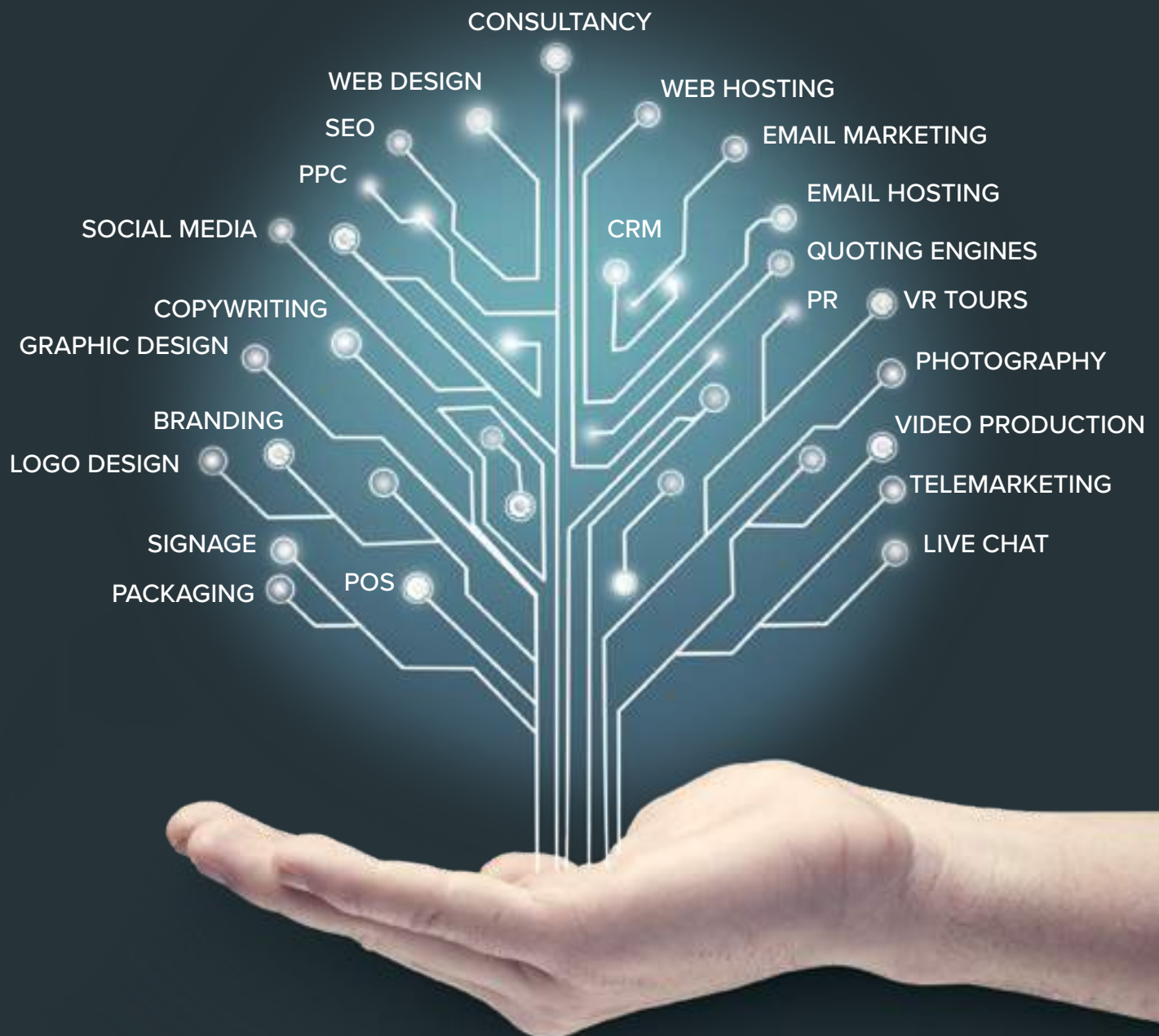




# ICAAL

## Creative Digital Marketing



## GROW YOUR BUSINESS

[WWW.ICAAL.CO.UK](http://WWW.ICAAL.CO.UK)

# Creative Digital Marketing

We are a full service digital marketing agency offering a wide range of services designed to grow your business.

04



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Realise Return on Investment



# ICAAL

## Need Marketing? **Think ICAAL!**

### **Who We Are**

We are an honest, results-driven agency, providing our customers with everything from copywriting and design to SEO and telemarketing. We don't outsource because we don't need to.

### **Why Choose Us**

What separates us from our competitors is our range of in-house core competences. We have technical skills, experience and knowledge of a multitude of vertical markets B2B and B2C perspectives.

### **What We Do**

Our expert consultancy devises creative marketing strategies in line with core business objectives to give our customers a distinct competitive advantage, clear business growth and subsequent ROI.

### **The Difference With Us**

Our highly experienced team deliver a personal service to every client, big or small. For a fresh take on marketing in your sector, choose ICAAL: tried, tested and trusted by industry giants.

“

We know we are the perfect fit for growing your business, as we have an excellent track record of building online brands and providing a return on investment.

We look forward to working with you. **Chris Tahmasaby - CEO**









# CONSULTANCY

## Think Differently

Our expert consultants conduct a detailed review of your existing business model, and without compromising your core objectives, devise a multi-channel marketing strategy that will grow your business.



# BRANDING



Brand Development

# Define Your Identity

We develop your brand identity to communicate your organisation's unique value proposition. Our talented and creative team have vast branding experience, with an impressive portfolio of innovative and modern brand designs.





Logo Design

# Professional Branding

Our imaginative Graphic Designers make logos to be proud of by creating stunning designs unique to your business.





# 1

## LOGO

The Boat Central logo is the most immediate representation of the company, services, people, and brand to our industry and consumers. It is a valuable corporate asset that must be used consistently in the proper, approved forms.



**BOAT CENTRAL**  
What Every Boat Owner Needs

### PRIMARY LOGO

Featuring the words Boat Central in the primary blue and "What Every Boat Owner Needs" in a lighter, secondary blue, this is our most widely used logo - along with our signature Boat symbol. It should be applied to a blue or grey background, details of which can be found later on in this document.

For a consistent use of the Boat Central identity, do **NOT**:

- Change the colour of the logo (1);
- Use an outlined logo (2);
- Add any elements or text to the logo (3);
- Change the proportions of the logo elements (4);



# 2

## COLOURS

Colour plays a significant role in our approach is to use it as the brand. So using the colour importance for the brand.

### PRIMARY COLOUR

As well as the logo, this solid colour should be utilised to create impact with headlines, footers, text and illustrations within campaigns.





## Brand Guidelines

# For Today, Tomorrow and Beyond

Brand guidelines are an indispensable asset to guarantee your marketing is always on-brand and on-message. We create clear and concise brand guidelines to ensure consistency at all times.



