

At Cassia Digital Agency, we transform your business vision into digital impact. If your competitors are streaking ahead & you don't know where to start with "digital", then we're your business partner - strategists, architects, & problem solvers who will create your digital action plan, focused on performance & results.

Led by Anne Cutting & Dean McKenna, we work as your strategic partners to bring an outside perspective with insider knowledge, rooted in our extensive strategic experience & digital expertise. Commercially astute, outcome-driven, & digitally agile we help you look as credible online as your business is in real life.



[cassiadigitalagency.com](http://cassiadigitalagency.com)

## Who We Help

- Driven and growth-oriented business owners - based in UK or Australia
- Established 7+ years with a turnover > £1.5M
- Professional services businesses reliant on founder's reputation & word-of-mouth

Our clients are businesses facing challenges like:

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

They value straight talking, pragmatic guidance with reliable, collaborative partners



*"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

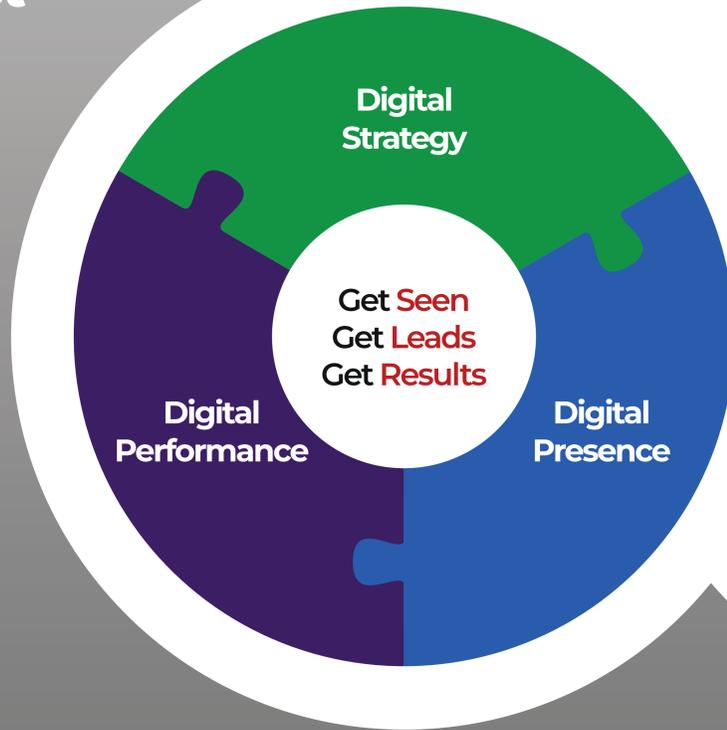
- Failing to rank across digital channels with authority for relevant keywords or hashtags
- Lacking insights for decision making when KPI's are missing, not tracked or unclear
- ROI is absent when digital investment is not tied to measurable business outcomes



# Proof is in **Client Outcomes**

## Go-To-Market Product Launch

We defined the digital go-to-market strategy for a new advisory product for a business consulting firm. Guiding the digital positioning, platform design/build and monetisation pathways to enable first-half revenues of £150k following launch. The digital strategy focused on brand quality and expertise, to accelerate market penetration, and lay the foundations for scalable growth.



## Increased Google Visibility

We have consistently delivered a SEO strategy with targeted content to increase website traffic by 970% YoY and secured #1 Google rankings for top branded keywords, regularly showing up in SERP features and AI overviews. The uplift in digital visibility contributed to 130% business growth in H1 2025, reinforcing brand authority in a competitive market.



## Cassia's GROW Model for 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 an actionable roadmap aligned to business ambitions for real impact
- Prioritise high-impact initiatives that address known obstacles to accelerate your progress
- Build your digital footprint so it increases business visibility, engagement & authority

### Outputs

- Implement solutions FOR YOU or WITH YOU to suit your capacity and 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

### Win

- Analyse data and track results against business KPI's to drive growth and ROI
- Refine digital strategy based on real performance data to keep aligned to business vision
- Evolve your digital assets to compound benefits of your business reputation, value & authority



Anne Cutting

✉ [anne@cassiadigitalagency.com](mailto:anne@cassiadigitalagency.com)

☎ +44(0)7715 420 075

Dean McKenna

[dean@cassiadigitalagency.com](mailto:dean@cassiadigitalagency.com) ✉

+44(0)7802 885 197 ☎

