

# Take a closer look at us



**David Bates**  
Sales & Marketing Manager

When I'm not working I love spending time with my family and riding my vintage Kawasaki. So far as music there's only one type - ROCK!



**Michelle Youle**  
Studio Director

I enjoy travelling and I'm on a mission to visit as many countries as possible. I also enjoy most kinds of music (no X Factor rubbish) and regularly go to concerts and the theatre.



**Jack Dyson**  
Marketing Executive

Away from the office I'm an ever learning student of 'the beautiful game' as well as being a part-time socialite!



**Craig Makin**  
New Media

When I'm not busy playing with my young daughters, I enjoy five-a-side football and dream of Bolton Wanderers winning football games again.



**Natalie McGlynn**  
Personal Assistant

In my spare time I enjoy holidays in the sun, retail therapy (I love shoes) and socialising with friends.



**John Brooks**  
New Media

As well as playing the guitar, I produce electronic dance music and DJ. I'm also interested in cymatics, gaming and cryptocurrency.



# Combining creativity, expertise and service

With our mix of talented individuals, Creativeworld offers inspiring, flexible and cost effective solutions for all your marketing projects, tapping into a wealth of design, production and management experience.

We pride ourselves on the professional service we offer our clients, and with our expert team of individuals at hand we are perfectly placed to offer integrated strategies and solutions of the highest quality.



**Simon Jersey**  
Mailers, Postcards and Logo Development

Our team was exclusively selected by Simon Jersey as they sought a specialist creative design agency to produce the company's new range of corporate mailers, and to create a modified brand device for Simon Jersey Bespoke.



Brand Development



Mailers Spread



Mailers Cover



Postcard



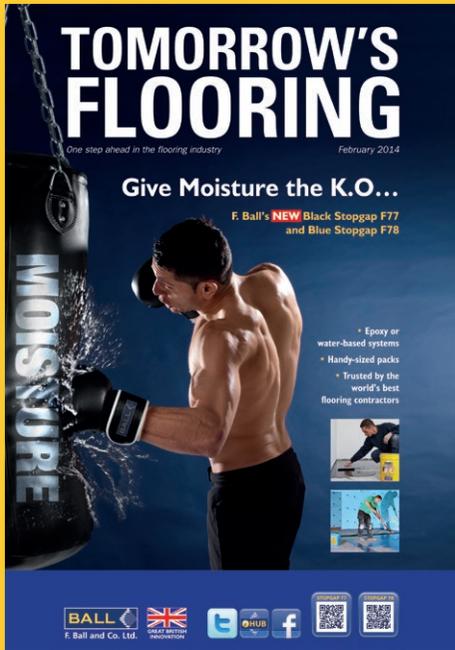


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Promotional Playing Cards



Magazine Front Cover

**F. Ball and Co. Ltd**

Advertising, Photography and Media Buying

2014 saw the fifth year of Creativeworld working hand-in-hand with F. Ball, seeing brand new promotional video animations sitting alongside bespoke playing cards and industry press advertisements in abundance. F. Ball's Recommended Adhesives Guide also required a face lift for the 2014 launch.



Recommended Adhesives Guide CGI promotional video



Full Page Advert

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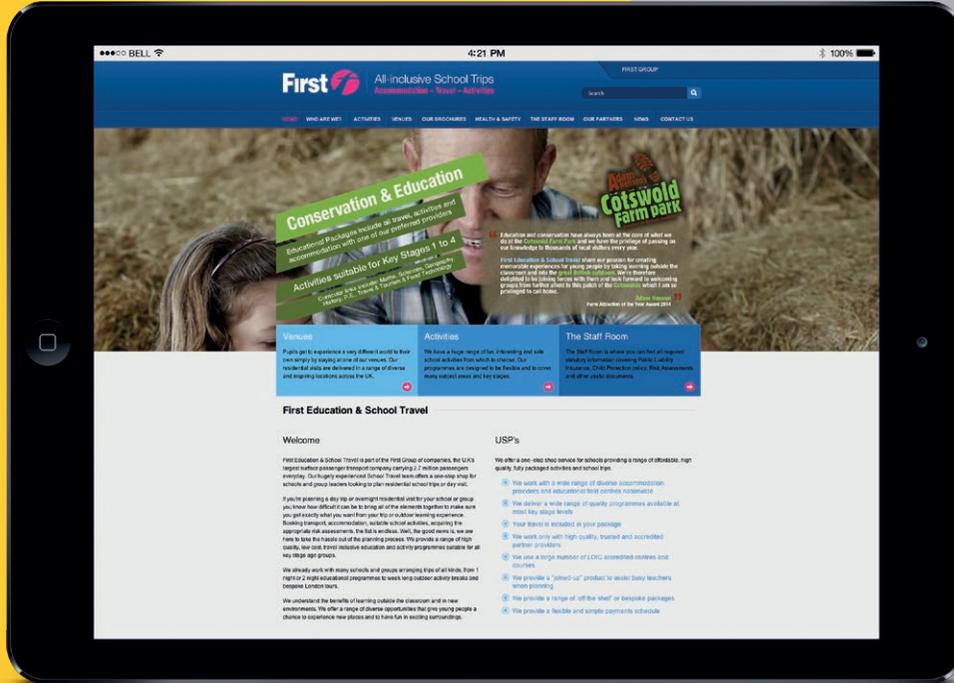


