

reech

Digital Performance,
Creative Led

DESIGNED TO DELIVER

Since 2009



OUR FOUNDING AIM

We're a full-service
marketing agency
who drive growth for
ambitious businesses,
with creative at
our core.

The industry is over-complicated. Thousands of services claiming to solve all your problems, hundreds of daily articles with THE answer. It's no wonder that businesses are battling with what to focus on – short-term performance or long-term brand building. The timely or the timeless.

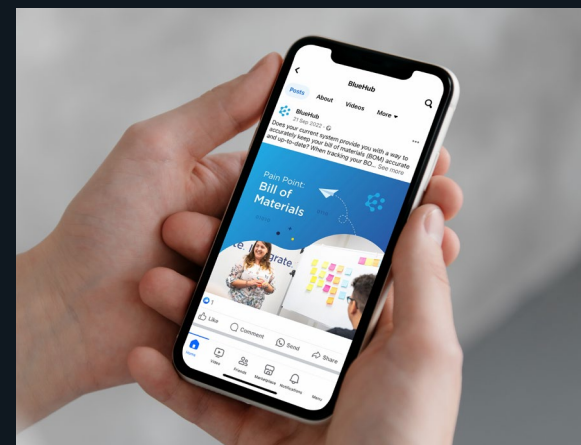
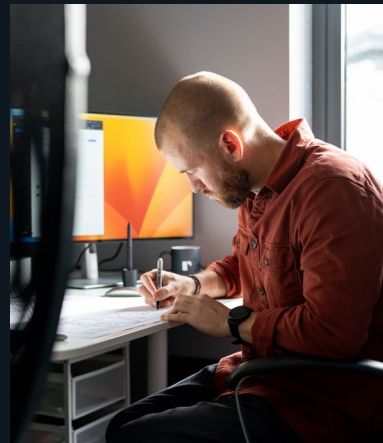
Having seen businesses overwhelmed with data on the one hand and creative campaigns being launched without sound reason on the other, as an agency we stand by the belief that “you can't do one without the other!”.



WHY WE ARE DIFFERENT

Impactful results require impactful creative.

- We are **purposefully full-service** because we believe that digital performance can't be achieved without strategically sound creative.
- We have built a team of **industry experts** that are committed to your success.
- Bringing together our team of marketing experts and our in-house creative studio, we are trusted by scaling businesses to **deliver the metrics that matter**. From boosting revenue and generating leads, to building brands and improving customer value.



YOUR GOALS

Challenges
we help solve.

With creative at our core,
our clients trust us to deliver
the right marketing solutions
to reach their goals.

Increase Revenue

Generate Leads

Boost Brand Awareness

Increase Customer Value

Change Behaviour

Reach New Audiences

Digital & Cultural Transformation



RESULTS

Trusted to help
ambitious businesses
reach their goals.



700k

individuals reached

Visit Shropshire

79%

increase in users after
website design and launch

Canon Production Printing

29%

increase in online sales
through paid social

Regency Hampers

175%

increase in conversions through
paid and organic social

Primesave Properties



OUR 360 METHOD

Digital Performance + Creative = Results.

We deliver growth using our flexible full-service method, prioritising both creative and results.

Whether you are working with us on a project or on an ongoing basis, we utilise strategic frameworks designed for the biggest brands and report on the results you need.

Creativity.

Strategically sound creative that drives performance.

Flexibility.

Recommending the right solution to hit your goals.

Expertise.

Full-service marketing team, committed to your success.



OUR PERFORMANCE BOOSTER

Spark.

We know that Digital Performance + Creative = Results. That's why we include our Spark solution with all our ongoing marketing services. As part of our partnership, you'll get a dedicated number of flexible 'Spark' days that can be used with our creative studio each year to deliver elements that will enhance the performance of your marketing.

Branding & Design

Eg. distinctive brand assets to drive engagement.

Web & Landing Pages

Eg. dedicated campaign hubs to aid conversion.

UX & Conversion Rate Optimisation

Eg. audience insights to improve performance.