**ENDURANCE**  
**25**  
YEARS **Rocal**  
Celebrating  
25 Years

ENDURANCE SHAPED  
AND STYLED OVER 25 YEARS

**INDIVIDUAL  
TO OUR CORE**





# GRAPHIC DESIGN

## Designs That Inspire

Hungry for something different? Our Graphic Design team work closely with you to help you realise your creative vision. While others talk, we listen.



## DISCOVER MY colour

A well chosen front door can set the tone for the rest of a home, reflecting the personality and style to the outside world. So, it's important to make the right choice. MyDoor you can choose from over 1,600 colours from the extensive RAL range. The choice of colours in both our Standard and Premium colour ranges. And that means that you'll also be able to choose a different colour for the inside and outside.

### LIMITLESS colour

#### Any Door. Any Colour.

At MyDoor there's no limit to what colour options that's available. We have over 1,600 colours in our RAL colour range - that's over 1,600 colours!

With our extensive RAL range, we can offer you a colour that's perfect for your door. And we can also offer you a colour that's perfect for your interior. So, you can have a door that's perfect for your interior and exterior. And we can also offer you a colour that's perfect for your interior and exterior. So, you can have a door that's perfect for your interior and exterior.

## STANDARD & PREMIUM

### Standard Range

Our standard colour range is the ideal option for homeowners looking for something classic and timeless. Our standard colour range is made up of some of the most popular door colours. These colours are perfect for a classic and timeless look.



### Standard plus Range

Our Standard Plus range includes some of the most popular wood effect finishes and the more modern and contemporary Anthracite. These colours look fantastic on a variety of doors across our Classic, Country and Urban Collections.

Design Your Door Now On Our Home/View Door Design: [www.ikay.co.uk](http://www.ikay.co.uk)

Design Your Door Now On Our Home/View Door Design: [www.ikay.co.uk](http://www.ikay.co.uk)





Brochures

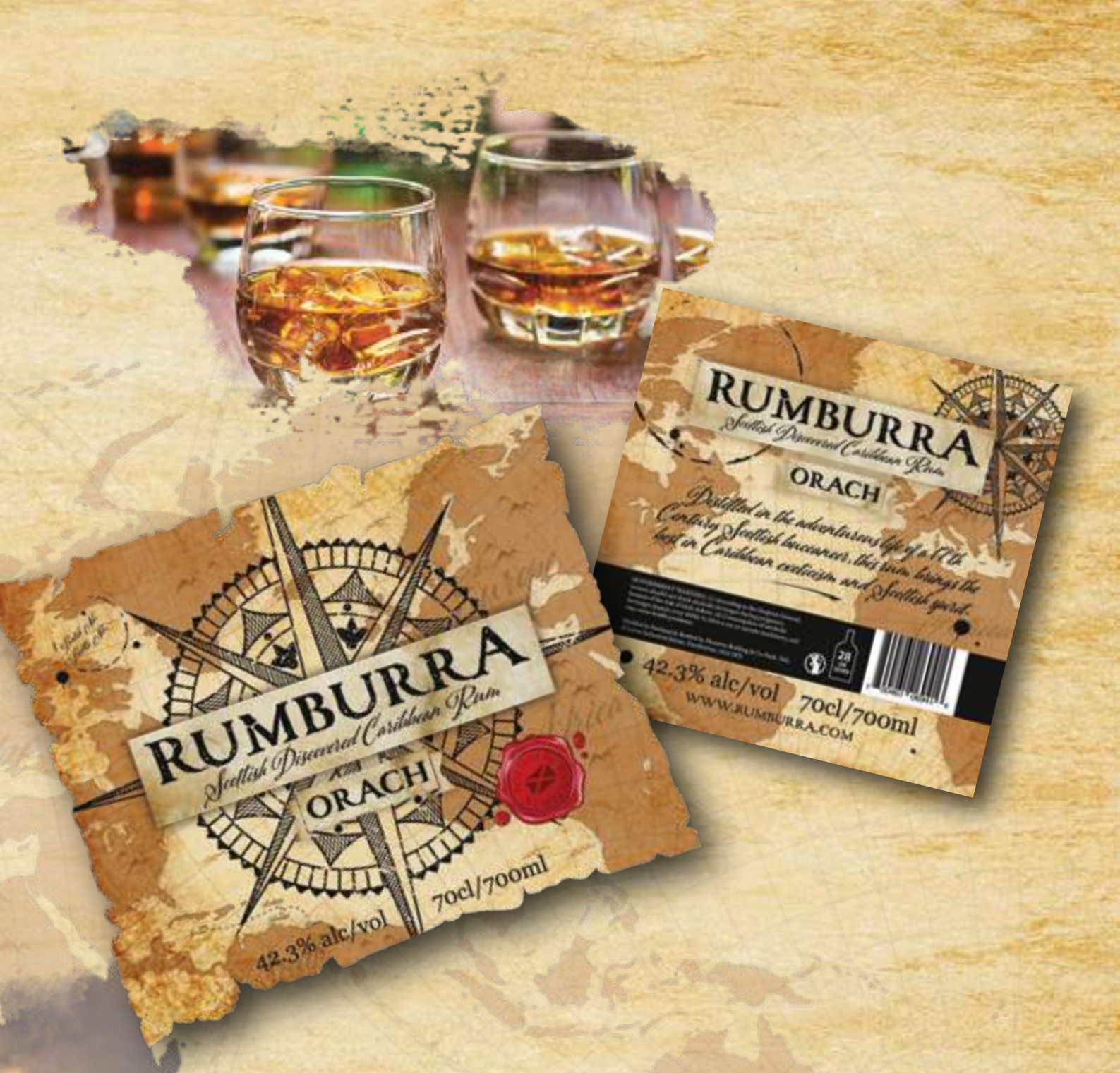
# Showcase Your Services

Capture your customers' imaginations and give your business a competitive advantage over your rivals. Whether you want to display the USPs of your products or offer a technical guide, we can provide you with the perfect brochure.









Labelling & Packaging

# Stand Out From The Crowd

Our product design background and our branding expertise enables us to create successful packaging that is both innovative and diverse. Brilliant products deserve brilliant packaging.









Business Cards

# The Perfect First Impression

Enhance credibility and make that all-important first impression count with bespoke business cards, ranging from contemporary Spot UV to classic soft touch finishes.





