



**AGENCY OVERVIEW & CREDENTIALS
2010**

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ABOUT INDIGO SKY

Indigo Sky Digital Ltd was founded in 2008 as a boutique digital agency offering first class online marketing without sacrificing any of the technology or talent of the big agencies

We specialise in E-Commerce Advertising | Search Engine Marketing | Search Engine Optimisation | Display Media Planning & Buying | Social Media Marketing | Video & Rich Media Advertising | Web Analytics | Web Design services

Indigo Sky is unique in it's commitment to first-class service, strategic consultancy, and delivering the best possible ROI to our clients

Indigo Sky Digital Ltd is a registered limited company in England & Wales, 6810396





WHY CHOOSE INDIGO SKY?

"UK online shoppers will spend £7.2 billion on food and grocery purchases by 2014, nearly double the figure for 2009" (IMRG, Jan 2010)

- **Indigo Sky delivers measurable & accountable e-marketing results, plus outstanding service that you expect from a leading online agency**
- **Indigo Sky is an RAR Recommended agency, a Google Adwords Qualified Company, a Google Analytics Consultant, Yahoo! Search Ambassador, and member of TopSEOS.com**
- **We monitor the cutting-edge of UK & US e-retail & e-business to advise you on the best advertising strategies & technologies to implement**
- **We manage tailor-made campaigns to drive your e-business during the current economic downturn**
- **Account managers accredited by the Chartered Institute of Marketing**



OUR EXPERTISE

We draw our marketing expertise from the Travel, Automotive, Retail, Music, Publishing, Real Estate/Property and Sports & Leisure industries

- In Search Engine Marketing, we've managed multi-million spend pay-per-click campaigns to deliver exceptional ROI and sales growth**
- In Display Advertising, we've worked with major UK & US brands to monetize online media for business growth**
- In Web Analytics, we provide deep-dive insights into your web visitor data and advise on the best advertising strategies to adopt**
- In Social Media Marketing, we build your presence on key social media networks and advise on best approach to leverage these online audiences**



E-COMMERCE ADVERTISING & MARKETING

We help E-tailers, digital marketers, and online merchants to

- **Attract new online shoppers**
- **Increase e-sales through smarter campaign strategies**
- **Improve ROI & market share**

We offer the following services

- **Practical Search Engine Marketing**
- **Display Advertising Planning & Buying**
- **Management of Shopping Feed, Shopping Comparison & Discount sites**
- **Affiliate Management**
- **Web Measurement & Analytics**
- **E-commerce Legislation Support**



SEARCH ENGINE MARKETING

We are Search specialists. Collectively, we have years of search advertising experience in the UK and US, and have managed multi-million spend advertising campaigns

We offer a first-class, outsourced pay-per-click solution

- **Integrated pay-per-click campaign management across all major search engines (Google, Yahoo, Bing, Ask, AOL, MIVA)**
- **Yahoo! Paid Inclusion (Search Submit Pro)**
- **Contextual search**
- **Shopping feed management**
- **Advanced tracking & analytics**
- **Advice & consultancy for leveraging new PPC media (eg. Youtube)**
- **Landing page development; Multivariate & A/B testing**
- **Pay-Per-Call and Pay-Per-Lead**



SEARCH ENGINE OPTIMISATION (SEO)

We offer a dedicated SEO programme which uses white hat industry practices to boost your website rankings in the search engines' natural listings. Our programme includes

- Keyword research & competitor analysis
- Site-side optimisation. We ensure your site is thoroughly optimized, as well as create keyword-rich content on your behalf
- Social media SEO
- Webmaster tools. We create & submit HTML and XML sitemaps to Google, Yahoo & Bing
- Comprehensive link building
- Traffic monitoring & ranking reports
- SEO content writing
- Advanced SEO for flash and dynamic content sites



DISPLAY & RICH MEDIA ADVERTISING

Indigo Sky offers a comprehensive display media planning, buying and campaign management solution

- **CPM, CPA & CPC buying across the top UK & US web properties, ad networks, and ad exchanges**
- **Contextual & behavioural targeting**
- **Robust, industry standard ad serving & trafficking technology**
- **Advanced consumer data buying, including cookie exchange data**
- **Engagement Mapping & Exposure-to-Conversion reporting**
- **Display & Search retargeting**
- **Integration with existing search or email programmes**
- **Creative services**
- **Access to the latest media trends, developments & research in display advertising**



SOCIAL MEDIA MARKETING

The explosion in modern social media, news, and bookmark web sites offers rich marketing opportunities for building brand awareness, product evangelism, and reputation management

Indigo Sky hand-weaves bespoke campaigns using our unique 'advocate strategy' to amplify your brand and drive & sales for your products and services

- **Creation & management of social media campaigns**
- **Online relationship & buzz marketing**
- **Blog outreach**
- **RSS promotion**
- **Viral video promotion**

Our programme include full campaign measurement, tracking & reporting (including tags, opinion monitoring and analytics)



WEB MEASUREMENT & ANALYTICS

Web Analytics is the lifeblood of any successful online marketing strategy. Indigo Sky can

- **Work with your legacy system and explain complex metrics**
- **Recommend strategies and tactics to improve campaign efficiency**
- **Integrate data from your search, affiliate, display or email programmes, to help you reach your online goals**
- **Provide UK & US online audience measurement data from Comscore & Nielsen, which cover advertising, video, consumer-generated media, e-commerce, and consumer behaviour**

If you are new to web analytics, we can

- **Recommend the most suitable analytics software for your business**
- **Work with your Web or IT teams to implement software tracking**
- **Provide strategic insights and in-depth reporting**



WEB DESIGN SERVICES

Indigo Sky offers full interactive web design and creative development services; covering

- **Web design**
- **Web site development**
- **Flash based solutions**
- **Web based software**
- **Content management solutions**

We also develop campaign-ready, flash based banner & rich media creative to IAB standard specifications

SOME OF OUR CLIENTS





CONTACT US

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