Content Creation

Eg. infographics and whitepapers to increase clicks.

Photography, Animation & Video

Eg. media that speaks to your target audience.



TAILORED SOLUTIONS

How we collaborate...

Our approach stays the same whether you choose to work with us on a standalone project or one of our ongoing marketing services.

Projects

- ✓ Branding
- ✓ Web
- ✓ Media
- ✓ Strategy
- ✓ Campaigns



Solutions

- ✓ Paid Search
- ✓ SEO
- ✓ Paid Social
- ✓ Organic Social
- ✓ Email
- ✓ PR



CLEAR OBJECTIVES

Our Projects.

To build effective campaigns and recommend the right solutions to achieve your targets, our marketing strategists will present the best opportunities to attract and retain customers.

We drive growth with:

- ✓ Branding
- ✓ Web
- ✓ Media
- ✓ Strategy
- ✓ Campaigns

Industry experts, committed to your success.

Our marketing experts and creative studio are committed to delivering your strategic campaigns and projects on time, on budget and on target.



“Reech’s creation of graphiPLAZA has revolutionised Canon’s online community... We’ve witnessed a significant 79% increase in website users year on year.

Ivo Dusch

Global Business Development Manager
Canon Production Printing



The Drum Recommends has named us a **top 20 branding agency** outside of London.



CONTINUED GROWTH

Our Solutions.

Because we know that creative is essential for digital performance and business growth, we incorporate our creative Spark solution into all our marketing services.

We drive growth with:

- ✓ Strategy
- ✓ Paid Search
- ✓ Organic Social
- ✓ Paid Social
- ✓ SEO
- ✓ Email
- ✓ PR

Spark enhances performance with:

- ✓ Branding & Design
- ✓ Web & Landing Pages
- ✓ UX & Conversion Rate Optimisation
- ✓ Content Creation
- ✓ Photography, Animation & Video



We have been using Reech for over 3 years... our brand has gone from strength to strength... their communication is always second to none.

Naomi Ellis
Marketing Manager
Kara Foodservice



STAYING AHEAD

Accreditation & Partners.



OUR PEOPLE

Meet the extension of your team.

Our marketing experts are here to recommend the right strategy and solutions to achieve your goals.

You'll have access to our senior team at each stage of your partnership with us.



