

Huddle

Who we are, what we do, and our past outcomes

An Introduction



About us

Huddle Digital are a small team based in Manchester. We are passionate about enabling our clients to achieve their goals using the web.

We have a core in-house team, with expert partners enlisted for specific projects.



Tom Parson

Client Services Director & Founder



Harry Potts

Technical Director & Founder



Rachel Thompson

Project Manager



Emily Triplett

Quality Assurance Manager



Cameron Campbell

Web Developer



Clare Marsh

Web Developer



Matt Bayliss

Partner Visual Designer



Lewis Wright

Partner Web Developer



Rob Weatherhead

Partner SEO & PPC Specialist



Our Values

At Huddle we share a set of core values which drive how we work, who we work with and the impact we make on society and those around us.



Be personal

We provide a personal service and encourage our clients to think about their customers in a personal way too to deliver a fantastic user experience.



Demonstrate value

We believe our clients should feel that they are getting a return on investment at every stage.



Continually improve

We are never satisfied with the status quo. We always challenge ourselves to learn more, bring fresh ideas and try new things.



Make things enjoyable

We strive to create enjoyment for our team, our clients, and our clients' customers.



Contribute positively to society

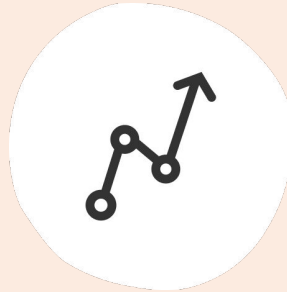
We are determined to leave the world a better place than we found it.

Outcomes



Increase customer engagement

We support you to re-engage inactive customers, get more value out of existing customers, reduce subscription cancellations and inspire customers to interact with your brand or offering.



o



- o Generate more enquiries
- o Regain market share
- o Re-engage inactive customers
- o Get more value from loyal customers

Outcomes



Improve brand presence

In our modern digital economy, a successful online brand presence is essential. It forms the foundation for everything else you do, both offline and online. We support you to increase website traffic from search engines, reduce website bounce rate and increase brand engagement from non-customers.



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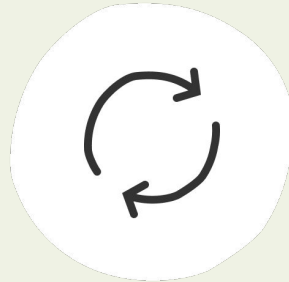
- Be seen more often in search engines
- Give a more authentic first impression
- Engage your audience for longer

Outcomes



Improve retention

Building a web solution that delivers on value and ease-of-use will ensure that clients or customers come back to you time and time again. Using technology to automate and innovate will ultimately save you time and money and allow you to retain customers as well as attract new ones.



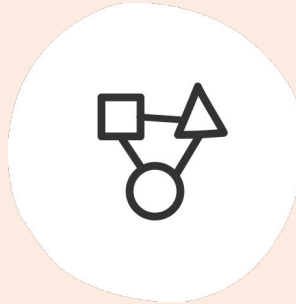
- Reduce cancellations and non-renewals
- Generate more repeat website visits
- Reduce overheads marketing to new customers

Outcomes



Transform processes

Streamlining and automating your processes can increase efficiency and consistency, resulting in a better customer experience and increased satisfaction and loyalty. We specialise in delivering bespoke solutions that work for you, whether that's integrating the tools you already know and love in new ways, or developing a completely custom solution.



◦



- Integrate internal systems with public-facing platforms
- Enable customer self service and passive revenue
- Reduce admin and support time
- Transform processes using digital technologies
- Improve quality, efficiency and profitability

Services

Research & Consulting

Website health audit

Digital marketing audit

Digital transformation strategy

System scoping workshops

User research and feedback

A/B and split testing

Innovation sessions

Third party technical liaison

Ongoing support with platforms

Custom dashboards and reports

Creative & Design

Website design

Wireframing and prototyping

Accessibility and UX

Brochure and print design

Bespoke email marketing templates

Email signature design

Graphics, illustrations and logos

Marketing collateral, brand and logo packs

Social media assets

Technical & Development

Bespoke web development

Microsites and landing pages

Web application design

Customer portals

Third party / API integrations

Business intelligence

Intranets and internal web apps

Managed web hosting

24/7 uptime monitoring

Hybrid and dedicated servers

SEO & Marketing

Digital marketing audit

Search Engine Optimisation

Website copywriting

Paid search and social (PPC)

Content marketing

Link outreach and promotion

Social media marketing

Core Web Vitals optimisation

Landing page optimisation

Conversion Rate Optimisation

You should know...

- Everything we do is bespoke.
- We provide fixed quotes (*not* hourly or daily rates)
- A new client is a new partnership - we're in it for the long haul.



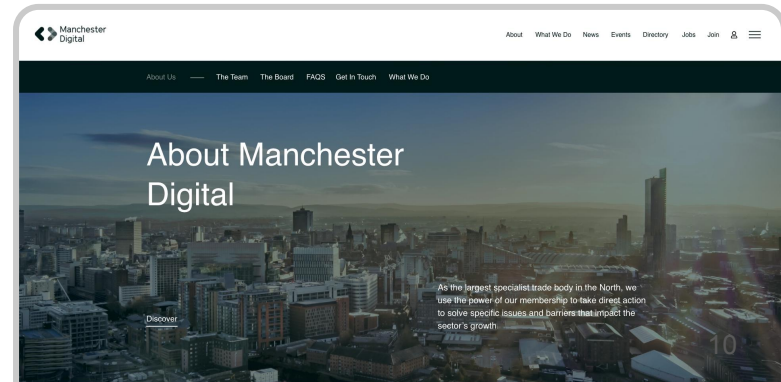
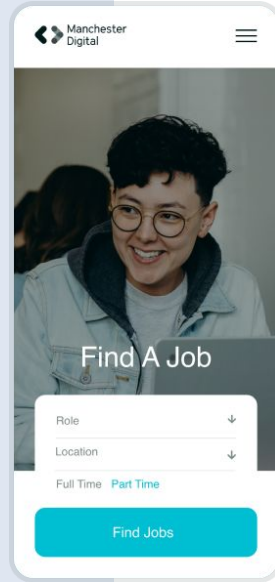
Outcome