Flyers, Leaflets & Folders

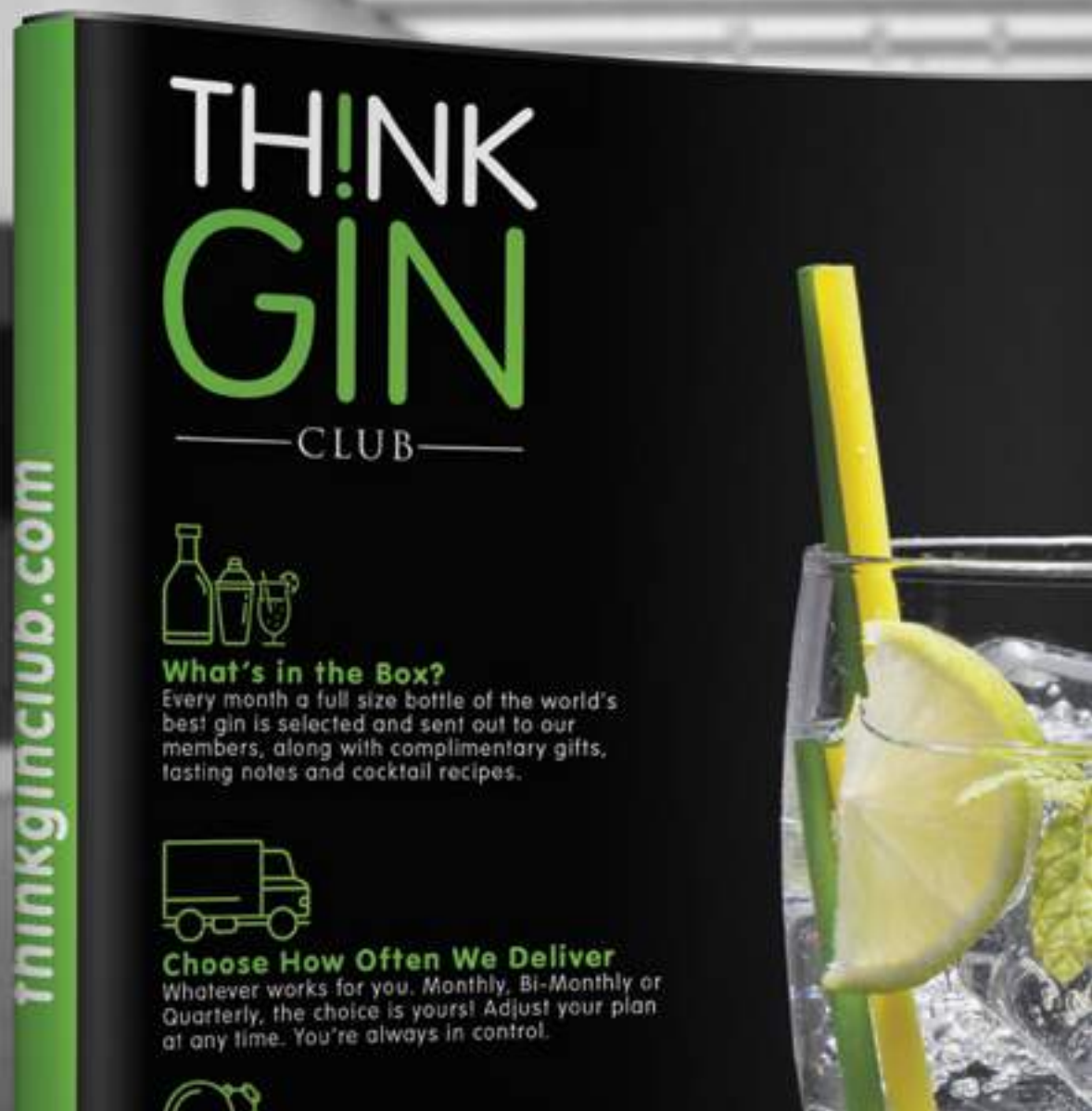
# Print Media Marketing

We offer a range of powerful promotional materials to help you increase sales and secure more business. Whether you need eye-catching flyers or stylish trifold leaflets, we have the vision, drive and expertise to ensure your brand stands out from the crowd.









Point Of Sale (POS)

# Eye-Opening Merchandising

Before selling the customer on the product, sell the customer on you. Optical appeal is paramount to a successful product presentation. Build customer trust through our extensive range of creative visual merchandising solutions.



Join The UK's Best  
Craft Gin Subscription Club!

**thinkginclub.com**



THINK  
GIN  
— CLUB —

Join The UK's Best  
Craft Gin Subscription Club!

**thinkginclub.com**

thinkginclub.com



## Vehicle Signage

# Your Vision On Wheels

Drive your message more efficiently with powerful, bespoke vehicle signage, specifically designed to raise brand awareness on the road.





## The Next Generation of Timber Effect Window





# WE NEED YOU!

Join the  
**#CETD100Club**

Join us on our exciting mission to build a brand new Children's Emergency and Trauma Department at University Hospital Southampton.

We're looking for a passionate community of 100 individuals or groups to help us make this fantastic vision a reality by raising £10,000 each. **If you are!**

A FUNDRAISER 🍷 A TEAM 🍷 A MAJOR DONOR

**...we want to hear from you!**



There are so many ways you can get involved, from sponsored events to sporting challenges, charity auctions to cake bakes; however you decide, Southampton Hospital Charity is here to support you with every step.

**Be a part of something amazing and help us hit our £2 million fundraising target before the Summer of 2018!**



To find out more about the **#CETD100Club** and its benefits, drop by the charity office to speak to the Major Gifts team or call us on 02381 205 489 / ext 5489.



**Southampton  
Hospital Charity**  
Charity registration number: 1051545





Digital Signage

# Get Noticed, Get Ahead

Make your brand visible through engaging, captivating and persuasive signage. Our experts will create an immersive, visual brand experience your customers won't forget.





Promotional Merchandise

# You Name It, We Brand It

We design, source and print customised promotional merchandise to enhance your brand reach through traditional and ambient media.



```

1 </script>
2 <!-- start header -->
3 <div class="header_bg">
4 <div class="wrap">
5 <div id="content">
6 <header id="topnav">
7 <nav>
8 <ul>
9 <li class="active"><a class="scroll" href="#home">
10 Home </a></li>
11 <li><a class="scroll" href="#service">
12 Service </a></li>
13 <li><a class="scroll" href="#product">
14 Products </a></li>
15 <li><a class="scroll" href="#portfolio">
16 Portfolio </a></li>
17 <li><a class="scroll" href="#team">
18 Team </a></li>
19 <li><a class="scroll" href="#contact">
20 Contact </a></li>
21 <div class="clear"></div>
22 </ul>
23 </nav>
24 <div class="logo">
25 <a href=".">
26 
27 
28 </a>
29 </div>
30 <a href="#" id="navbtn">Nav Menu</a>
31 <div class="clear"></div>
32 </header><!-- End #topnav -->
33 <script type="text/javascript" src="web/js/menu.js"></script>
34 </div>
35 </div>
36 </div>
37 <!--start slider-->
38 <div class="slider" id="home">
39

```

# WEB DESIGN

CONTENT

← 500 P



Captivate Your Audience

# You Imagine It, We'll Design It

Striking designs and strategic layouts optimise your web presence for the kind of enquiries that lead to sales. Our websites engage your target audience, lower bounce rates and improve conversions, with our superb UI and UX design skills.

