



celebrating

2 years of growth

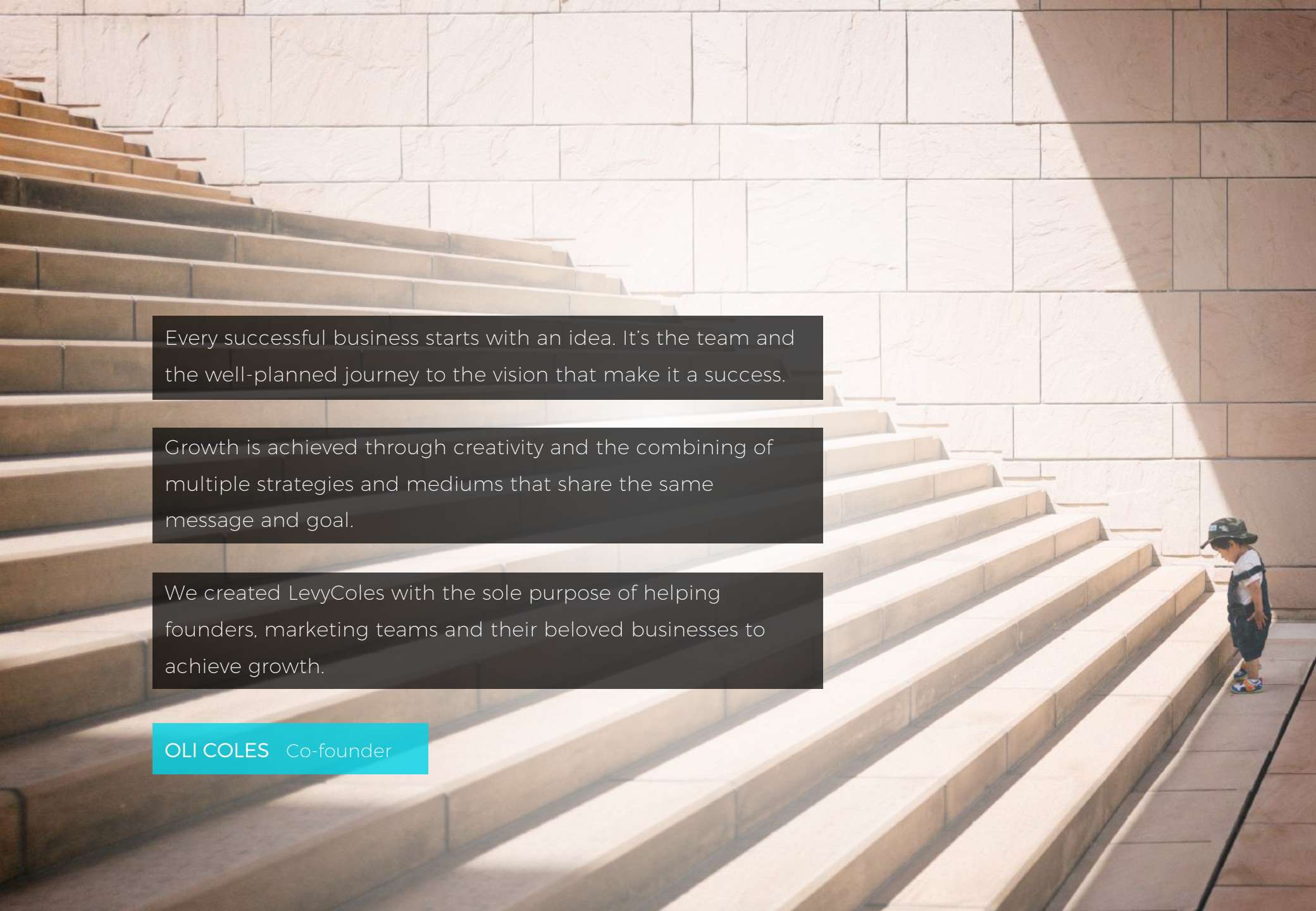
levycoles

/lɛvi-kəʊls/ 

company

REVOLUTIONARY

a creative digital marketing agency who think outside of the box to capture attention and drive relevant traffic to SME's and startups.

