



Gateway2Digital Business Growth Experts

COMMITTED TO THE SUCCESS OF YOUR BUSINESS? NOW, LET'S MAKE IT A REALITY

Gateway2Digital (G2D) is Gateway2Enterprise's (G2E) business growth team, a group of digital specialists tasked with helping your business to excel, to expand, to compete – to be investment ready and growth ready.

Our team of digital experts are skilled in the fields of:

- Lead Generation
- Content Strategy & Copywriting
- Content Marketing & Email Marketing
- Web Development & Design
- Search Marketing with SEO & PPC
- Facebook & Social Media Advertising
- LinkedIn Training
- Video & Animation

And, for those with shared or public spaces, or venue-orientated businesses (co-worker offices, restaurants, hotels, exhibition halls, retailers, etc.), we also offer our flagship growth tool, GENIUS, the data capture software designed to help you gather vital information from your visitors to help you to build stronger, smarter, more successful email marketing strategies and campaigns.

**Let our Gateway2Digital team help your business to
boost its growth potential for the year ahead.**

be
INVESTMENT READY
be
GROWTH READY



Lead Generation

80% OF MARKETERS REPORT THEIR LEAD GENERATION EFFORTS COULD BE MORE FRUITFUL¹

We have been building wonderful relationships with our G2E members for years now. They've attended our seminars and workshops, gained advice and guidance through our website and newsletters, and we've always been there to answer their questions. You may even be one of those members yourself.

Today you can speak directly to that database of members with one of our powerful lead generation campaigns:

- **One-off Lead Gen Campaign:** A one-off newsletter (we're happy to discuss drafting it for or with you) designed to introduce your services or products to our membership, followed up by a one-day social media promotion campaign across 3 platforms – [£1,495 plus VAT](#)
- **4-Day Lead Gen Campaign:** A strategic marketing plan over 4 days (we're happy to discuss drafting this newsletter with or for you) followed by 4 days of social media promotion over 3 platforms, designed to not only introduce your business and offers to our membership, but to do so with added oomph – [£2,995 plus VAT](#)
- **7-Day Lead Gen Campaign:** A strategic marketing plan over 7 days (as above, but for longer to increase the brand awareness you'll generate and the conversion potential of your campaign) – [£4,995 plus VAT](#)
- **12-Month Lead Gen Campaign:** Our fully-managed annual lead generation plan, including monthly newsletters and social media campaign created for you by our G2D team – [£9,950 + VAT](#)

To speak with our G2D team about Lead Generation for your business to assist with a growth strategy for success over the next 12 months, contact us at contact@gateway2digital.co.uk with the subject line 'LEAD GEN'

¹ BrightTALK



Digital Growth Champions

TWO-THIRDS OF BUSINESSES SAY TRAFFIC AND LEAD GENERATION ARE THEIR BIGGEST CHALLENGES, WITH 74% PRIORITISING LEAD CONVERSION IN 2017²

Gateway2Digital has the expertise to help your business meet these challenges. Our team of digital experts are at your disposal for growth guidance and action – we're here to give your business the boost it needs with any combination of the following:

- **Website Design & Development**

Because the visual impact of your business is vital to its success our web team are available to work with you to create the exceptional design concepts and agile, mobile-optimised site development that will set your website apart from the competition.

- **Content Strategy & Copywriting**

Our content team specialise in crafting sales-orientated, conversion optimised and engaging content for websites, brochures, blogs, tenders and more. Their words have launched new ventures and won millions in new contracts, so if you'd like them to do the same for your business let us know today.

- **Content Marketing & Email Marketing**

Our marketing team are experts at crafting tailored strategies and regular quality content to engage your target audience, focused on the mantra 'earn their trust and you'll win their business', promoted via email marketing. Build more profitable customer relationships to bolster your business growth.

- **Search Marketing with SEO & PPC**

Google and Bing are the search engine gatekeepers to a vast pool of potential customers. Our promotions team are here to help you stand out from the crowd, to improve your search engine visibility, and to manage successful AdWords and PPC advertising campaigns.

- **Facebook & Social Media Advertising**

Facebook is one of the world's most popular sites, and, together with Twitter and LinkedIn, provides an immense audience that our advertising team are masters at targeting. Such campaigns can see excellent and measurable returns on your advertising investment.



- **Video & Animation**
We're visual creatures, so video on home pages, blogs, testimonials and elsewhere on a site will improve conversations and engagement with your audience. And with YouTube being the world's second most influential search engine, video has never been more important.
- **LinkedIn Training**
Leverage the power of 467 million LinkedIn users for your business with workshops, coaching and 1-2-1 consultations. Our LinkedIn specialist will enable you to optimise your positioning and maximise opportunities within the largest business network online.
- **GENIUS**
If your business creates a shared or public space such as a co-worker office, hotel, exhibition centre, or restaurant, to name but a few, GENIUS offers a powerful way to connect with and understand your customers. GENIUS overlays your Wi-Fi and captures detailed information on your customers' location, preferences, and more, so you can personalise your physical and digital marketing for greater impact. For a 30-day FREE TRIAL of GENIUS, or to discover the benefits of the new GENIUS app, contact us today.

**GET AN UNFAIR ADVANTAGE OVER YOUR
COMPETITION
WITH SUPERSIZED LEAD GENERATION, A
SHOWSTOPPING NEW WEBSITE, CONVERSION-
OPTIMISED CONTENT, AND ALL THE MARKETING AND
ADVERTISING YOU'LL NEED.**

**Let our Gateway2Digital team help your business to boost its LEADS
– CUSTOMERS – SALES – GROWTH by contacting us TODAY on
contact@gateway2digital.co.uk (putting the title of the service or
services you'd like to discuss in the subject line of your email).**

² According to marketing platform specialists HubSpot