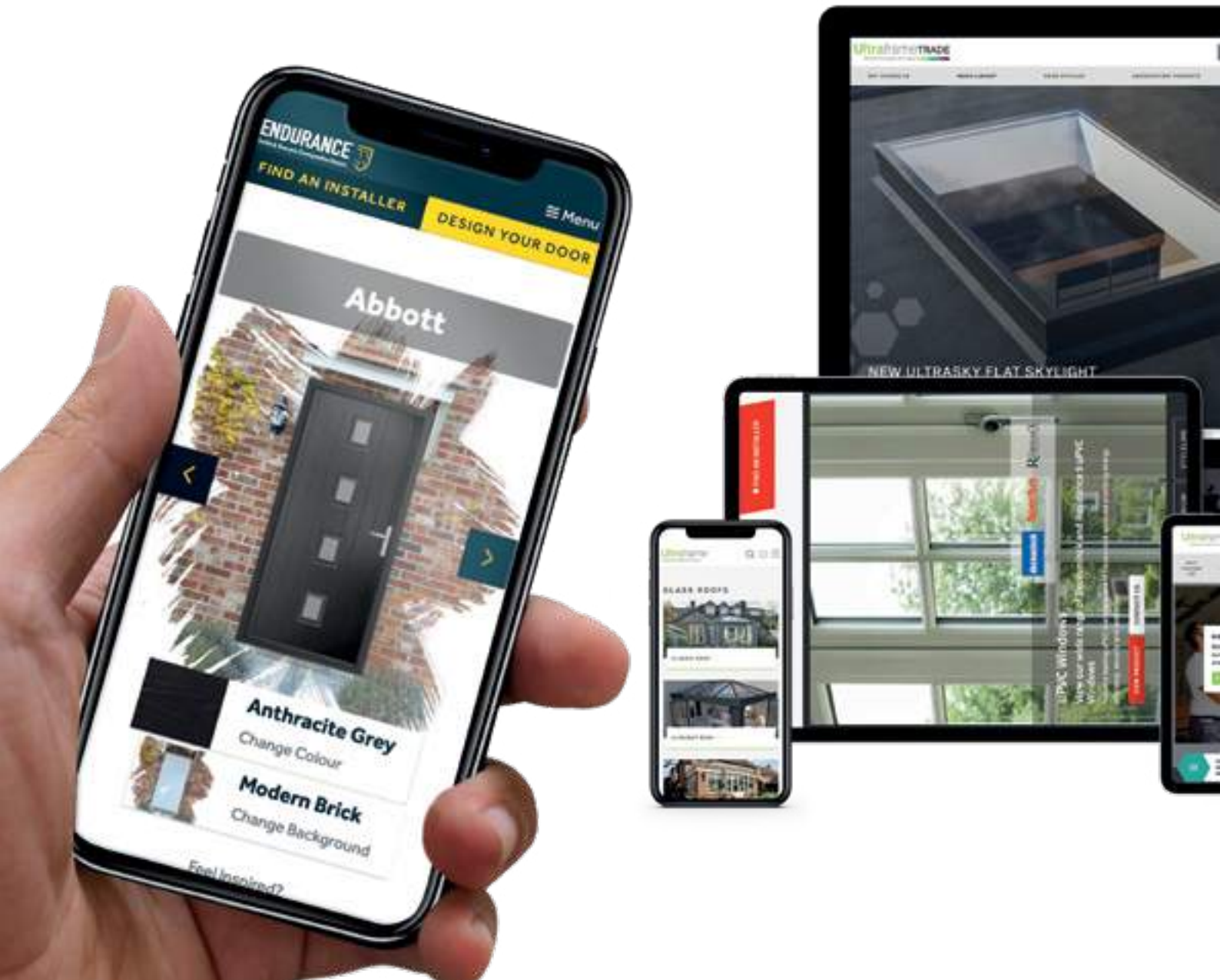




# Mobile First Web Design

## Responsive Websites

Over 40% of all search traffic comes from mobile devices, with more and more people using phones and tablets to search 'on the go'. Our websites are fully responsive, meaning users as well as search engines will thank you for it.





# Custom-Built CMS

## Sites to Suit You

We specify, design and custom-build websites to deliver your core online objectives. From unique CMS for full access and control to bespoke CRM systems to manage client interactions, we provide solutions tailored to your needs.



Copywriting

# Content That Works

Our highly talented Content Team craft valuable and compelling copy for website pages, PR articles and email marketing campaigns.

To do list:

- Redo Header
- Add main body
- Add content in Footer

## Digital Copywriting

Our professional team of SEO & content writers have experience in all digital copy. We create content that is SEO friendly, engaging, and easy to read.

Our professional copywriting team can craft valuable and compelling copy for your website, blog, and email marketing campaigns.

With our digital marketing team, we can help you create a digital marketing strategy that is tailored to your business and your target audience.







## Writing For Conversion

Our copywriters have vast experience writing for a wide range of audiences and industries. Our talented team will turn even the driest subject into juicy, captivating content that will engage your customers.

## Writing For Print

Our expert copywriters specialise in writing for brochures, flyers and other printed materials. We ensure your industry-specific content is reader-friendly and works perfectly on the page.

## Writing For Web

The key to writing winning SEO-friendly content is to be more than just a great writer. High quality content, with share value, is what truly makes your site stand out from the crowd, in both on-page SEO as well as user satisfaction.





# DIGITAL MARKETING

## Build Your Online Presence

Drive more value from your digital marketing budget with our expert digital solutions. We offer a wide range of services to take your online presence to the next level.







Search Engine Optimisation (SEO)

**Get Listed...**  
**Get Found...**  
**Get Results...**

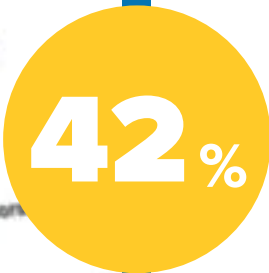




**THERE ARE OVER 3 BILLION  
GOOGLE SEARCHES A DAY**



**$\frac{3}{4}$  OF CLICKS GO TO ORGANIC  
RESULTS, NOT PAID ADS**



**42% OF PEOPLE CLICK THE TOP  
ORGANIC LINK**



**75% OF PEOPLE CLICK LINKS ON  
THE FIRST 3 SEARCH RESULTS  
PAGES**



**OVER HALF OF ALL SEARCHES  
SHOW NO PAID ADS**

Google  
Partner







Pay Per Click (PPC)

# Data Driven Decisions

Our highly qualified digital marketing experts create business winning campaigns with a clear focus on improving online conversions to increase leads and sales.



Email Marketing

# Strategic Campaigns

We design and co-ordinate email campaigns with impact to drive traffic and boost sales. We help further improve conversions and ROI through a series of meaningful KPIs and reports.







Social Media Marketing

# Engage With Your Customers

Give your brand a voice. Think Social, think people, think great content to drive real relationships with business value. Improve your online presence with creative ideas and forward thinking strategies.





## WHY IS IT IMPORTANT TO USE **SOCIAL MEDIA?**





ENDURANCE®

25  
YEARS

**Rocal**  
Celebrating  
25 Years

Public Relations (PR)

# Building Reputations

Have a story to tell? Let us shape the narrative. Using strategic forms of communication, we connect brands with their target audiences, generating media endorsement and engagement for a real commercial advantage.