A young child wearing a cap and overalls stands on a wide set of stone steps. The steps lead up to a wall made of large, light-colored stone blocks. A strong diagonal shadow of the wall is cast onto the steps from the right side. The scene is brightly lit, suggesting a sunny day.

Every successful business starts with an idea. It's the team and the well-planned journey to the vision that make it a success.

Growth is achieved through creativity and the combining of multiple strategies and mediums that share the same message and goal.

We created LevyColes with the sole purpose of helping founders, marketing teams and their beloved businesses to achieve growth.

OLI COLES Co-founder

OUR HIGHLIGHTS

Branding -

Corporate Literature -

Hype -

Web Design -

Social -

Collaborate -

Search Engines -

Communication -

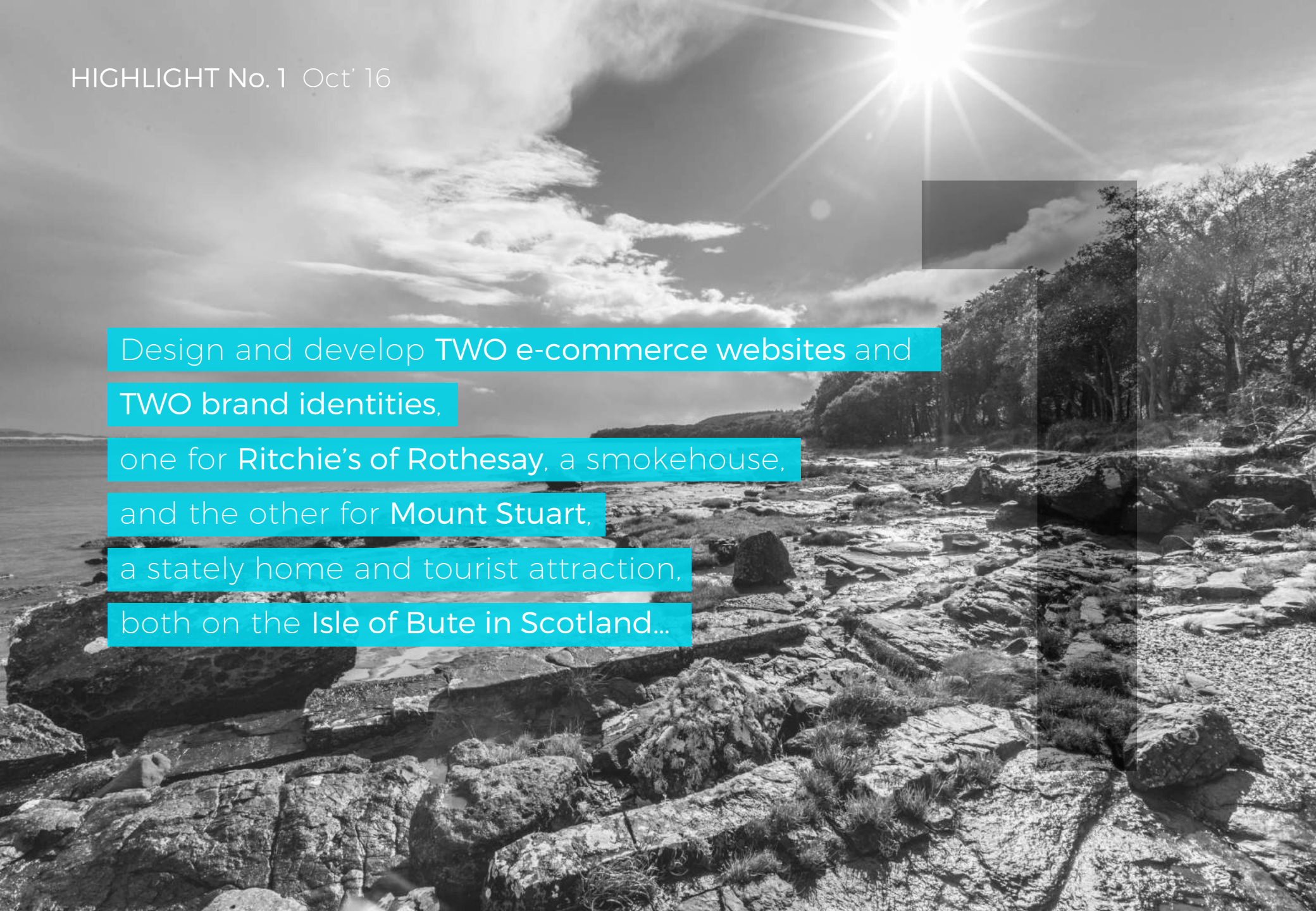
Celebrate -

"Growth is never by mere chance;
it is the result of forces working together."

James Penney, Founder of JCPenney

HIGHLIGHT No.1 Oct' 16

Design and develop TWO e-commerce websites and
TWO brand identities,
one for Ritchie's of Rothesay, a smokehouse,
and the other for Mount Stuart,
a stately home and tourist attraction,
both on the Isle of Bute in Scotland...