Rob Hughes

Founder & Managing Director



Dena Evans

Creative Director



Paul Corbett

Chairman





Jo Hughes

Director & Office Manager



Amelia Redge

Growth Director



Chris Murray

Technical Director



Sarai Gil

Head of Web & Digital Performance



Christine James

Head of People & Operations



Lee Bishop

Head of Marketing & Performance



Jake Bown

Head of Development



George Hughes

Head of Creative

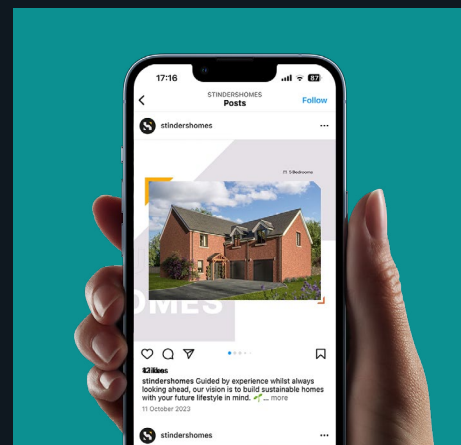
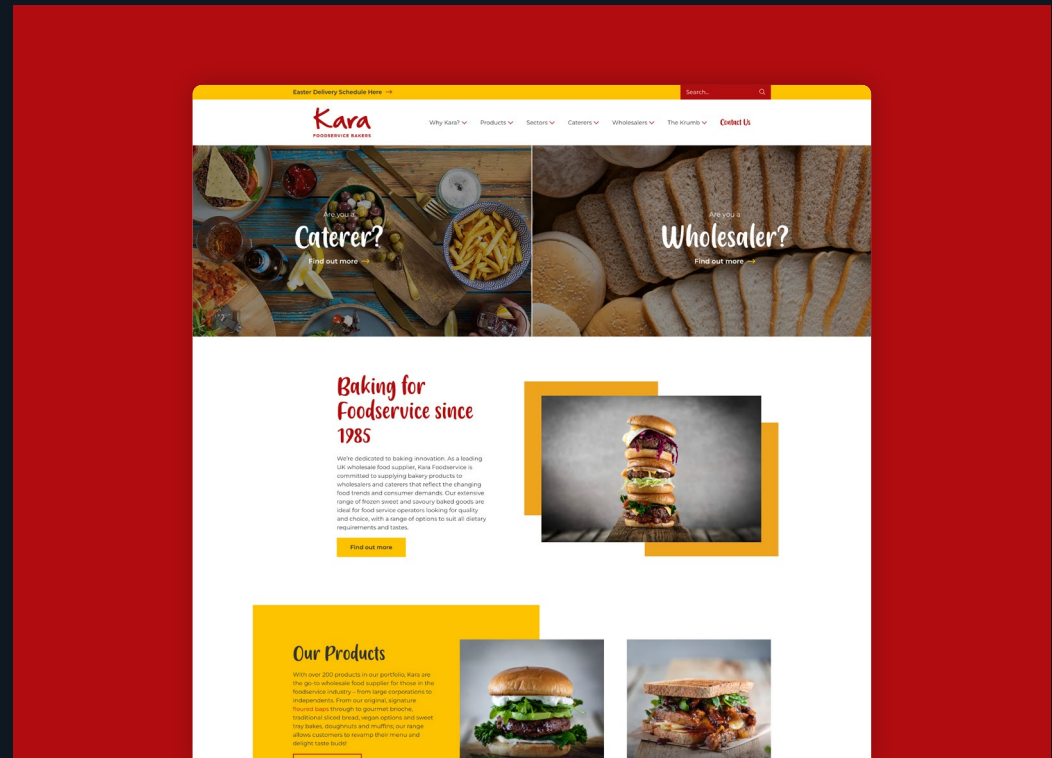


OUR PEOPLE

Creative Studio.

Our Midlands HQ is in Shrewsbury and home to our creative studio.

A collaborative hub of designers, developers, copywriters, media experts and channel specialists, we are committed to delivering strategic campaigns on time, on budget and on target.



CULTURE

What's it like to work with Reech?

The way we talk. The way we work. The way we behave.

It's all to create a marketing agency that businesses want to work with, and people want to work for. We're here to be a trusted partner, winning and learning together to get the results that matter.

11+

departments

15

years old

1%

revenue to community

50%

women in leadership

culture



CULTURE

Founder led with invaluable values.

Our founding values and independence form part of everything we do.

Our work. Our people. Our relationships. They underpin it all and serve as a mantra to keep us focused, agile and always coming back for more.

Bold.

Bold energy serves bold results.
We're good at what we do, and
our results show it.

Brave.

We question things. Curiosity driven
by bravery to see the whole picture
and attack problems head-on.

Brilliant.

Backed by brilliance. We trust
each other and ourselves to
over-achieve in whatever we do.



NEXT STEPS

The steps to a successful partnership...

STEP 1

First Steps Meeting

A briefing session (preferably at your place) to better understand your business and its goals.

STEP 3

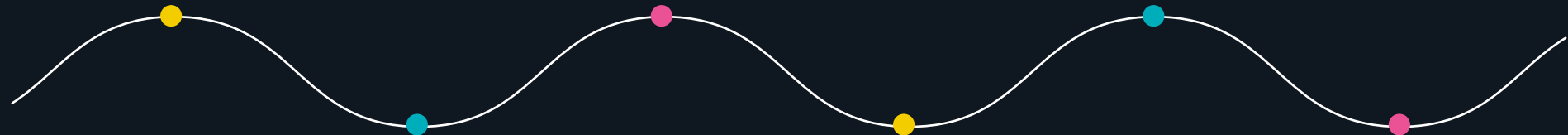
Proposal Meeting

You're invited to Reech HQ for us to present our findings, meet the team and walk through our proposed solution.