25 YEARS OF  
EXPERIENCE AND INNOVATION

**RESILIENT TO  
OUR CORE**



Web Hosting

# Lightning Fast Storage

Our fast and secure web hosting platform and expert technical support provides reliability, security and 99.99% up-time. This ensures your website keeps up with the demands of the modern digital world.



## Key Features

- ✓ SSL Certificate
- ✓ Fast & Secure Servers
- ✓ Daily Backups
- ✓ Latest PHP Version
- ✓ MySQL Database Hosting



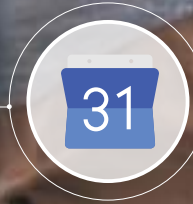
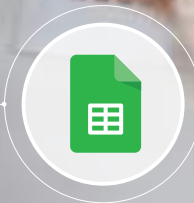
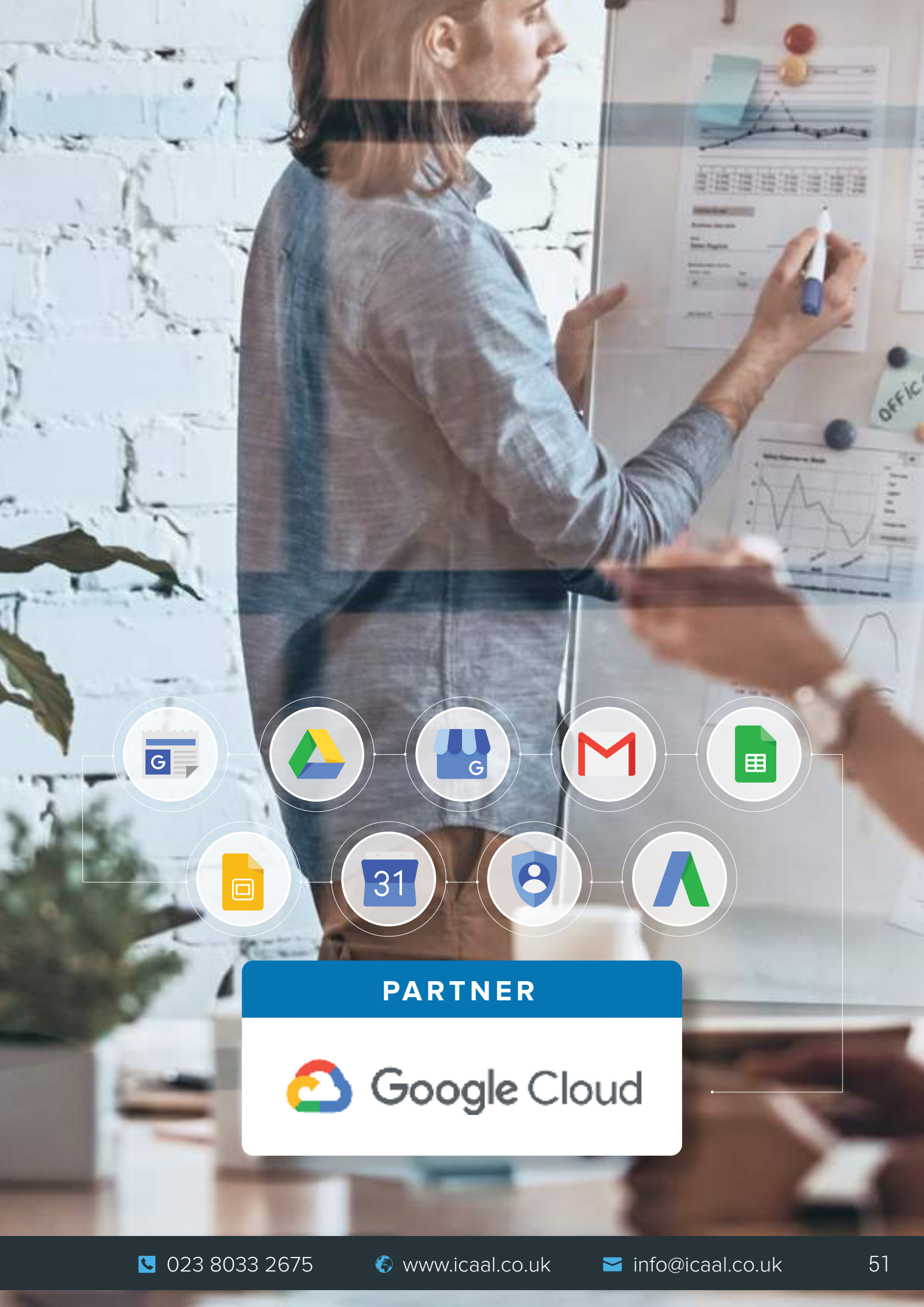


Email Hosting

# Google Cloud Partners

Make the transition to Google Cloud with ICAAL. Our in-depth industry knowledge means we can help your business upgrade to the latest Google Cloud offerings.





**PARTNER**



**Google Cloud**

E-Commerce

# Set Up Shop

We develop simple-to-use e-commerce systems, allowing you to quickly and easily sell your goods in a secure environment whilst managing payments in an organised and user-friendly CMS.







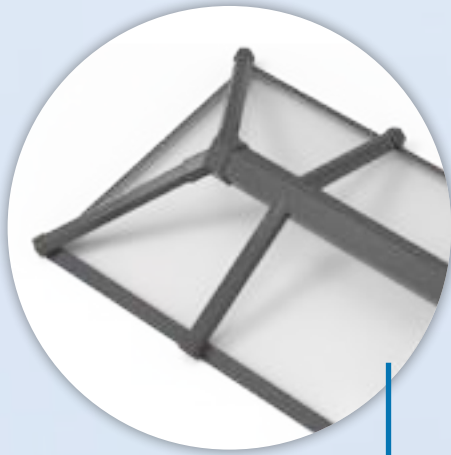
Quoting Engine Systems

# Increase Leads Grow Sales

Our state-of-the-art quoting engine system is a dedicated conversion tool that will grow your business by generating more leads online.







