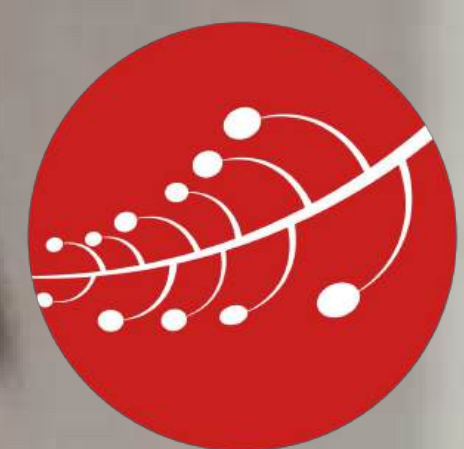


How credible is your business online?



CASSIA DIGITAL AGENCY



cassiadigitalagency.com

Who We Help

- Driven, ambitious, growth-oriented business owners - UK and Australia
- Established 7+ years with a turnover £1M - £20M
- Professional services businesses over reliant on reputation and word-of-mouth to drive sales

Our clients are businesses facing challenges like:

- Frustrated they are invisible online and the competition are everywhere
- Stressed, time-poor, tied up in the day-to-day activities and lack a digital strategy
- Feeling helpless that referrals are no longer enough to fill the sales pipeline
- Anxious they are not reaching the right audience and not achieving the right results

"Referrals have slowed down, so we need a 'Plan B' to grow our sales pipeline"

"We don't look credible online and our website doesn't reflect who we are"

"Everyone expects digital today, but we don't know where to start"

Problems We Solve



Digital Strategy

- Fragmented or unclear digital positioning, that does not reach the right audience
- Digital activities that are reactive, ad hoc, tactical or not focused for maximum benefit
- Ineffective or non-existent digital strategy and a skills/resource delivery gap



Digital Presence

- The website does not reflect the brand, values or ambition of the business
- The business is not as visible as the competition – digital footprint needs to be stronger
- Brand positioning and messaging is unclear, inconsistent and fails to differentiate value