Manchester Digital

With a website that no longer reflected the sector they represented, Manchester Digital sought to completely reinvent their online offering. [Read more](#)

2x
Total revenue
from website

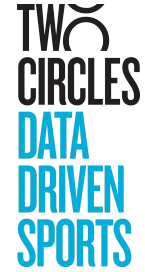
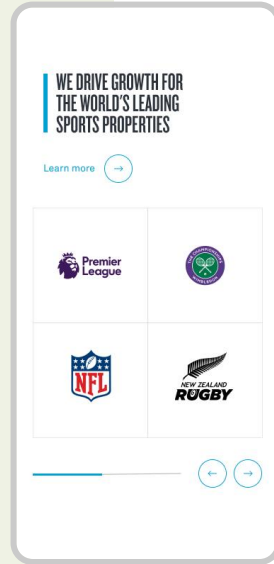
3x
New member
sign-ups



Outcome

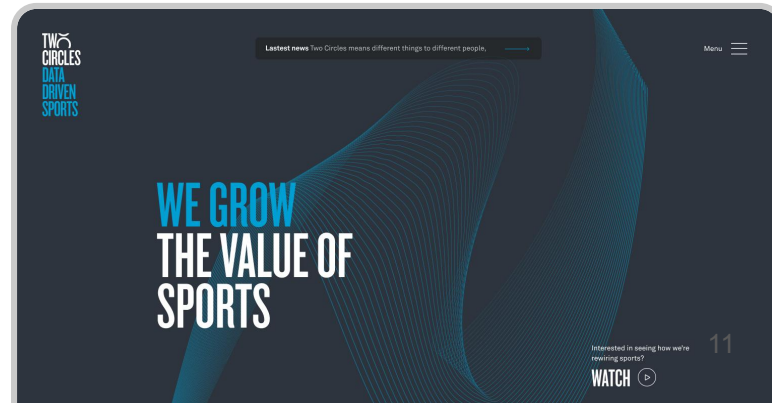
Two Circles

Named one of Britain's Top 100 fastest growing companies, award-winning London agency Two Circles needed a new offering to move into the future of their business. [Read more](#)



2x
Time spent on site

+57%
Total website visits



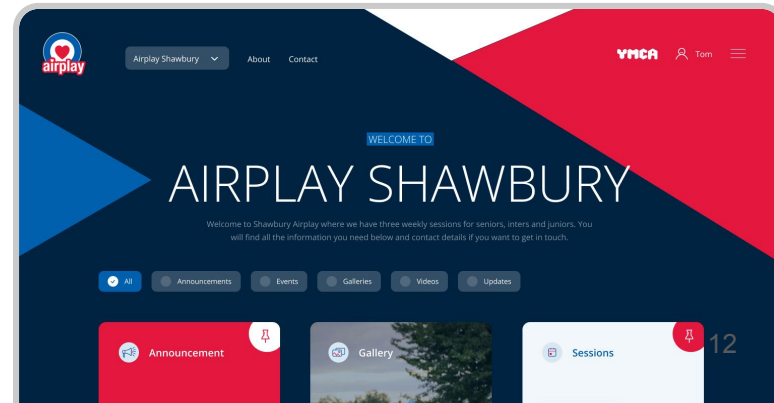
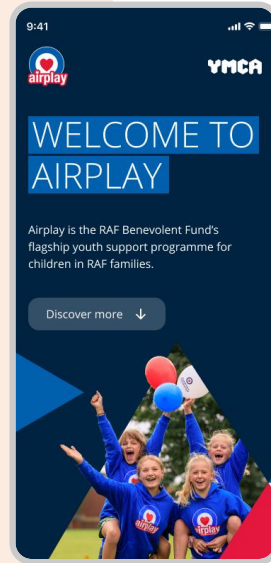
Outcome

Airplay Connect

After being awarded the contract to deliver the RAF Benevolent Fund's flagship Airplay programme, One YMCA sought to innovate with a brand new online platform. [Read more](#)

13h
Est. weekly time saved

100%
Of young people surveyed stated it was well designed



Outcome

Anonymous SEO client

12 months SEO and conversion optimisation campaign.

+30%

Website visitors
from Google

35×

More keywords
where brand
appears in
Google

Outcome

Anonymous PPC client

PPC campaign management, A/B testing of two homepage versions and redesign of main lead form.

+598%

ROI on Google
AdWords
spend

+50%

Visitors who filled
in enquiry form

Client Care

We are extremely proud of our ongoing commitment to our clients and are passionate about checking in to ensure we are delivering value.

We're committed to ensuring we provide ongoing value, evolve our services alongside your growth, and provide a high level of support.

This is why our clients consistently renew their contracts with us, some who we've worked with since we incorporated 8 years ago.

Trusted by



Client satisfaction

Net Promoter Score

(Industry standard 60%)

82%
Excellent

Client Satisfaction Score

Last 12 months

91%

“

We're constantly receiving praise for the new website and we're chuffed that we finally have something we can be proud of!

Donna Lawrie

Head of Marketing, Comms & Insight - One YMCA

5 ★★★★★

Google
Customer Reviews



Huddle



Tom Parson

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