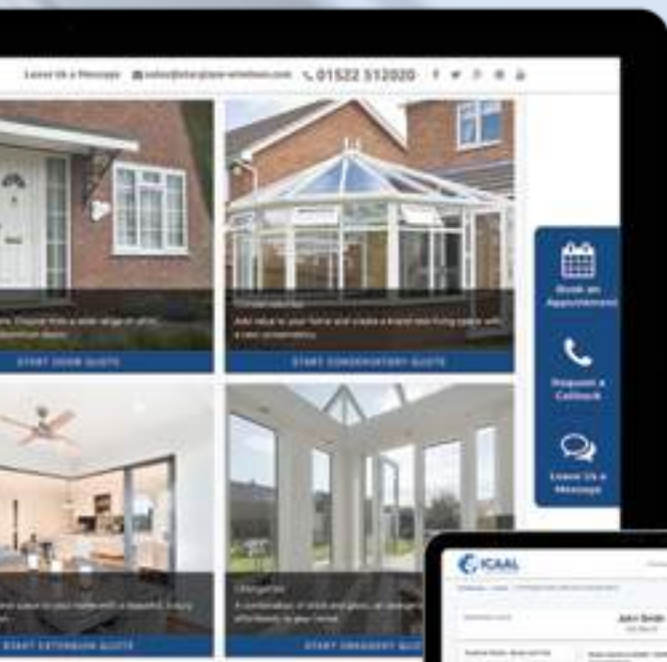
**Stunning CGI's**



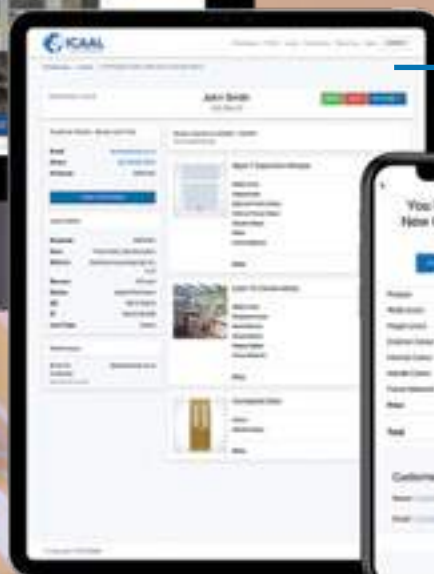
**Custom Media Library**



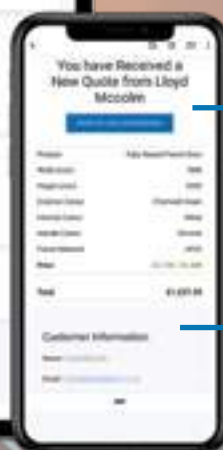
**Flexible Pricing**



**Full Quote Details**



**Live Lead Notifications**



**Automatic Email Response**



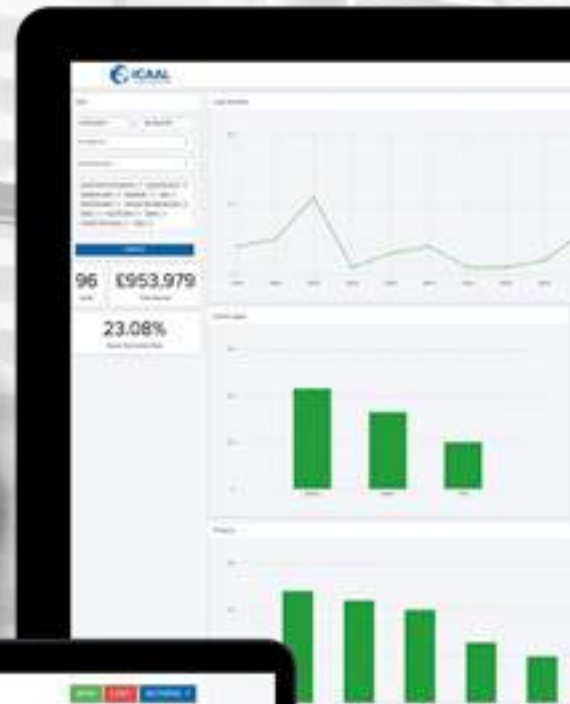
## Customer Relationship Management (CRM)

# Increase Conversions

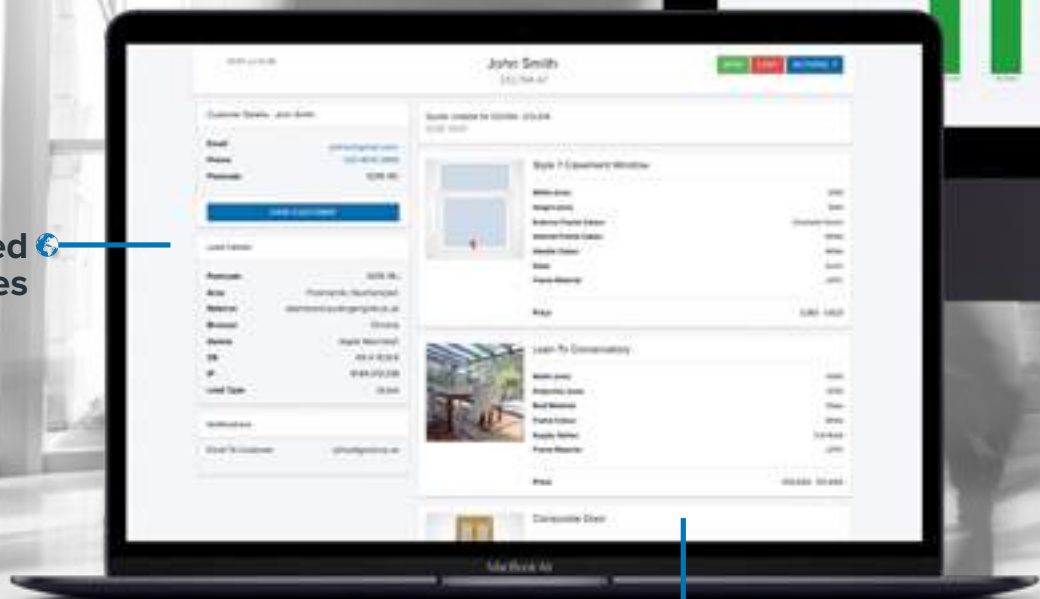
Manage your leads, add notes, allocate outcomes, schedule call-backs and download customer lists for future cross-channel marketing campaigns.