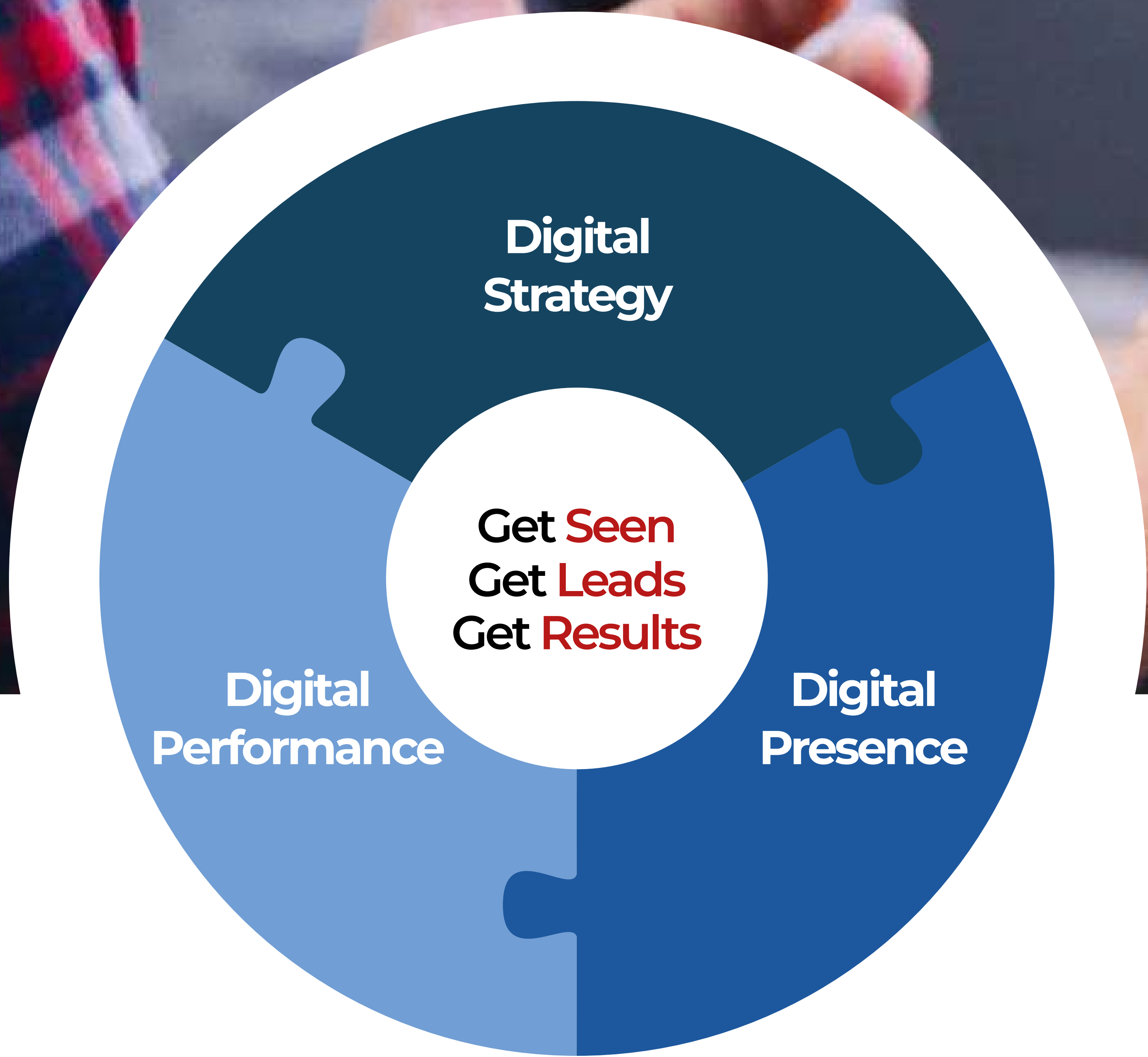


Digital Performance

- Failing to rank across digital channels with authority for relevant keywords or hashtags
- Refine digital strategy based on real performance data to keep aligned to business vision
- ROI is absent when digital investment is not tied to measurable business outcomes

Global Reach Local Impact Award Winning Agency Global Reach Local Impact Outside Perspective Inside Knowledge

BUSINESS VISION with **DIGITAL IMPACT**



Proof is in Client Outcomes

“Exceptional digital strategists who bring clarity, creativity and control to complex business challenges.”
Client CEO

Go-To-Market Launch

We defined the digital go-to-market strategy for a business scaling to a multi-site model. Guiding the branding, digital positioning, platform development and client acquisition pathways to accelerate revenue growth and increase market share.

The digital strategy focused on brand values and expertise, to accelerate market penetration, and lay the foundations for scalable growth.

Increased Google Visibility

We have delivered a 3 year SEO strategy with focused content to increase website traffic by 970% vs Yr 1, and secured #1 Google rankings for top relevant keywords, regularly showing up in SERP features and AI overviews.

The uplift in digital visibility contributed to 613% business value growth in the same period, reinforcing brand authority in a competitive market.



Cassia's G.R.O.W. Model for Digital Success



Gather

- Understand business goals, challenges, ambitions and current digital activity
- Identify obstacles and strategic blind spots that are stalling growth and performance
- Assess opportunities for quick wins and longer-term levers to compound benefits and ROI

Reframe

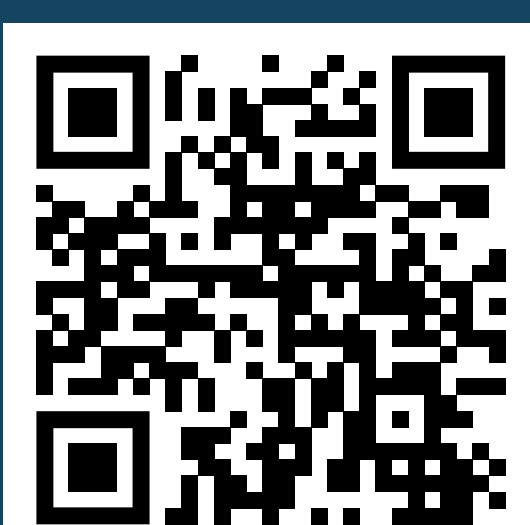
- Demystify digital with actionable recommendations aligned to business ambitions for real impact
- Prioritise high-impact initiatives that address known obstacles to accelerate your progress
- Shape your digital footprint so it increases business visibility, engagement & authority

Outputs

- Digital roadmap defined to implement FOR YOU or WITH YOU to suit your capacity & preference
- Lead efforts to strengthen positioning and messaging to differentiate you from competition
- Refresh your digital content to be visible where your customers search, compare and decide

Wins

- Fragmented or unclear digital positioning, that does not reach the right audience
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