IN JUST 6 WEEKS

Ritchie's of Rothesay Branding, Font & Colour Palette



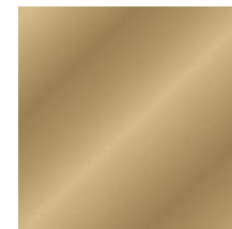
VANITAS

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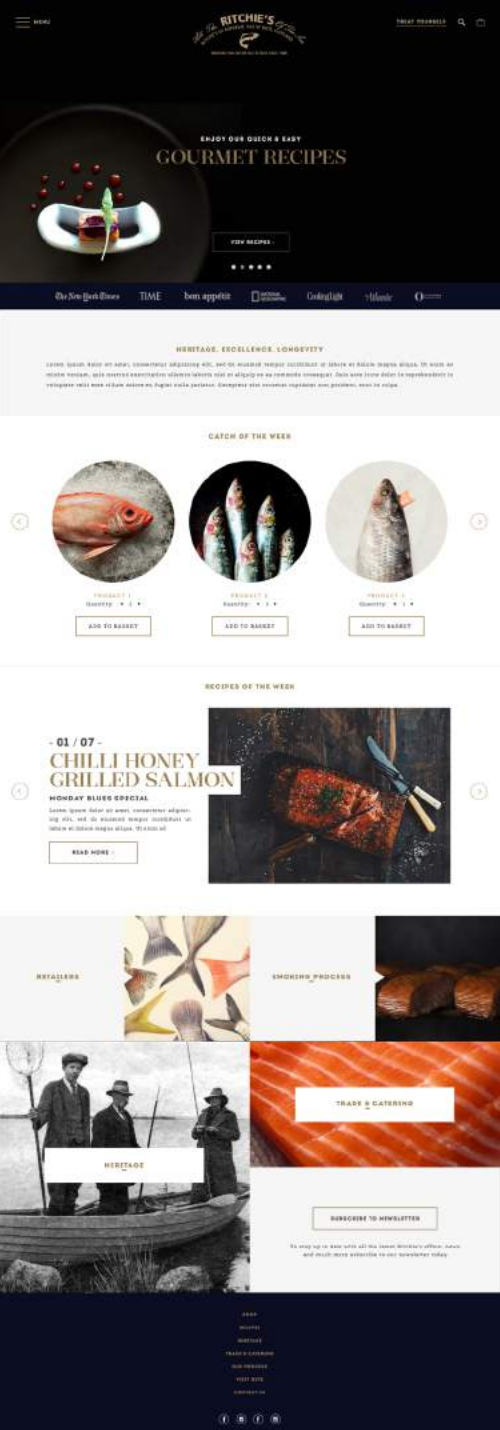
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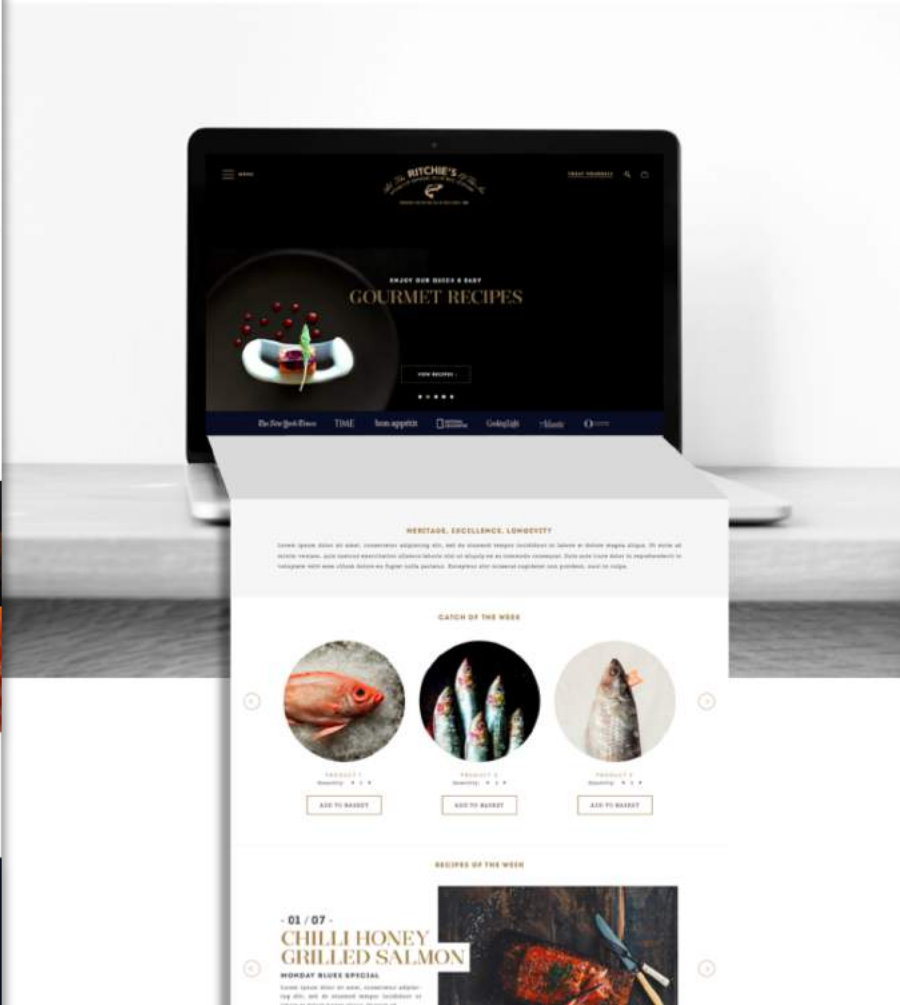
REGULAR | *ITALICS* | **BOLD** | **EXTRA BOLD** | **ULTRA** | **BLACK**



HIGHLIGHT No.1.2 Oct' 16



Ritchie's of Rothesay
E-commerce Web Design





Mount Stuart Branding & Attraction Icons

ICONS

The main logo icon of Mount Stuart will also be used as the main icon for the house.
All other icons are as follows