Upload Leads



View Detailed Quotes



Real Time Reporting



 Password Protected

 User Management System

 Assign Outcomes

 Appointment Booking

 Call Back Calendar

 Historic Data

 Heat Map

Downloadable Customer Data 

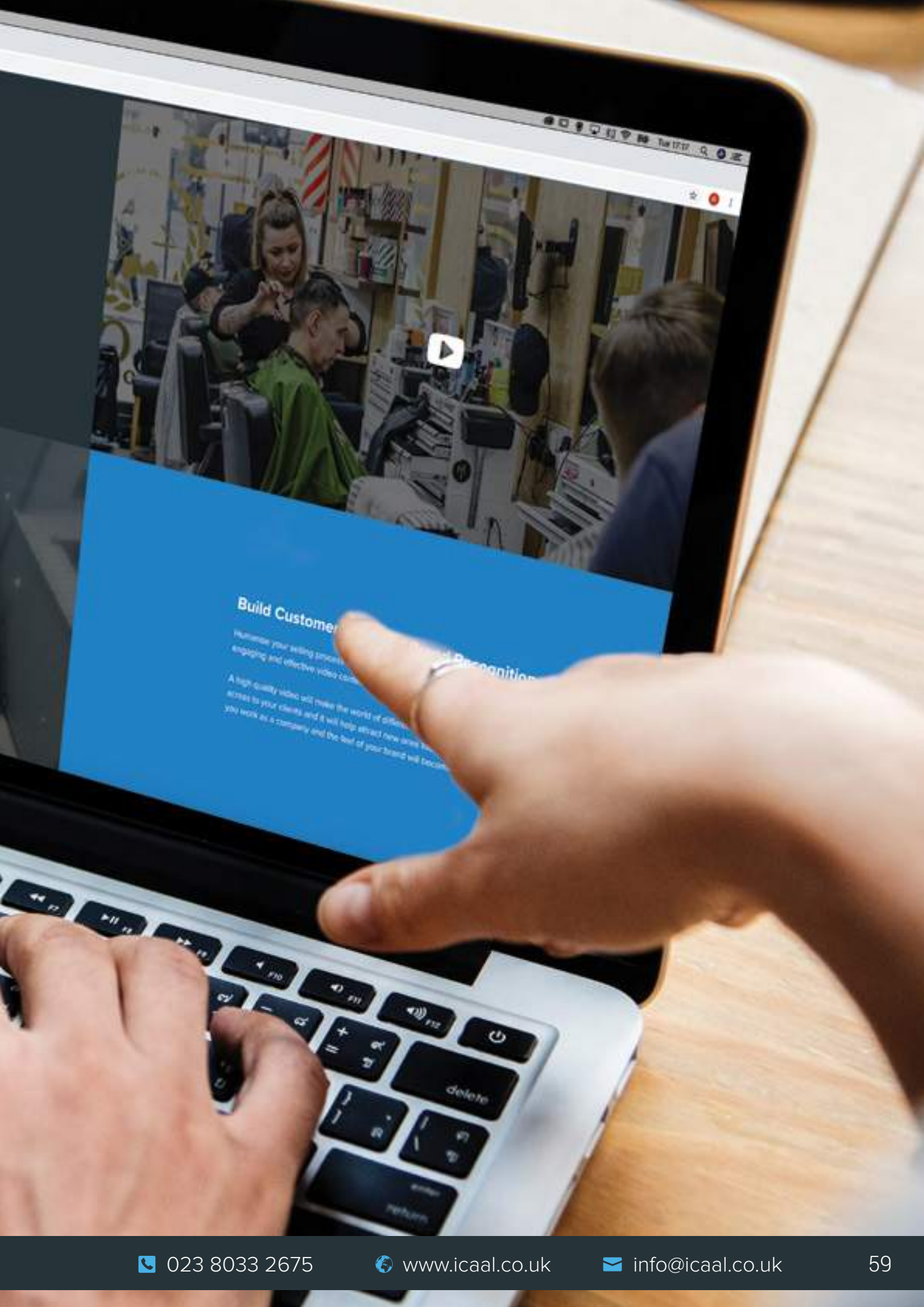


# MEDIA MARKETING

## Captivating Content For Your Customers

Step into the future. Plan smarter and engage faster with our expert media marketing solutions including VR, Video and Photography.





## Build Customer

Humanise your selling process  
engaging and effective video content

A high quality video will make the world of difference  
across to your clients and it will help attract new ones  
you work as a company and the feel of your brand will become

# Virtual Reality Tours

# Stunning 360° VR

Our Virtual Tours and 360° Photography present your business in a unique and powerful way. Transport viewers inside a virtual world and allow them to choose their own angle and perspective.







Photography

# Capture and Share

Captivate your customers and emphasise the USPs of your products. Our expert product photography provides you with creative and dynamic images for maximum visual impact.







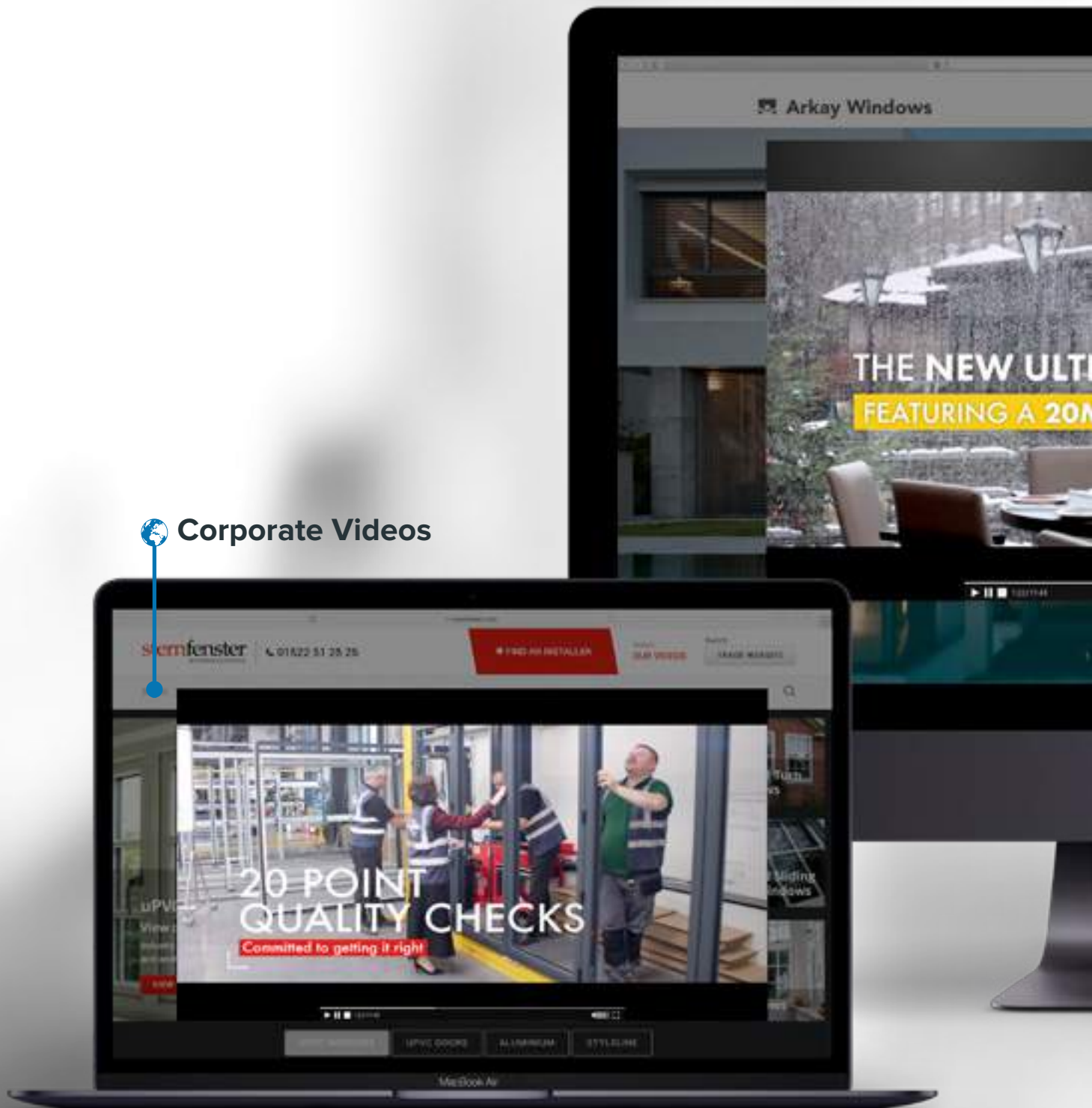


Video Production

# Stories Well Told

Great marketing starts with a great story. Let us tell yours through a unique, captivating and inspiring promotional video. Our lens, your film.