STEP 5

Discovery Session

A deep dive with your Reech team into your business, your objectives and our collaboration.



STEP 2

Questions and Analytics Access

We'll ask extra questions to make the right recommendations and request access to your analytics if applicable.

STEP 4

Decision, Agreement and Welcome

Once you have made your decision, we'll prepare scopes of work, our agreement and give you a warm welcome to Reech.

STEP 6

Ongoing Marketing Meetings

We'll provide a schedule of our ongoing monthly and/or quarterly marketing meetings to report against milestones and goals.



more

Check out our latest and greatest
creative and the results we've delivered
for our clients.

results



VISIT SHROPSHIRE

Shropshire Staycations.

Client

Visit Shropshire has been promoting Shropshire as a tourist destination for over a decade. It works with its members and local businesses to showcase the variety of events, things to do and places to visit across the county. However, research showed that 9 out of 10 visitors only come to Shropshire for the day.

Challenge

Visit Shropshire therefore wanted to create a new campaign to promote staycations, increasing the average spend per visit by encouraging overnight bookings. The campaign would also allow Visit Shropshire to increase awareness of the county as a whole, educating non-residents on what Shropshire has to offer.

Solution

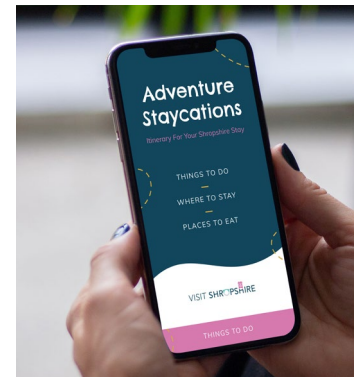
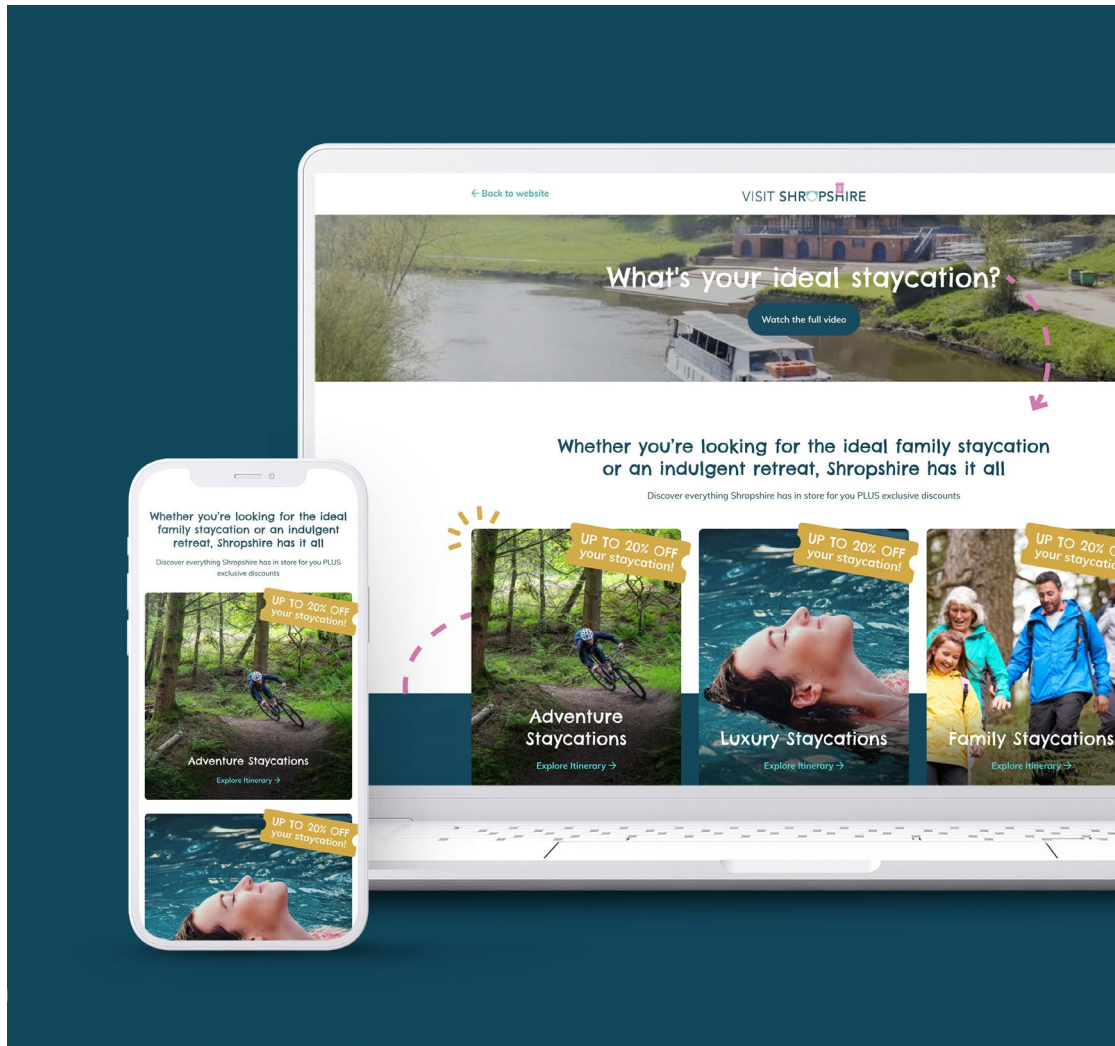
Reech created a national campaign to target specific audience segments with tailored staycation itineraries, including suggestions of places to stay and things to do in Shropshire that would speak directly to their interests. The campaign spanned a strategic mix of paid search, paid social, email marketing and Channel 4 Ad Pause and was supported by landing page development, bespoke video content and designed creative assets.

