

Issue 02

# IvyJack. Insights

Fresh thinking from the Bake House

Digital

Transformation

CREATIVE SPOTLIGHT

WHAT IS DIGITAL  
TRANSFORMATION?

BEHIND THE SCENES

# Hello.



Welcome to our second issue of Insights and a very Happy New Year to you all. We hope you all enjoyed a happy and healthy festive season. It only seems like yesterday we were writing the introduction for our very first issue, but that was over three months ago and here we are now in 2024. We were blown away by the positive reaction that we received from readers of issue one and we've reflected some of the feedback in this issue, with more practical advice for business owners.

2024 looks to be another year of challenges with slow economic growth and reduced consumer confidence but on the bright side, the businesses and brands that continue to build trust, deliver value and answer client needs will deliver stronger performance for sure. So, this issue concentrates on digital transformation, developing customer personas and CSR as a few areas that can strengthen what you offer your customers and clients.

We hope you enjoy this issue and here's to a successful 2024 for all.

Best Wishes,

*Elaine David*

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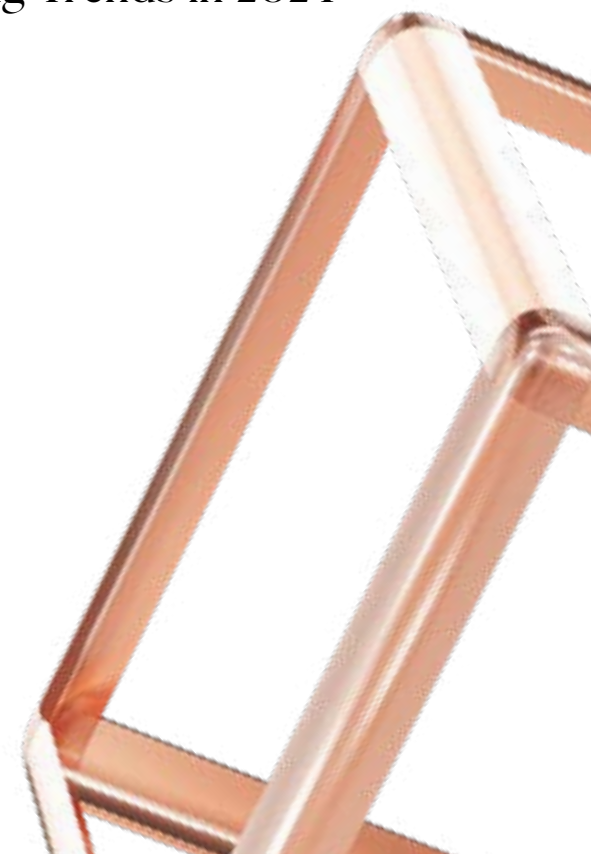
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# A year in review

## New Year, Same Us

Last year, we celebrated our fifth year of success as an agency. As always, it was a busy year with some fantastic highlights. We welcomed some new starters, said farewell to other colleagues and took on new clients and business – all whilst delivering brand and business transformation.

We made time to review and refine our own internal processes, as well as streamlining our digital offering, so that we can remain agile and poised to help businesses, no matter what the requirement. We also spent time on the road, delivering our campaign to raise our profile locally around Leicestershire.

As well as expanding our local client base, our focus for 2024 is about continuing to strengthen existing relationships with our regional, national, and international clients

Having already started work on projects for some new clients, after throwing our hat in the ring for a variety of tenders and pitches, we are delighted to have the opportunity to work with some exciting new clients this year too.

So, all in all, the outlook for 2024 looks very promising.

This year we also joined the East Midlands Chamber of Commerce and are now proud to be a member of this organisation and look forward to being part of the business community membership brings.