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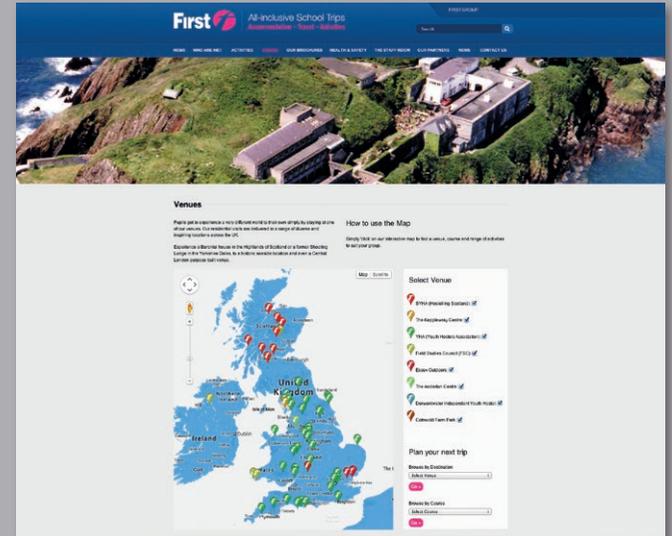
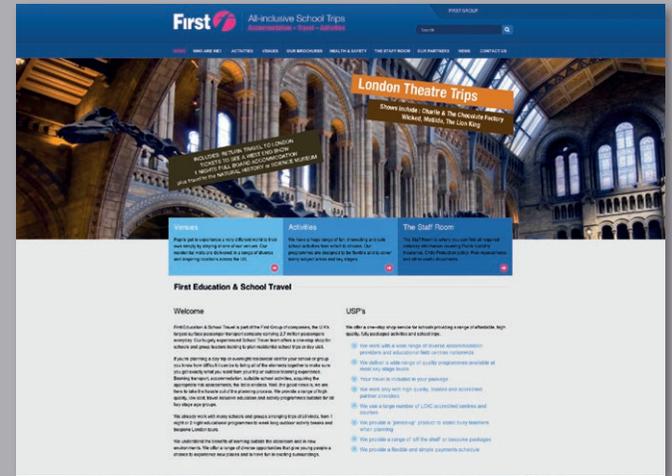
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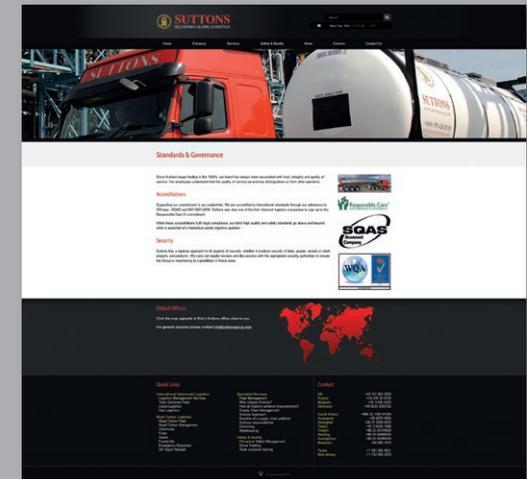
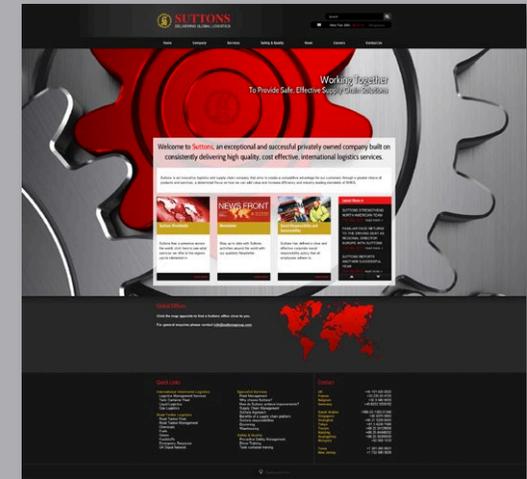


**First Education and School Travel**  
Interactive Website / CMS / Mailers

We were exclusively appointed by the UK leading British transport organisation First Group to design, develop and build a new interactive website for their First Education and School Travel sector. The site was further enhanced with an innovative content management system.