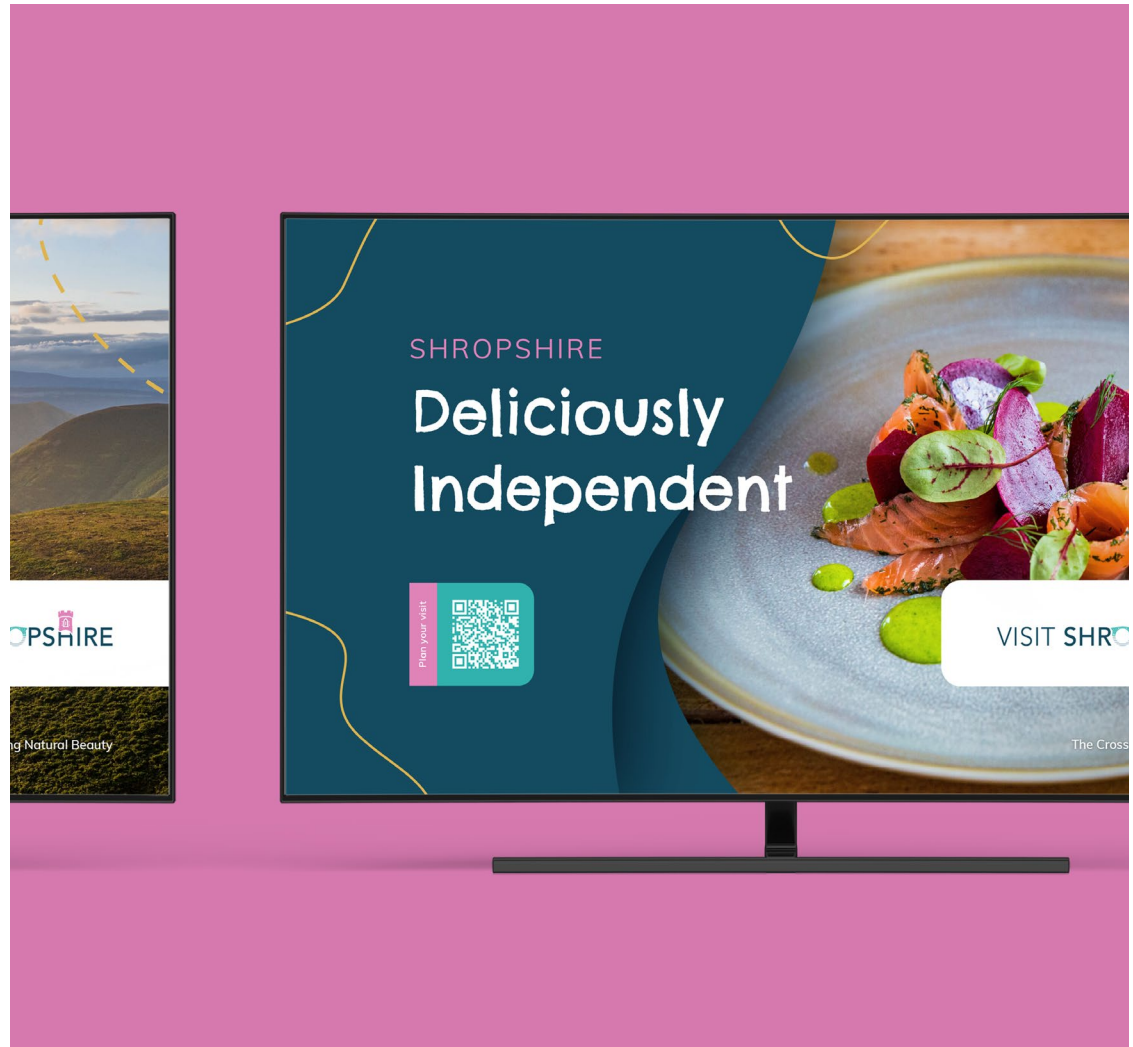
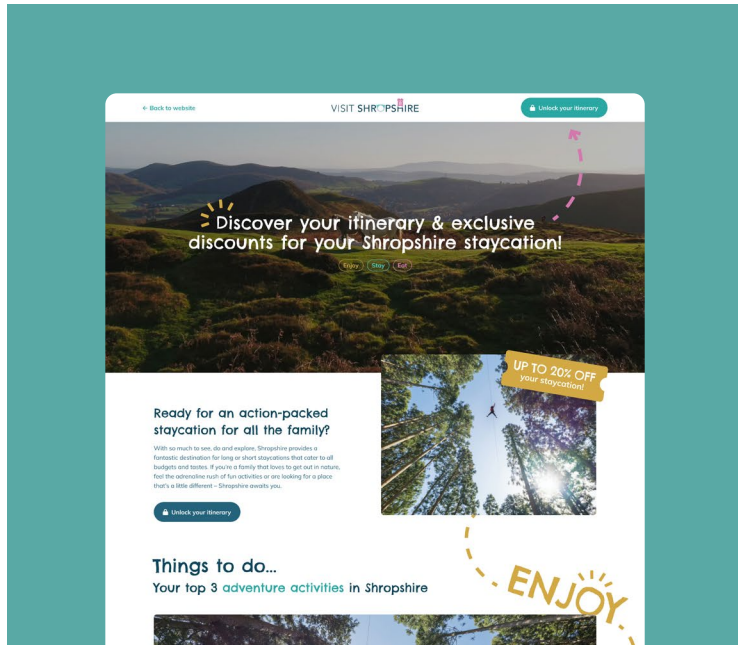


700K

individuals reached







VISIT SHROPSHIRE

Shropshire Staycations Results...

700k

individuals reached

2.8m

views on ads

55%

increase in website visits
during the campaign

7%

average CTR through
paid social campaign

results



We can't wait to get started!

We'd love to learn about your business' objectives
and discuss how we can help you achieve your goals!

Get in touch with our expert team today.

☎ 01743 296 700 | ✉ hello@reech.agency | 🌐 reech.agency

Let's Talk!

☎ Give us a bell
01743 296 700

📺 Send us a virtual invite
(Zoom/Teams – you decide!)

☕ Pop in for a cuppa