digital agency.

Since our birth in 2003, we have been helping brands to '**Do Digital Better**'.

Based in Bournemouth, we have seen rapid growth and are a leading digital marketing and web design agency serving businesses across the UK and Europe.

Our **integrated and flexible approach** enables us to make many big brands better online, we also help numerous smaller businesses and start-ups to grow using our **innovative & cutting edge** digital skills.

Are you interested in finding out how **Adido** can help your digital business?

Do not hesitate to get in contact with the team on **0845 260 2343** or email us on **hello@adi.do**.

**THE SOUTH'S  
FASTEST  
GROWING  
DIGITAL  
AGENCY**  
WINNER WIREHIVE100 AWARDS

# OUR SERVICES

## CREATIVE

Web design	Digital branding	Animation
User experience	Video	Photography
Illustration	Campaign planning	Creative workshops

## MARKETING

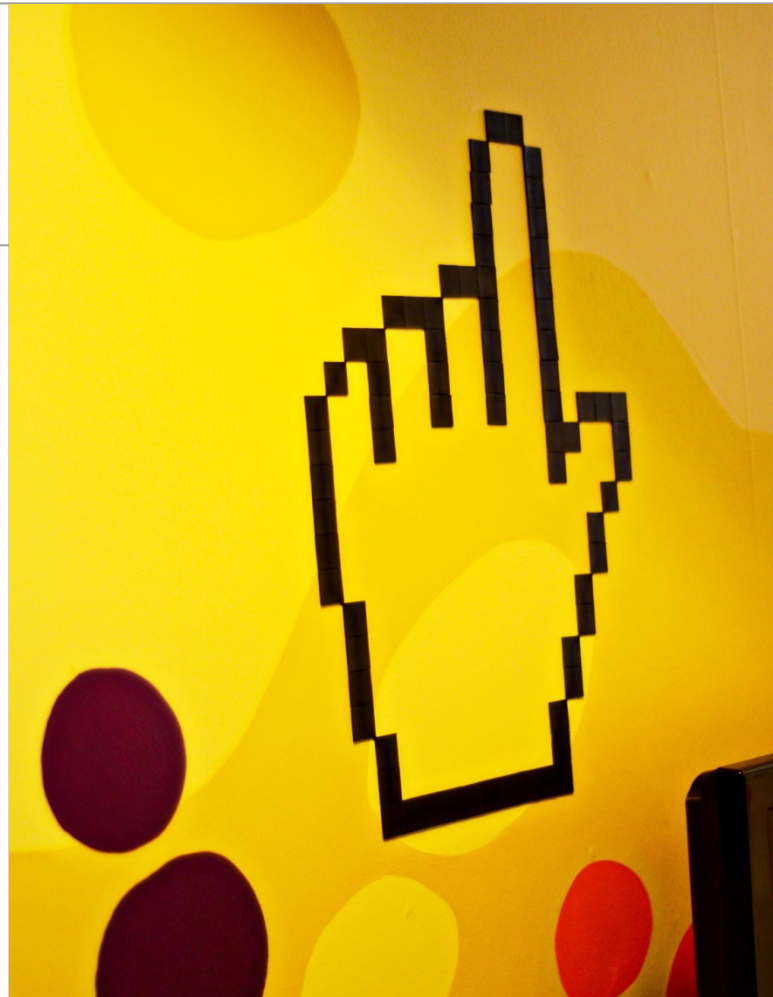
SEO & PPC	Email marketing	Content & copywriting
Social media	Online PR	Video marketing
Mobile marketing	Affiliate marketing	International marketing

## TECHNICAL

Websites	Mobile	Content management
Usability	Accessibility	Extranet / Intranet
Ecommerce	System integration	Databases

## COMMUNICATIONS

Planning & insight	Campaigns	Direct marketing
Brand strategy	Advertising	Promotions & incentives
Design	Company literature	Events & PR





# OUR CLIENTS

YOUR M&S



**Haier**



**easyJet**



**WE ARE  
PROUD TO  
WORK WITH  
AMAZING  
CLIENTS**

# OUR AWARDS

It's great when we see **results for our clients**, and even better when we receive recognition for our work by **industry leaders**.