<https://www.emc-dnl.co.uk/>





# What is digital Transformation?

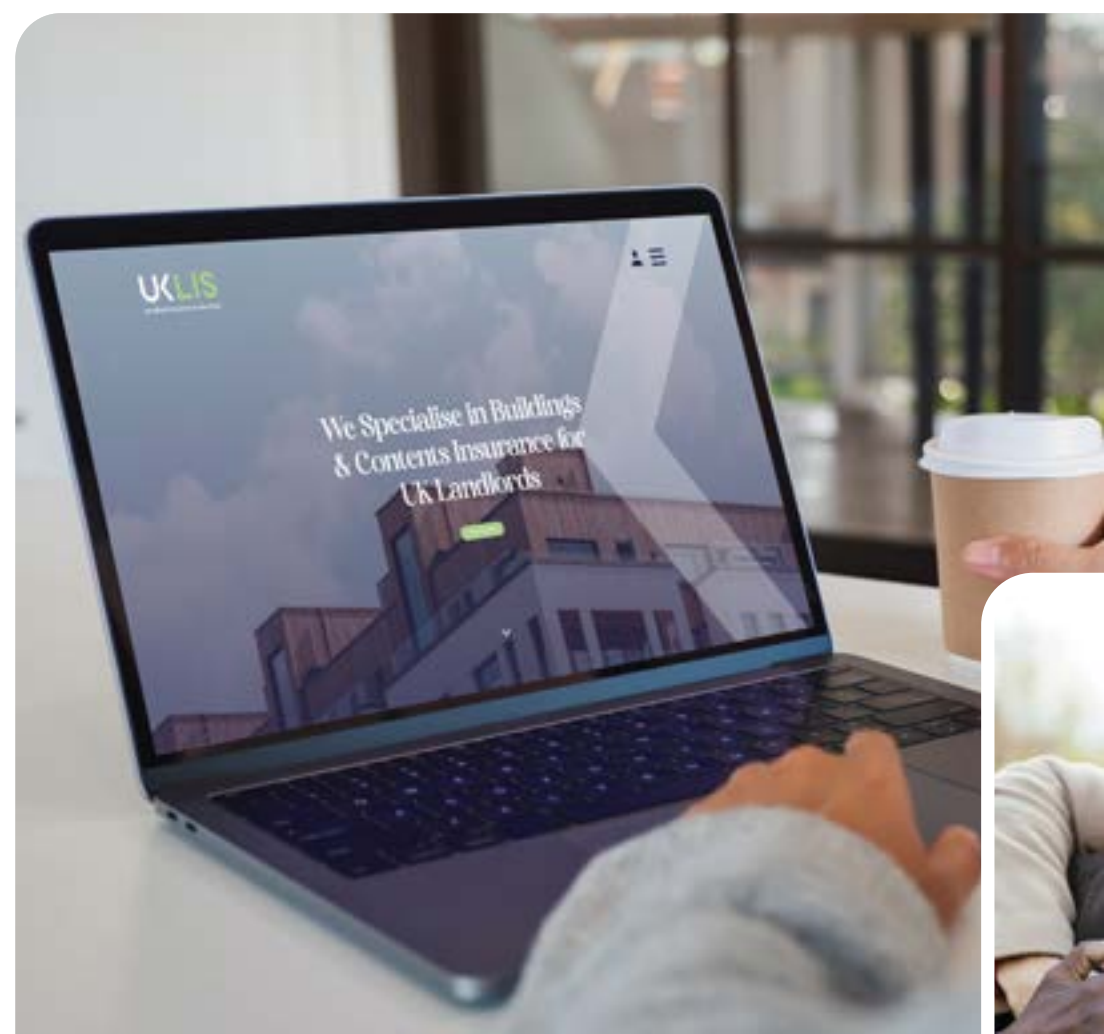
Digital transformation will mean different things for individual businesses, but in general, it's seen as the integration of digital technology into any areas of a business, which results in essential changes to how a business operates and most importantly how they deliver value to their customers. To achieve this, there also needs to be a cultural change that will require the organisation to continually challenge what they do, how they do it and try new ways of working. We know that this can be quite uncomfortable for businesses but as our recent case study shows, we can make the process seem a lot less daunting.

We were approached by a local insurance business, UK Landlord Insurance Services Ltd (UKLIS), for advice on using digital technology to help improve their business processes and their customer experience. They had been running their business using largely manual systems, as is common in the largely conservative sector of insurance. Of course, they had a website (what business doesn't?), but really didn't know what its purpose was. In fact, most pages redirected customers to call a landline. The site certainly didn't reflect the business' excellent reputation for customer service but neither did it offer a good customer experience.

Without really needing to touch the client's business model, we were able to look at two key areas of digital transformation:


- **Process digital transformation:** aimed at improving the efficiency and effectiveness of the company's operations
- **Cultural/organisational digital transformation**

Having talked at length with the Director to gain an excellent understanding of the business and new objectives, we were able to map the current business processes "as is" and then viewing this as an entire journey, identifying pain points for customers and areas for business improvement. We then designed a new process incorporating digital technologies to automate/replace many of the manual processes and remove pain points for customers. This involved redesigning and building a bespoke and customer-centric website, updating domain URL and SEO capabilities, providing e-commerce functionality, generating automated email correspondence with customers and partners and advocating the use of integrated social media channels.






