

Echo Web Solutions Ltd

Website
Design



Echo.
*Be Better **Online***



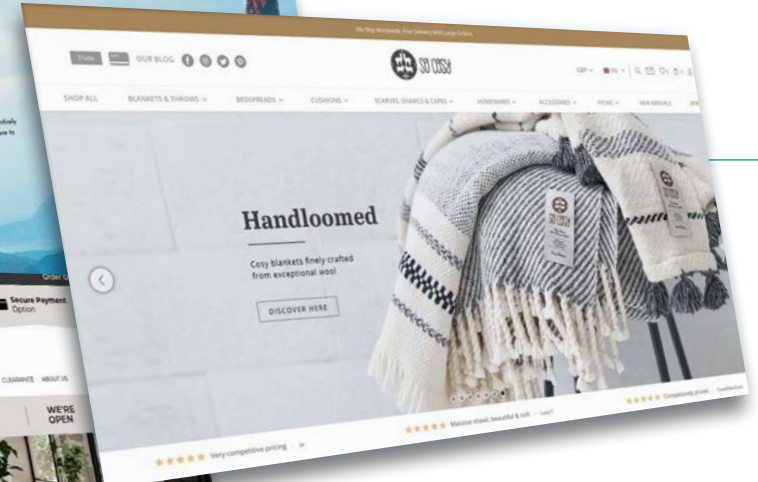
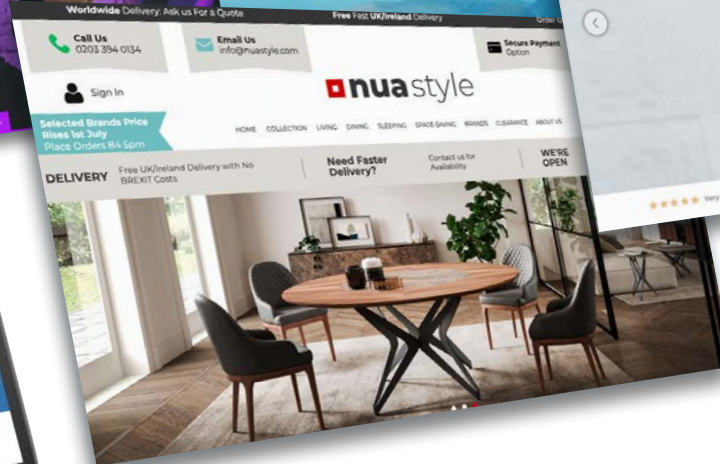