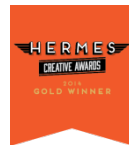
Adido is an award-winning integrated agency.

Our awards prove that we can help you **do digital better**.

We create **stronger digital strategies** for your business by optimising your customer's journey from point-of-entry, through to conversion and retention. This starts with designing engaging interfaces, creating visibility through search engine marketing, and developing social media platforms.

Our clients see us as an **online partner**, staying with us long-term due to the value we can add to their digital strategy and online presence.

## DIGITAL THAT LOOKS GOOD AND WORKS EVEN BETTER





# THE TEAM

**A GROWING TEAM OF 30+ DIGITAL  
EXPERTS, DELIVERING SUCCESSFUL  
CAMPAIGNS SINCE 2003**



It's our diverse knowledge and experience that inspires innovation. It gives us the answers that make us successful. We all want to do digital better for our clients and we're determined to find the right answers.

# THE WAY WE WORK

Why choose us to design and market the website for your business?

When choosing a company to work with, you need to be sure that they can do the job and that you can rely on them to **fulfil all of your requirements**. You also want a company that will dedicate themselves 100% to making sure you **achieve your business aims**.

**Adido** is that company; we **do digital better** than the rest.

Reporting deliverables and ensuring a strong ROI is central to our method of measuring success.

We like to see our clients regularly to show KPIs and give feedback on overall performance. Adido provide **flexible strategy and execution** that creates real results. Whether you are interested in our proven methods, or working alongside us in our commitment to innovative practices, you can be assured that there are no hidden costs or outsourcing, and that we will **never compromise on quality**.



# KNOWLEDGE SHARING

Twice a year we invite all of our clients, friends and partners to our digital marketing events – **Let's Do Digital**.

These seminars and summits are the largest **free digital event** of its type in the south of England. It allows us to educate our community in all of the latest digital updates, trends and strategies. Speakers from **Google**, **LinkedIn**, and **Microsoft** have all presented at our conferences.

You can find out more about our events at **[www.dodigitalbetter.com](http://www.dodigitalbetter.com)**.

*"It was a fantastic day with some of the best digital speakers I've ever seen at a conference."*

Radian

*"It gave us an interesting insight into digital marketing and it was great to network with likeminded peers."*

Southampton Football Club







**OUR CULTURE**

# OUR CULTURE

How we work and what we stand for is vital to us as a business, and is the cornerstone of our relationship with clients.

Our core values represent the unifying force that helps make Adido a great place to work; which in turn enables us to produce great work for clients.

## WHAT DOES THIS MEAN FOR YOU?

In essence our culture is what makes us 'do digital better'. Being part of the Adido family means you will benefit from our core values, which will bring better results for your company.

**IT'S NOT WHAT WE DO,  
IT'S THE WAY THAT WE DO IT**



# OUR CULTURE

## OUR PEOPLE

Amazing things happen when you bring people together.  
Adido attracts experts with vision, passion and a remarkable insight for all things digital.

## WORKING ENVIRONMENT

You'll often find us in the recreation room having a good think over strategy and creative, while playing a competitive game of FIFA football.

## COMMUNITY

We believe a company can do well if they do good.  
That's why we volunteer our time and skills for a variety of charities, schools and universities.

## INNOVATION & LEADERSHIP

Put us all in one room and magic happens. Twice a month we hold innovation day experiments to create and drive the future of the digital industry.





adobe  
digital better



# CASE STUDIES & PORTFOLIO

# CASE STUDY



Orange Business Services work with 231 million businesses worldwide. They have over 30,000 employees across the globe offering a range of flexible business telecommunications and networking solutions.

Adido is undertaking SEO in 156 countries around the world for the business services branch of Orange, paying special attention to core markets in the UK, US and France

The international search engine strategy focuses on improving the “findability” of critical business service keywords.

