





We are a boutique commercial marketing and digital agency that specialise in quality client generation, direct to consumers sales for businesses that cater to high value clients.

We act as your marketing team, only the way a boutique agency could.





We have four primary areas that we excel in.

## SEO

DRIVING ORGANIC (FREE)  
TRAFFIC TO WEBSITES.

## MARKETING

CREATE, MANAGE AND  
EXECUTE FULLY  
INTEGRATED MARKETING  
STRATEGIES

## PAID ADS

EXPERTS IN PAID  
ADVERTISING. DRIVING  
TRUE REVENUE THROUGH  
PAID MARKETING

## CONTENT

CREATE EFFECTIVE  
CONTENT PLANS TO  
DEVELOP YOUR BRAND





Client examples.



Allard | Bailey  
Law

HUNTERS LLP



Health

MUGG  
CRAFTED SKIN CARE

• nathean

code  
*by Edge*

PAYNE HICKS BEACH



MOSAIC INNOVATION  
THE ANTIDOTE TO MEDIOCRITY

Live more,



RIGHT PATH  
FITNESS



THE  
MASKED SINGER

SLY  
DOG  
SPICED  
RUM



**Marketing Consultant and former Growth Director with 13+ years of broad and diverse experience in Drinks, Food, Beauty, Health, Tech and Direct To Consumer.**

**My marketing experience spans startups, SMEs and leading FMCG organisations such as L'Oreal and Mars. I'm a marketing expert with a proven track record in revenue generation.**



**Sean O'Dwyer**

**13<sup>+</sup>**  
years

Marketing/Consumer  
experience

**09<sup>+</sup>**  
years

Digital acquisition  
experience

**03<sup>+</sup>**  
years

Growth consulting  
experience

**MARS**  
drinks



**L'ORÉAL**  
PARIS







## CASE STUDIES.



Private Label



Icon



Premium  
Brands



Cosmetic

FABLED  
LABS



# CASE STUDY 1: Payne Hicks Beach(SEO)

## SITUATION

PHB are the number 1 divorce firm in the UK. People travel from all over the world to use them. Their clients include: King Charles, Madonna, Paul McCartney and the princess of Dubai.

## TASK

They wanted to utilise digital marketing to grow their business. 95% of their work comes from referrals and they wanted to grow online through SEO.

## ISSUE

Their organic traffic had dropped by 31% from **5741** to **4017 visits per month**.

## ACTIONS

Created a new SEO plan  
Created a new content plan  
Created a new UX journey.  
Created a new keyword strategy

Organic Traffic 5,978/month



## RESULT

Organic (free) traffic increased is by **48%** due to a refocus on key content and technical SEO.



## CASE STUDY 2: EFL Law(Paid Search)

### SITUATION

EFL are a 5 year old law firm that tailor to private wealth and general family law. They have a very similar story to that of Dr Ducu Clinics and have existed for the same time.

### TASK

They wanted to utilise digital marketing to grow their business. Their old agency was not delivering on Google and they asked me to come in to manage it

### ISSUE

Their paid traffic had dropped and they were getting no business from Paid search.

### ACTIONS

Created new ads.  
Created a new Paid strategy.  
Created new landing pages  
Created a new keyword strategy,



### RESULT

Significantly increased number of conversions and the quality of those conversions. I increased conversions by **300%** and now digital is their leading route to new clients who are high net worth.





## CASE STUDY 3: SLY DOG RUM(Paid Search)

### SITUATION

SLY DOG RUM is a spiced rum brand that has won numerous awards and is tipped to be the next "Big Brand."

### TASK

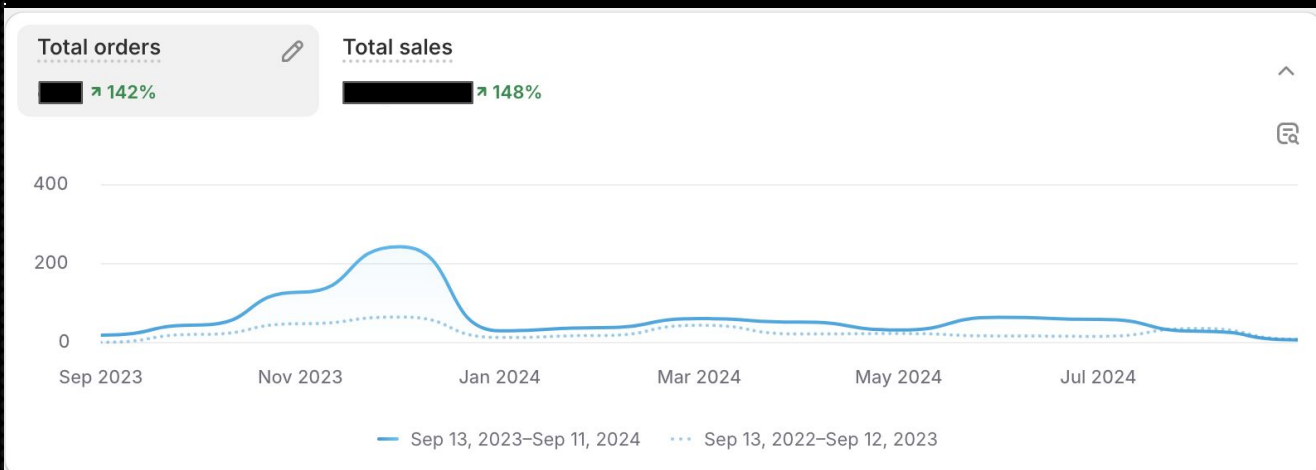
They wanted to utilise digital marketing to grow their business. Their old agency was not delivering on Google and they asked me to come in to manage it.

### ISSUE

Their paid traffic had dropped and it became too expensive to operate.

### ACTIONS

Created new ads.  
Created a new Paid strategy.  
Created new landing pages  
Created a new keyword strategy,



### RESULT

Significantly increased number of sales for the product. Annually the total sales has increased by 148% year on year.