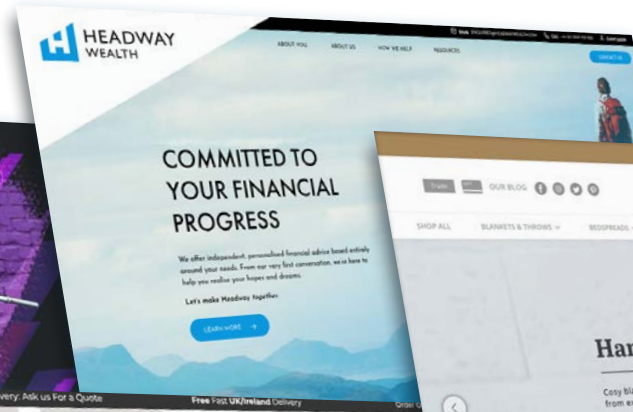
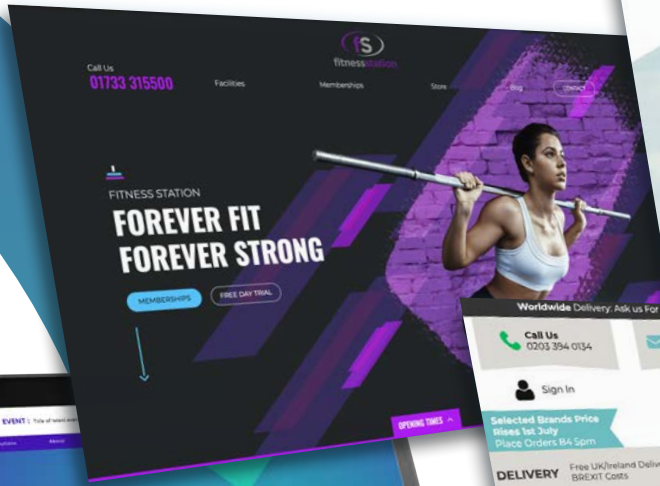
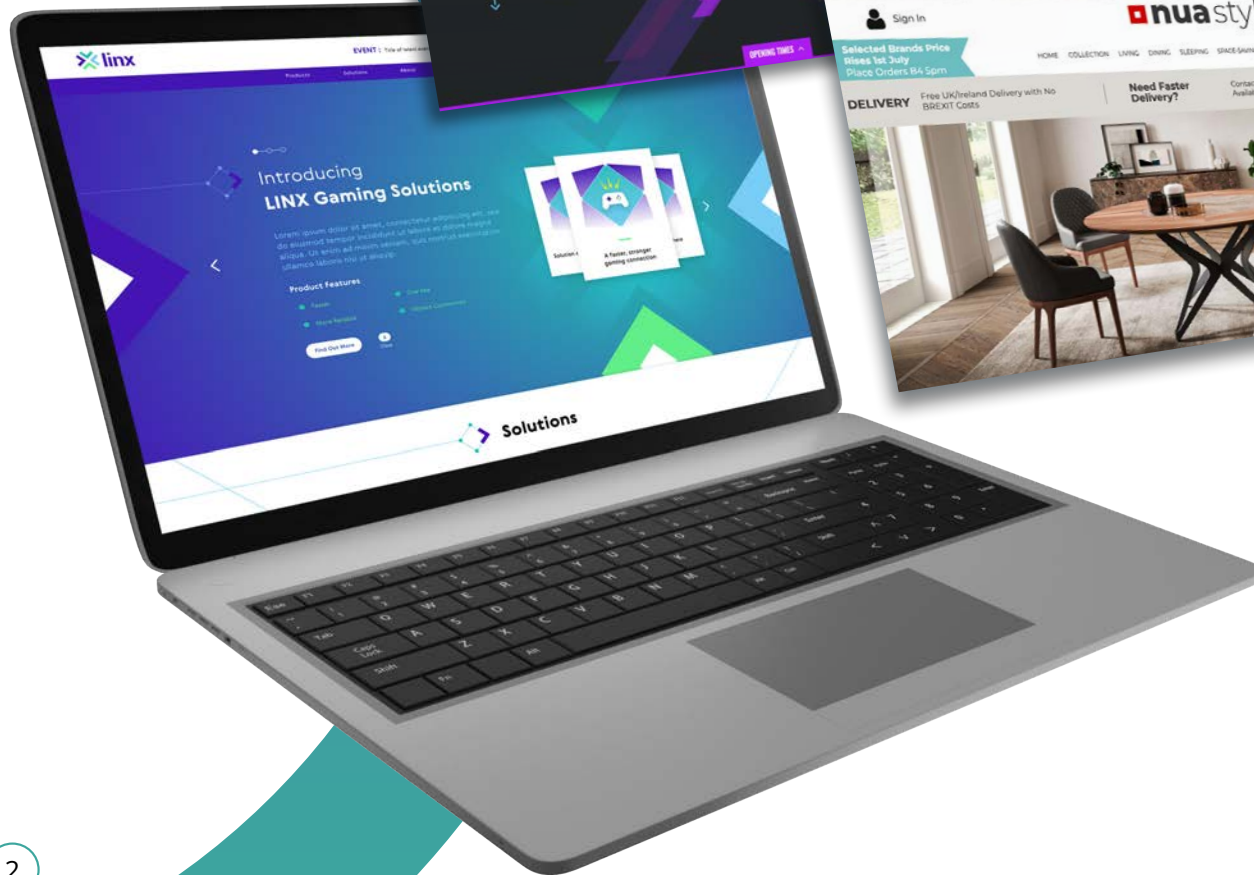
Digital
Marketing