**UKLIS**  
landlord insurance services




With initial plans and costs approved by the client, we finalised the specification, timelines and milestones and began wire framing a new site. Website designs then followed, incorporating a newly designed visual identity, and with the client informed and involved at every stage of the process, we were able to accommodate requests for change. With client approval, we were able to begin the build phase, incorporating new logic that would automate many of the previously manual processes, utilising the website as a central hub for customers, the client and their partners.



“Working in partnership with IvyJack on this project has made the digital transformation journey far less daunting and easy to understand. Their comprehensive knowledge and experience, combined with a sound understanding of our business and core objectives, enabled IvyJack to apply practical logic to solve complex problems. Consequently, they were able to deliver a new, customer-centric website that meets all aspects of the brief I provided.”

Director, Butlin Property Services Ltd, t/a UK Landlord Insurance Services



Demonstrations of the new site (its front-end and back-end CMS) with the client and key stakeholders were followed by an intense period of user acceptance testing where we challenged those involved to “try to break the system”. Fortunately, they were not able to! They did identify opportunities for further automation which we were able to implement for them. With onboarding completed and internal and external communications activated, we are now agreeing transfer of existing data so that we are ready to “go-live” January 2024.

The result is a very satisfied client who has fully embraced our digital transformation process and is already able to see the benefits, to his business and stakeholders. Their social media may be in its infancy, but used as an integrated marketing tool with his new e-commerce website, this local business has started the digital transformation journey and is fit for the future for further growth.

This is what we call digital transformation.






*Behind the scenes - (Part 2)*

# From brief to delivery

How we develop customer personas

How well do you really know your customers? Let's face it, people are complex, and from a marketing sense, more businesses are trying to find new strategies to better engage with their audiences. One of the most effective ways of shaping your marketing strategy and reap commercial success is to identify this most important asset for your brand - your customer base. Understanding who your customers are, what they do, and how they think and feel, is critical to your brand and business success.





For businesses, comprehensive and accurate customer profiles can help companies make sound business decisions and improve their overall performance. It's about using insights and research to identify your ideal customer, their attributes, their values, their pain points and where/how these people communicate. This information will help you to create targeted, personalised brand experiences that will affect consumer behaviour.

Rather than just looking at pure brand communications, we like to combine genuine insight with sound strategy. Through the process of research, business analysis and reviewing all available data, we gather a wide range of information about your customers. This provides a clearer view of their touch points with your business and a better understanding of the products and services they may be interested in and any pain points that are likely to become barriers to purchase.

We look at demographics, market insights, behaviours and customers' complete buying journey. This work helps us to devise relevant marketing campaigns, identifying areas for businesses to improve their communication,

## “Comprehensive and accurate customer profiles can help companies make sound business decisions”

products/and or service provision. In addition to this, we also recommend identifying a list of customer benefits, to explain how your business provides additional value. Through comprehensive, accurate customer profiles, businesses can make informed decisions and improve their overall brand experiences. And we can help you with this.

We will identify the key drivers that will have the biggest impact on your business in the shortest possible timeframe with a clear focus on the customer. We believe it's about making them feel like they really matter. At this early stage, this allows you to understand exactly what your audience thinks, feels, and does in relation to your market. Knowing what drives them and what needs they have, provides an understanding of how your business can best serve them, which is critical to brand development and business success.

From targeted brand positioning and content creation, to improving customer acquisition, retention and sales, customer profiling is key to being connected with your audiences. And we're here to help you start.

Coming up in the next issue - Why is it important for you to do customer journey mapping and delivery?



# Creative spotlight 2023 in review

**BBC RADIO**  
**NOTTINGHAM**

## Phenotypeca

### Public Relations

We have been working closely with our client, Phenotypeca, an innovative biotechnology business, to develop purposeful PR messages based on their commercial objectives. We wanted to position Phenotypeca as leading industry conversations by telling the right stories. As a direct result, they have appeared on BBC Radio Nottingham and featured on an industry-leading podcast. There is also talk of appearing on BBC News, and this is just the beginning...

## Circular Fuels Ltd (CFL)

### Branding and Website

We have continued to support our client CFL, a pioneering renewable energy technology company, as their marketing partner throughout 2023. We are excited to announce that we have completed the next development phase of their current visual identity (we also created their initial identity) and have begun to roll this out across their wider collateral. The first major piece of work to which we applied the new visuals is a holding page for their forthcoming website – a project that we are now in the early stages of planning and designing for them.