## Corporate Videos



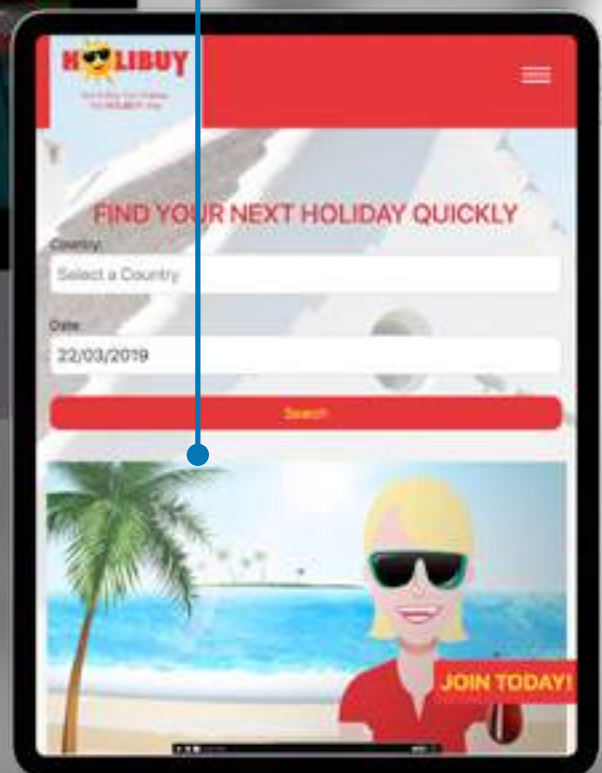




## Product Videos



## Animation Videos





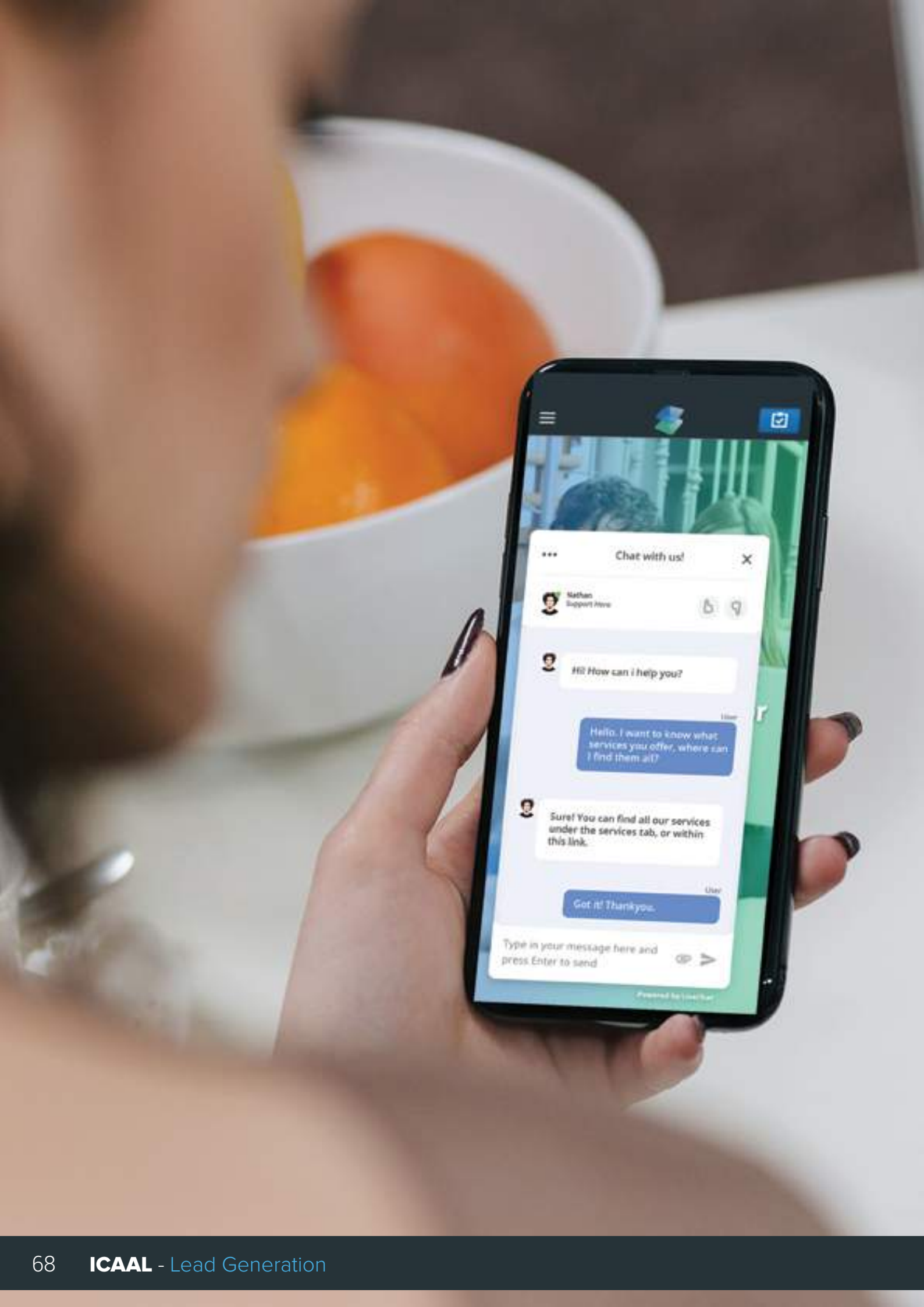
# LEAD GENERATION

## Realise ROI

We constantly measure performance and evaluate the efficiency of every marketing channel, to realise the very best Return on Investment for our clients.











Live Chat Support

# Connect Online In Real-Time

Don't make your customers wait; connect instantly online. We operate a professional Live Chat solution to improve customer service and boost lead generation.



Telemarketing

# Personalised Campaigns

Quality leads are hard to come by. Our exceptional team of call centre operatives are highly trained to convert your sales enquiries into fully qualified leads.







# Creative Digital Marketing

📍 Equity Court  
73 - 75 Millbrook Road East  
Southampton  
Hampshire  
SO15 1RJ

☎ 023 8033 2675  
📠 023 8033 2728

✉ [info@icaal.co.uk](mailto:info@icaal.co.uk)  
🌐 [www.icaal.co.uk](http://www.icaal.co.uk)

🐦 Twitter  
f Facebook  
📷 Instagram  
in LinkedIn  
📺 YouTube



MADE WITH ❤ BY ICAAL