Our **Values**

echoweb solutions.co.uk



5 Star Rated

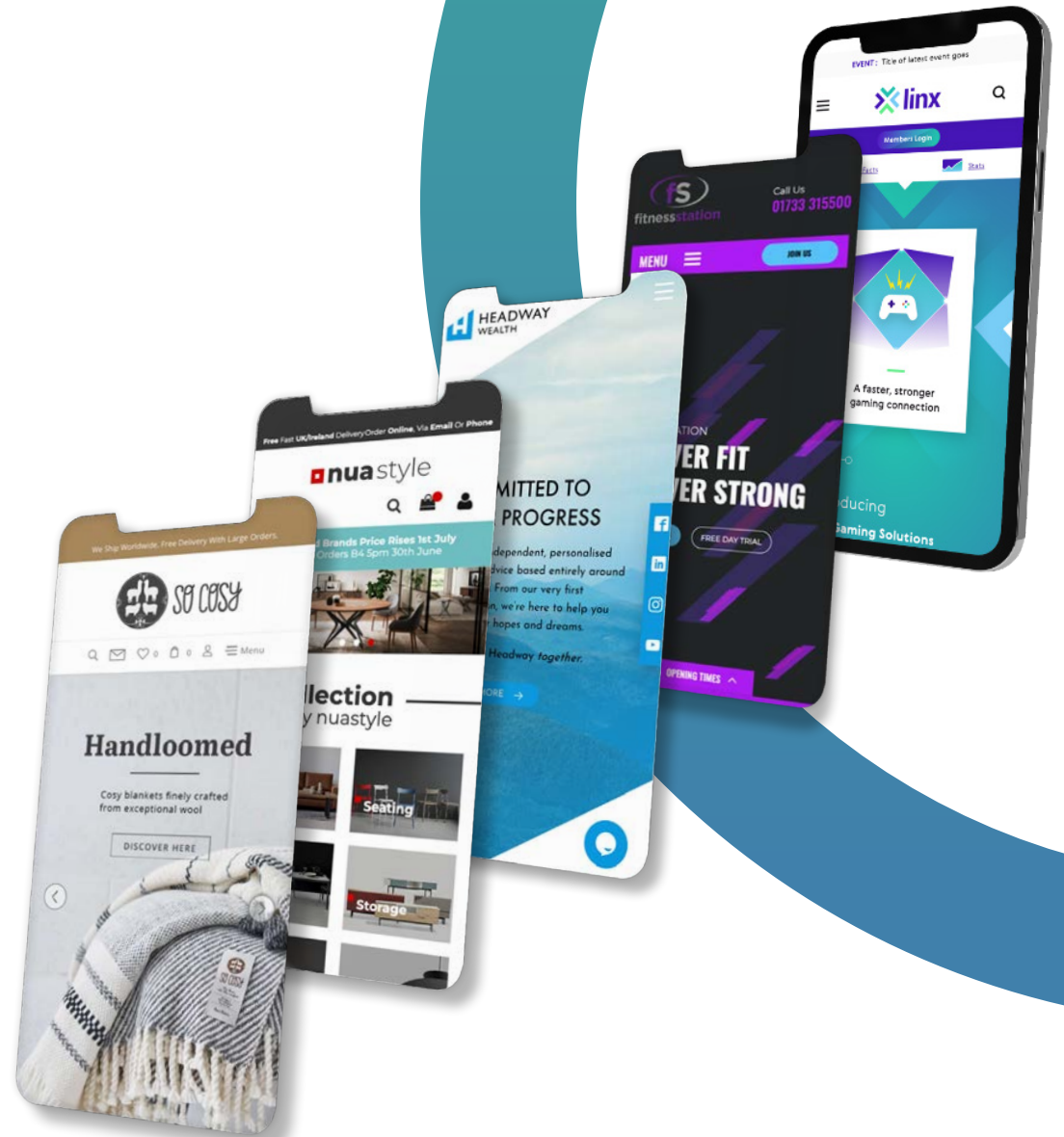


Who are **Echo**?