## August Bridge

### Branding

August Bridge are a leading professional consultancy in output management for Dynamics 365. We have continued to provide marketing support to August Bridge in 2023 since they approached us to work in partnership with them on developing a strong visual identity for their brand to solidify their standing in the Netherlands and by way of introducing them to the UK market. So pleased with the results were they, that as part of their planned business development and growth, they approached us this year to refresh their visual identity. We provided them with a single proposition, a new 3D graphical visual framework and updated colour palette. The resulting work was so well received, that the Directors also asked us to redesign a new logo to strengthen the launch of their new visual ID, which they did in November.



## Semalytix

### Video

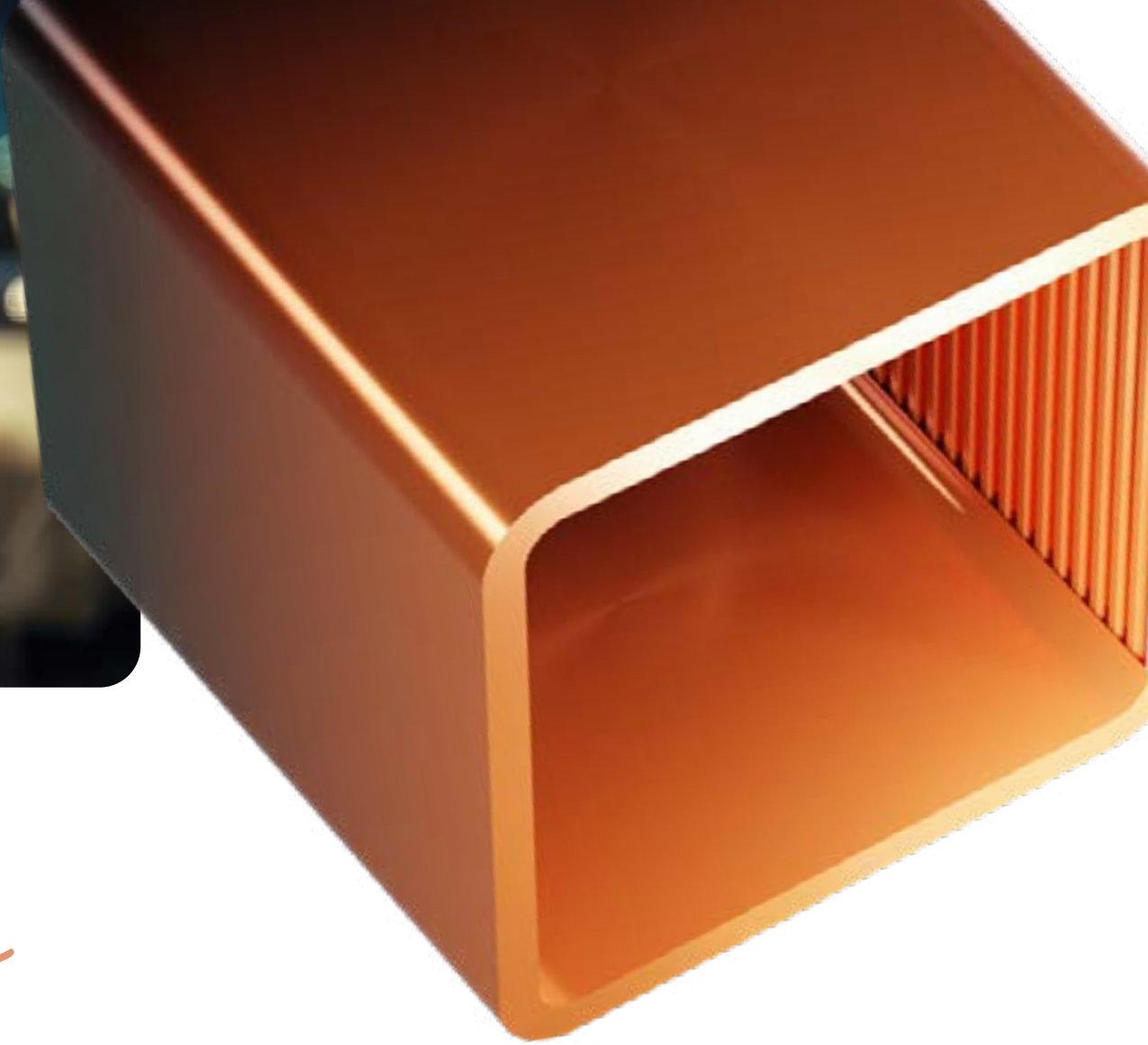
Semalytix are a new international client for us and a very exciting one to work with, using AI to provide patient experience data solutions for the life sciences industry. How they use AI is very clever and needs explaining in an accessible way visually, to both investors and potential customers. Semalytix approached us to create a video as part of their application for investment, which we did successfully within the tight parameters we were given. Following this work we have now been briefed to help with putting together a case to one of their customers for a full suite of videos and supporting collateral, which was successful, and we are now fully immersed in creating the first of these videos for them.