Pages from Website



Pages from Website

**Suttons Group**

Website, Stationery, Brochure, Exhibition Material and Quarterly Newsletter

We produced a bespoke website that reflected Suttons Group's brand identity and enhanced the wide variety of global logistic services the company offers. It was important for the website to have the ability to accommodate multiple languages to provide worldwide appeal.

# Exhibitions

Our team has produced a vast range of exhibition concepts and designs for a number of clients.



Display System for First Education & School Travel



Examples of Pop-Up Roller Banners



Display System for Knight Frank



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# Put Your Social Media Strategy In Safe Hands

You've finally woken up and 'smelt the coffee' and created yourself a selection of social media profiles for your business... great! Hopefully you've got your PR links, photos, adverts and promotions all live and uploaded, but is anyone really taking notice? You're quite possibly sitting there thinking what now, what's next?

We'll don't panic. It can be very easy to get lost in the ever-changing environment that is social media, and trust us, you're not the only one. If you're new to the whole social media scene you need to give yourself time to find your feet, never rush into saying anything, if you make silly mistakes now they could be detrimental to your brand in the future.

For most businesses, employing a dedicated 'social media guru' simply isn't a financially viable option, which in turn usually sees the responsibility falling into the hands of a member of staff who either has no experience in handling social media accounts or has no interest in it.

At Creativeworld we are perfectly positioned to help you and your business develop and grow through social media, ensuring you do and say all the right things every step of the way, reaping all the rewards in the process without any of the headaches.

Our expert team has worked with a variety of businesses and organisations in recent years, creating bespoke marketing strategies for their individual needs, ensuring they achieve their desired goals online.

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## 5 Mistakes Companies Make With Social Media

- **Choosing the wrong social media platform** – remember each social media platform is different and attracts different audiences and groups. Find out where your target audience is and act on it accordingly.
- **Too much too soon** – it's important to remember you can't do everything all at once; Rome wasn't built in a day. Building a strong social media identity takes a lot of time and planning.
- **Talking at people instead of talking with them** – many businesses see their social media channels as another platform to promote their own news and products which it is, but it's not all about you and what you are about. Take time to engage with your following and learn what makes them tick.
- **Obsessing over how many fans / followers you have** – what good is having 10,000 followers on Twitter when not one of them has any relevance or interest in you and your brand. It's all about quality not quantity.
- **Not having a clear strategy and vision in place** – what are your key social media objectives? Do you want to raise brand awareness, increase sales or just develop your SEO? Whatever your goals, making sure you have a clear strategy and vision in place from the start will give you opportunity to gauge how you are performing.

## Why Creativeworld?

- **Building a winning, long term strategy** – every social media channel, campaign, promotion, hashtag and piece of content should be a part of the 'bigger picture' that ties in with your company's existing marketing strategies. We know how to make social media work for you and can build a bespoke strategy to achieve this.
- **Smarter marketing** – we know only too well how important it is to make your marketing budget stretch, with ROI high on the desired list of most marketers. Social media offers a cost effective and transparent way of promoting your company with visible results ensured. Working with Creativeworld on your social media strategy allows you and your employees to focus on your core business, leaving us to do what we do best.
- **A wealth of knowledge** – when you work with Creativeworld, you have access to our expert team of graphic designers, top-of-the-line social media marketing software systems and the vast combined experience of our team, meaning you have access to a whole team of experienced people who have your company's best interest at heart, every step of the way.
- **Real time marketing** – social media isn't just a 9 to 5 platform, in fact engagement actually increases by over 30% when the weekend arrives. We ensure that even when you aren't in the office working, your social media platforms are promoting you 24 hours a day, 365 days a year.