We're a highly motivated digital agency, focusing on business-led results.

At Echo our team ethos, values and vision are paramount to how we work. We have spent time working together to define what is most important to us, how we conduct ourselves and how we make our impact.

We hope this document will help you to get a feel for who we are and what we're about.





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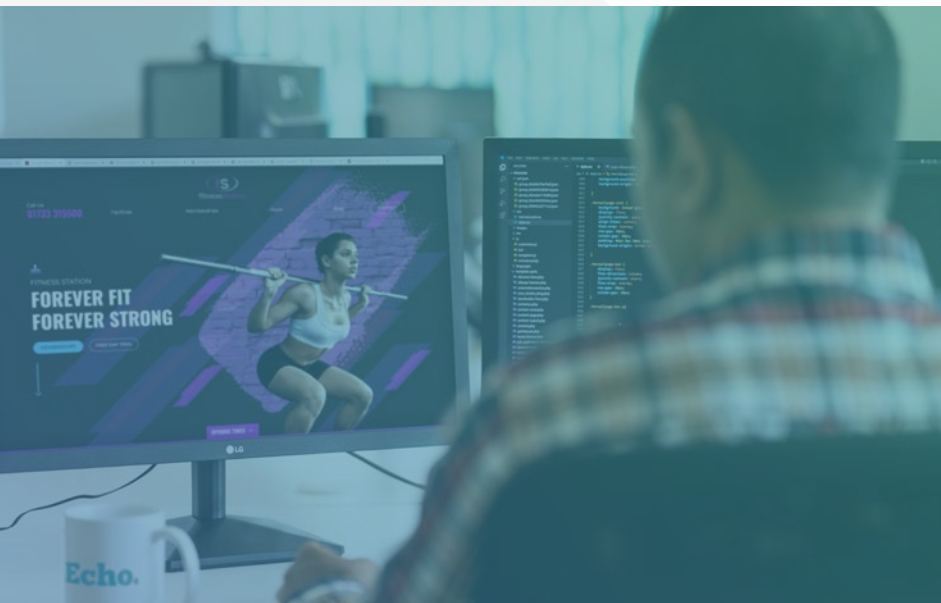
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• Our Purpose



Why



In a rapidly developing world, we seek to help all kinds of people in business grow and thrive by utilising the power of digital and strong partnerships.



How



We take a 'get things done' and hands-on approach to helping businesses grow online. Focusing on our passion for business & marketing, we utilise our ambition to always be better and deliver outstanding, measurable and meaningful results.

- We'll build functional, creative websites that are conversion focused and become the core part of a business' online presence.
- We'll create and execute digital marketing campaigns that are centred around client business goals and deliver measurable results that meet their expectations.
- We'll communicate with our clients by always keeping things simple, offering a snapshot of a campaign or project and always providing clear, transparent and straightforward actions and responsibilities.



What



We sell our track record of online expertise and seek to develop relationships with all types of organisations that share our values.

- Working with the optimal budget for the client and Echo, we provide monthly Digital Marketing services comprising of SEO, PPC and CRO.
- We create bespoke, creative, functional, high-performance websites, mainly using the WordPress content management system and Magento where necessary.



Our **Vision**



Our vision is to enable all kinds of businesses to thrive online, building a digital landscape where people can easily discover the very best products, services and content.

This is what we'll **create**.



Our **Mission**



With the power of a highly skilled and driven team, we will nurture our partnerships and deliver the highest quality work. We will maintain our 'Get Things Done' attitude and always **Be Better**.

This is what keeps up **focused**.



Our Values

When it comes to the way we conduct ourselves, these are the core values that help guide us each and every day.



Be Responsible

Look after and care about our team, clients and projects



Be Straightforward

Always keep it simple



Be a Go Getter

Relentlessly chase success for our clients



Be Daring

Think differently, creatively and challenge the norm



Be the Best

Always positively strive to be better

Be

— Responsible
— A Go Getter

— The Best
— Daring

— Straightforward
— Better *Online*



Our **Brand Promise**

We will do our very best and strive to always ***Be Better***, constantly learning and developing in a rapidly changing world.