## Xavo

### Brand Messaging, Campaign Planning, Event Management

As the complex AI universe continues expanding rapidly, clients using this technology are becoming more prevalent and Xavo, another new international client in 2023, approached us to help them explain the benefits of how they are using AI technology to revolutionize the way laboratories tackle the dynamic challenges of sample management and lab operation. With our experience in the scientific sector, we are well placed to help make them seen and heard in this industry. We have just completed a campaign plan for a major international event they attended in Boston, USA, which included new brand messaging and key visuals to get them noticed and understood by potential customers in attendance.





# Embracing digital marketing trends *in* 2024

The world of digital marketing and digital is an ever-evolving landscape, with new technology emerging at the speed of light. We've seen huge advances in the digital world, especially with the rise of AI, new social media platforms and the metaverse. There's no doubt that these trends are shaping the world we live in and it's safe to say, technology is also advancing innovations in the world of marketing. Businesses need to keep their finger on the pulse and look to the future to stay ahead of the trends.

As we look ahead to the marketing landscape in 2024, here are five key trends to keep in mind when planning your marketing strategy.

## 1. The Metaverse

The rise of the metaverse has marked a new frontier for technology. Within the marketing world, it offers rich opportunities through virtual and immersive experiences, so that businesses can create campaigns that are not only viewed but lived experiences.

## 2. Growth of AI

AI is the buzzword everyone is talking about and heading into 2024, it's set to transform the way businesses interact with customers. From using AI to personalise customer experiences, to chatbots and virtual assistants, AI will definitely be playing a pivotal role in achieving higher engagement and conversion.

## 3. TikTok

This platform isn't going anywhere and has been growing in popularity in 2023. It has drawn in over one billion monthly figures by providing short-form video content, revolutionising the way people consume content. It's a great way for businesses to create engaging videos to increase brand awareness.

## 4. Personalised Marketing

By leveraging advanced analytics and data, businesses are now able to understand customers preferences and behaviours. As customers become more discerning, businesses need to find ways to personalise their marketing messages to improve customer experiences as well as increase customer loyalty and acquisition.

## 5. Voice Search and SEO

With the growing popularity of voice assistants, voice search has changed the entire way people interact with search engines. This shift in behaviour means that businesses need to adapt their SEO strategies and optimise their content to accommodate voice-based queries, to increase the chances of appearing in search results.

From looking at these trends, one thing is for sure, 2024 is set to be incredibly fast moving but also exciting, with digital technology transforming the ways businesses interact with their customers.



# CSR FOR SME

You often hear large multi-nationals talking about their Community Social Responsibility (CSR) policies or manifestos. With large organisations talking of making social and environmental change, as a Small to Medium Enterprise (SME), it can often seem hard to relate to these somewhat lofty aspirations and targets, but in its simplest terms, CSR is just about companies playing their responsible part in, and giving back to, society.

A simple plan or strategy builds a business case around how your chosen area(s) of CSR (philanthropic, environmental, ethical or economic) can integrate into your overall business plan. It is important to say that you shouldn't feel under pressure to target all areas of CSR immediately - everyone can make a difference, no matter how small. Just as many SMEs, we chose to start with environmental responsibility - by recycling and eliminating single-use plastics, reducing vehicle use, etc, but we also decided to add philanthropic responsibility to our CSR plans. Philanthropic CSR involves donating funds, goods, or services to another organisation or cause, and we agreed early on, to work with local charities or charities that have a direct impact on members of our team.

Recent examples of this for us have been coordinating Christmas gifts from businesses on our local business park, as donations for Rainbows Hospice, or by raising funds as a team through walking for Alzheimer's Society and skipping for Cancer Research UK. This has benefitted us as a business, in terms of making new connections and also improving employee physical and mental wellbeing.