To find out more about how we can make social media work for you, please contact our dedicated experts:

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M 07766 136 614  
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### David Bates

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david@creativeworld.co.uk



Twitter feed for Cathedral Quarter Development, Blackburn



Facebook feed for F. Ball and Co. Ltd and Twitter feed for Kay-Metzler



# Trust **Creativeworld** to create the perfect ecommerce site for your business



**You've got your stock levels in place, you've researched your marketplace, you've even got your prices as competitive as possible and you're ready to go. Now how do you get people to buy from you online?**

Whether you're in the market for a brand new ecommerce website or are considering a fresh approach to your existing online business, you really need to give Creativeworld a call today.

We can drive loads of traffic through to your site via our excellent Social Media and SEO strategy services – but what happens when your new visitors arrive at your site, then leave pretty much straight away because your site looks awful? No Sale!

At Creativeworld, our team of experts really understand what's needed to develop your ecommerce website, so that not only will it be appealing to your visitors, it will make you money – after all that's why you need an ecommerce site isn't it?

Your ecommerce website should be regarded as your 'shop window' to the whole world, but if your window display looks dull, boring or unprofessional, why on earth would anyone want to venture inside?

On the high street, passing trade will always pause to look and if your 'shop window' looks great, will be encouraged to step inside. Once inside they must be able to browse freely to see what you have to offer, investigate your goods, and ask for friendly advice. Then once they've chosen what they like, be able to pay for it easily, securely and quickly without queuing. The same principles apply to an ecommerce website.

[Continued >](#)

Whether your target customers are B2B or B2C, the key things that must be focussed on are:

- **Get your branding right** – Your brand will be the first thing people should see when they land on your site so it needs to be memorable. We can do this for you too.
- **Make sure it works on any device** – With more and more people using mobiles or tablets to surf the web, your site HAS to be useable across all platforms.
- **Have high quality product images** – People want to see what they're buying. Ideally the more images the better. Make sure you show your products from different angles, in context, and make the images enlargeable so people can see important detail.



Ecommerce site created for The Door Handle Company - [www.doorhandlecompany.co.uk](http://www.doorhandlecompany.co.uk)

- **Provide great product descriptions** – The purpose of good product text is to give potential buyers enough information so they can convince themselves that yours is the right product for them. Ideally provide both a concise and a full length product description.
- **Show customer reviews** – Nothing sells a product better than customer reviews so making sure your potential customers can easily check out what others have said is a must.
- **Include product videos** – While a picture can say a thousand words, a well-produced video can convey a whole array of information and is the next best thing to actually touching and feeling a product. Creativeworld will do this for you too.
- **Offer sensible shipping costs** – Studies have shown that the unconditional offer of 'Free Delivery' is the number one criteria when clinching an online sale. Companies that offer 'Free Delivery', for instance on orders over £100 see a huge increase in their sales. Think about this the next time you visit Amazon. 'Free' is in a league of its own.
- **Displaying sale items and specials** – Have specific sections for 'Sale Offers' or 'Manager's Specials' and make these areas very easy to navigate to, from anywhere on your site.
- **Have an easy to use, trustworthy checkout** – Nothing puts people off more than having to type in War and Peace before they can buy their items. Keep it simple and offer as many ways of accepting payment as you can – that way you will avoid the dreaded 'shopping basket abandonment'. Likewise, full SSL certification is a must to give the user confidence that they won't get ripped off.

These are just few of the basics but there are of course many more considerations that we will guide you through when developing your new ecommerce site. Strategic planning will form the foundation of a robust ecommerce platform that will serve you very well long into the future.

If what you've read here has 'struck-a-chord' then make sure you contact the Creativeworld team to arrange a meeting to see how we can help you grow your business.

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## Take a peek at the new look Creativeworld website

**Fresh off the back of celebrating 30 successful years in the design and marketing industry last year, Creativeworld is proud to announce the launch of our new look corporate website.**

The launch is part of our ongoing evolution as a creative agency as we continue to develop the very latest service offering to our clients in marketing and digital media, ensuring we remain at the forefront of the industry.

As a leading marketing agency, we know only too well the importance of having a high quality corporate website and a strong online presence and how it can enhance the success of any business in the modern world. We feel it is important for us as a creative agency to have a website that not only showcases the expert skills and services we offer to our clients, but one that equally offers an insight into how we work as an agency.

The new look site, which not only offers quick and easy access to Creativeworld's core design, marketing and digital media services, now also features a newly developed portfolio area that showcases a selection of our team's favourite recent projects.

We also welcome the introduction of the new 'meet the team' page, which features key members of the Creativeworld team.

We hope you enjoy taking a closer look at the expertise, projects and the people that make Creativeworld one of the leading creative marketing agencies in the North West.

[www.creativeworld.co.uk](http://www.creativeworld.co.uk)

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#teamcreative