## TECHNIQUES USED:

- Keyword strategy formulation
- On page optimisation
- Asset & content management
- Website technical audit
- Link baiting using core content
- Link audit and optimisation
- Bespoke training documents
- Technical & marketing consultancy

## RESULTS:

- Overall non-brand search engine traffic coming to the site increased by 81% in the first 6 months
- Non-brand search traffic vs. branded traffic has increased from 24% of total search traffic to 52% over the course of the first year's activity.
- As a result of the positive results we are now their main consultants for everything digital and the team continue to play a major role in the current and future digital marketing plans.



# CASE STUDY



Pineapplefish has a selection of eight premium, unique vacation villas located in some of the most desirable spots on Anna Maria Island in Florida.

Our task was to establish a world wide presence for the brand and increase online enquiries.

## WHAT THE CLIENT SAYS:

"You've developed a fabulous site that we're all very proud of. The CMS is excellent and your support throughout has been brilliant."

## RESULTS:

- Conversion rate to enquiry jumped from 1.04% to 5.89% delivering five times as many enquiries
- Occupancy rates for the first half of 2013 were a staggering 89%
- SEO keyword visibility in the top 20 increased by 129%
- PPC traffic increased by 11%, received 50% more enquiries and cost 5% less YOY
- The average time on site increased by 23%
- Content pages received an increase of 165% in page views YOY



# CASE STUDY

## Haier

Haier is the number one brand of major appliances in the world with 8.6% of the global retail consumer electronics market in 2012. Their vast product offering includes fridges, freezers, televisions and washing machines as well as mobile devices.

We are providing on-page SEO for their European market. Ensuring that “active seekers” for Haier products can find the relevant content and supporting information they need when making their purchase decision

### WHAT THE CLIENT SAYS:

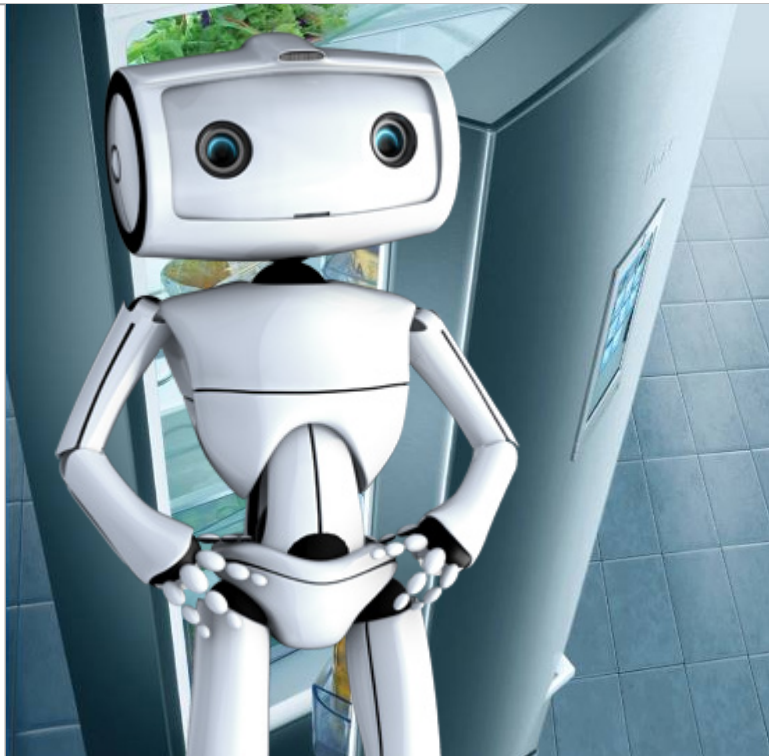
“I approached Adido as Haier Europe needed an SEO professional to help improve our natural referencing in Google at the European level. Adido's friendly staff and incomparable ability to pay attention to the most intricate details with the utmost efficiency makes them a winner in my book.”

### TECHNIQUES USED:

- Keyword formulation
- On page optimisation
- Website technical audit
- CMS audit

### RESULTS:

- So far we have seen a great rise in the increase of non-brand traffic by implementing a strong SEO strategy across a selection of languages.