As a marketing agency, we are fortunate to be able to help organisations in a professional capacity by donating or charging nominally for our time and resources. So, in recent years we have had the privilege of supporting Mountsorrel Community Support Fund ([mountsorrelcsf.org.uk](http://mountsorrelcsf.org.uk)), Nottinghamshire Deaf Society ([nottsdeaf.org.uk](http://nottsdeaf.org.uk)) and ACEF ([acef.uk.com](http://acef.uk.com)). The team members find this work very satisfying, so there's a direct benefit in terms of motivation as well as providing us with case studies/testimonials.

And this year, to tie in with national "Giving Tuesday" (28th November), our Directors have also approved an initiative for every member of the team to take a full day's paid leave each year to donate their time/services to help a local charity with projects in the local community. This also forms part of our Wellbeing Strategy to improve team members' mental and physical health. So, if there are any local charities who are looking for volunteers for a day, please get in touch.

If you are having any doubts about CSR as an SME, we can testify that there have been direct benefits not only for the charities and organisations we've helped, but also to us, as the work we have done also contributes to our other strategies and our overall business plan for growth. It maybe a small start, but it makes sense on so many levels to implement a CSR strategy.



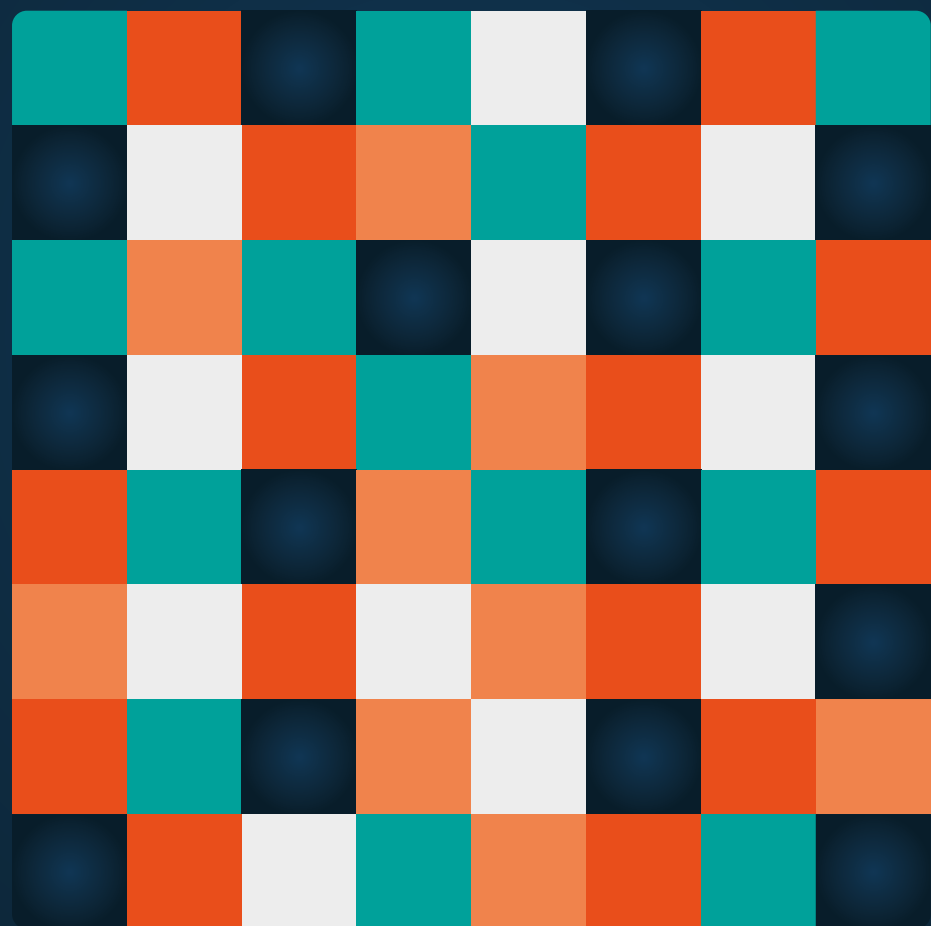
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# New Year. New Challenges.

Some challenges can be more fun than others. To kick off 2024, here's a fun one\*

A traditional chess board appears to have 64 squares on it... But does it really?  
How many colour squares does our version of a chess board below, actually have?



We love solving problems, no matter how complex.  
Got a business challenge for us? Give us a call.

0116 218 2750

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\*We've already solved this one for you. Check the next issue for the solution

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#challengeaccepted

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