• We'll keep the clients we work with and their businesses at the heart of everything we do and never lose focus of why people are choosing to collaborate with Echo.

This is our **commitment**.



Our Content

We will create insightful and engaging content, that will provoke people to be intrigued and informed.



People Focused

We use language that resonates with the target audience and aims to communicate with the end-user clearly and succinctly.



Thoughtful

We showcase that we're industry experts with our own unique opinions and fresh ideas.



Simple

Keep it simple, stupid! No-jargon, no-fluff, we produce straightforward content that everyone can understand.



Uplifting

We inject some personality and leave our audience feeling positive and primed for action.



Daring

We're not afraid to be bold in order to help businesses thrive. We speak what we believe.



Our Design

A clear, consistent and simple vision. These design principles allow us to create at the highest standard and be the best at what we do.



Clarity

Design at Echo will always be clear and concise, removing the unnecessary and providing focus on key information.



Consistency

Allowing inconsistent visuals will devalue a brand. We make sure the information you convey is consistent throughout.



Simplicity

Elegance is created through simplicity; our minimalist approach supports clarity and a clear visual identity.



Visionary

We are always searching and looking for the next best thing if not creating it ourselves. We have a vision of things to come.



Standards

We never allow our standards or attention to detail to slip. We focus on maintaining a high standard.



Creative

We think outside of the box, producing creative solutions and forward-thinking concepts.



Our Conduct

We will always conduct ourselves in a professional, insightful and straightforward manner.



Motivated

We want to be known as a company that is full of energy. We generate ideas and are always willing to go the extra mile.



Engaging

We know a strong relationship with our clients and between our team is imperative, so we can add the most value.



Polite

We aim to always speak in a respectful way, communicating clearly and politely with everyone we talk to.



Helpful

Striving to be better and progress, we will always give a helping hand with our clients and team members alike.



Informed

Striving to always know as much as possible in business and digital, we will ask questions and gain knowledge.



Our Marketing

We will improve businesses' online presence, using our experience and desire to deliver results.



Business First

Any marketing task needs to relate back to a business requirement. Our team align our goals directly to our clients' objectives.



Profit Centric

A healthy profit is any business' lifeblood. We work with our clients to generate as much profit as we can.



Pragmatic

We're big believers in digital planning and strategy, but what makes us different is our relentless focus on getting things done!



Sprint Planning

Using the business goals as a focus, we plan suitable campaign sprints to ensure we stay on track and achieve results in a timely manner.



Multi-channel

Having a team of experts across multiple digital channels, we have the skillset to ensure they run and support one another.



Results

We've achieved brilliant results for clients and our own businesses alike. We know how to leverage online.



Our Reviews

“...delivering great outcomes that reflected our brand so well.”

“We’ve had a **great experience with Echo** so far. As well as looking after our SEO and Google Ads Campaign, they’ve been **incredibly helpful** with any query or task that we may have had.

Leah and the team have been **great to work with** and have listened to us throughout the process, **delivering great outcomes** that have reflected our brand so well.”



Penelope Harrall
Marketing Officer
Remark Group



“...go above and beyond to get the job done.”

“**Superb service** from Dustin, Zak and the team at Echo. We were **kept informed throughout** the entire process, queries were answered quickly and **nothing was too much trouble**.

Highly knowledgeable and professional team who go above and beyond to get the job done.

We will be using Echo again in the future for sure.”



David Mortell
Company Director
Agentis Financial





Contact

Get in touch with team Echo



Phone

Peterborough - 01733 28 66 46

London - 020 3384 0300



Email

info@echoweb solutions.co.uk



“ With a track record of delivering results, we will navigate and succeed online. Echo’s primary objective is that every team member is focused on growth and constant improvement. ”

Zak Wattiez

Managing Director

Echo.

Our **Values**

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