# CASE STUDY



East Durham College initially had no presence on any social media platform, despite having a target audience that consists of mainly socially active young students. A 12-month strategy was planned to launch Facebook and YouTube accounts, being the most relevant channels for their students and sub-audiences of parents, teachers, and prospective students.

Our aim was to create an engaging strategy to develop the personality of the College and advertise to prospective students, whilst informing and connecting with existing audiences.

## WHAT THE CLIENT SAYS:

“Adido has created and managed a fantastic social media presence for the College, one we feel really engages with users. They are always coming up with innovative ideas on how to get users interested in our social media activity, rather than just sticking out bland marketing messages and the usual PR stories.”

## TECHNIQUES USED:

- Channel design & development
- Strategy formulation
- Video optimisation
- Brand management
- Social advertising

## RESULTS:

- 9,755 Facebook likes
- 106,604 YouTube channel views
- Increased engagement and sharing
- Improvement in social mentions
- Campaign recognised by industry peers



# PORTFOLIO





# PORTFOLIO

YOUR M&S



# PORTFOLIO



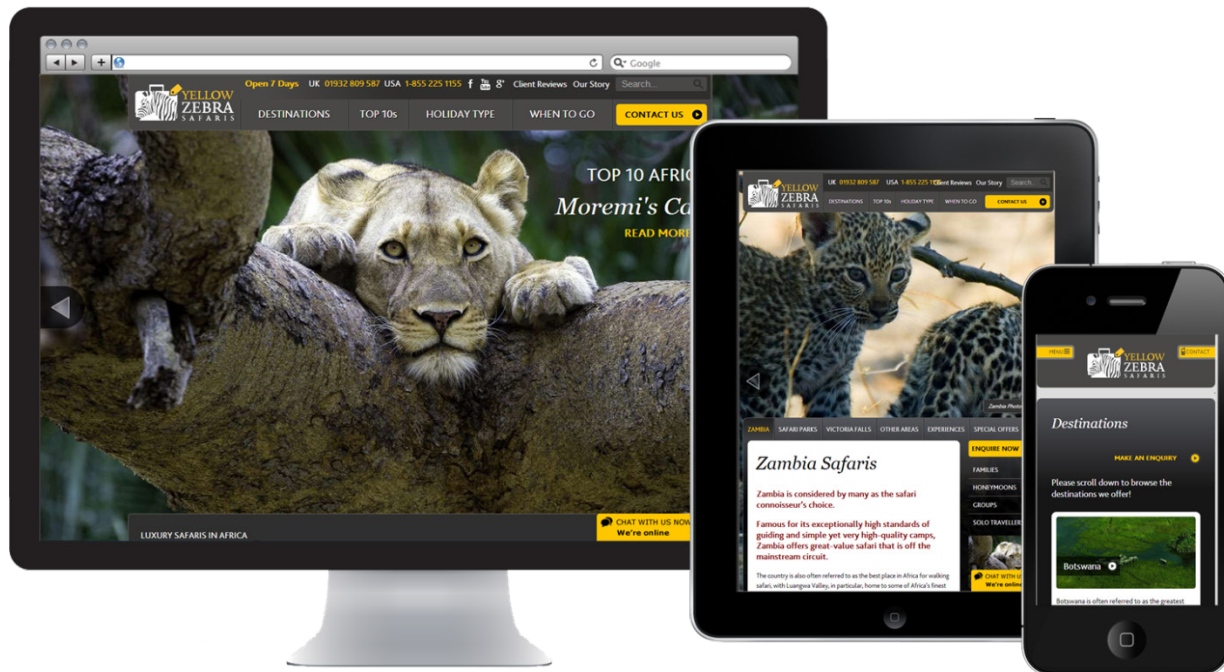
# PORTFOLIO



# PORTFOLIO



# PORTFOLIO





**Together we can do digital better**

**+44 (0) 845 260 2343**

**hello@adi.do**

**www.adi.do**

**Adido**

Dean Park House  
8-10 Dean Park Crescent  
Bournemouth  
Dorset  
BH1 1HL

**Twitter: @adido**