CULTURE



ESTATE



HOUSE



FORESTRY



EDUCATION



COAST



COLLECTIONS



GARDENS



VISUAL ARTS



SELF CATERING



WEDDINGS



RETAIL



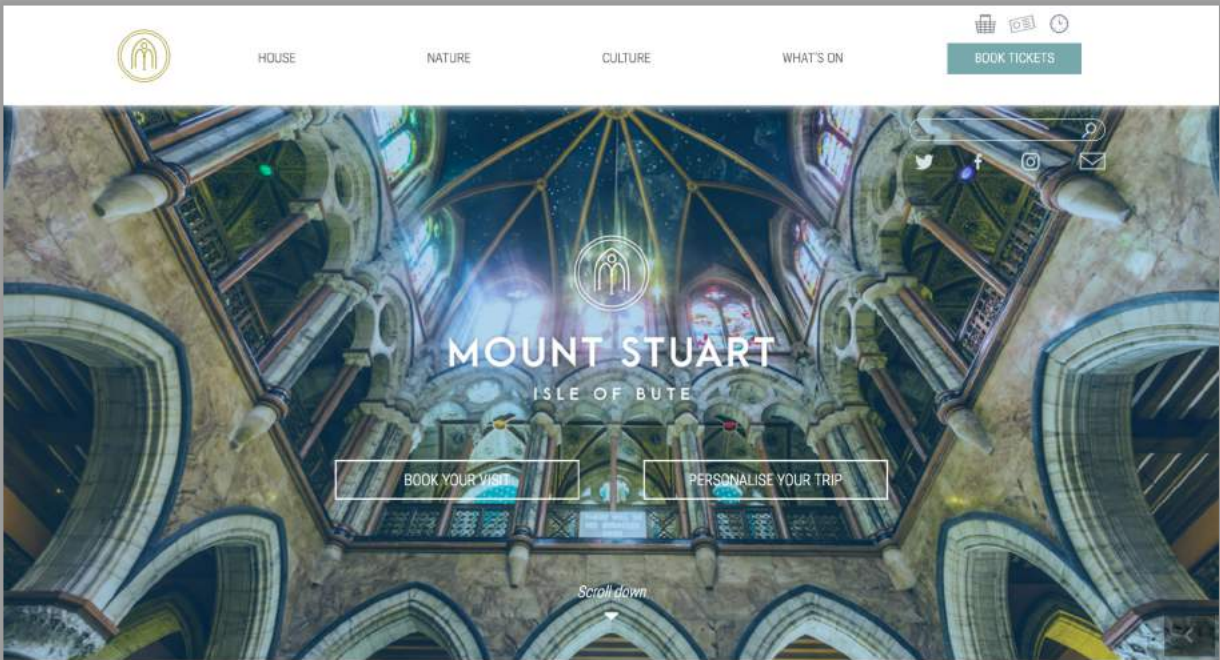
CORPORATE
EVENTS



NATURE



FOOD



Connecting people, art, land and learning

Mount Stuart House and Gardens are located on the beautiful island of Bute. Bute is only 33 miles from Glasgow. It is the most accessible of the westerly isles from the Scottish Central Belt. It's a peaceful island haven, just a stone's throw away from the mainland.

The spirit of nineteenth-century invention is embodied in Mount Stuart – a feat of Victorian engineering, this neo-gothic mansion was one of the most technologically advanced houses of its age. Ironical, when you consider the medieval inspiration of the Gothic Revival. Set in 300 acres of grounds which include designed gardens, woodland and coast there is something for everyone at Mount Stuart!



Mount Stuart Web Design



BRANDING - TIP 1

Create a recognisable and unique visual identity

Set a clear character and tone of voice for your brand

Adhere to it across all online and offline materials

Set guidelines for use of imagery, videography, fonts and colour palette

Make your brand an experience

Become your brand and use it creatively

WHO WE'VE BRANDED

OTHER/CLVB



DOC
COTTON

James Vaulkard
JAMES VAULKARD



OATLANDS VILLAGE
A FAMILY RETREAT





The excitement on Archie's face when we unveiled his [branding & corporate literature](#).



WEB DESIGN – TIP 2

Web design isn't just art. It involves a whole collection of different skills — from copywriting and typography, to layout and artwork — all fused together to create an interface that not only displays a visually appealing aesthetic, but that communicates its function and facilitates easy access to its content and successful conversions.

WEB DESIGN – TIP 2

Truly understand your customer

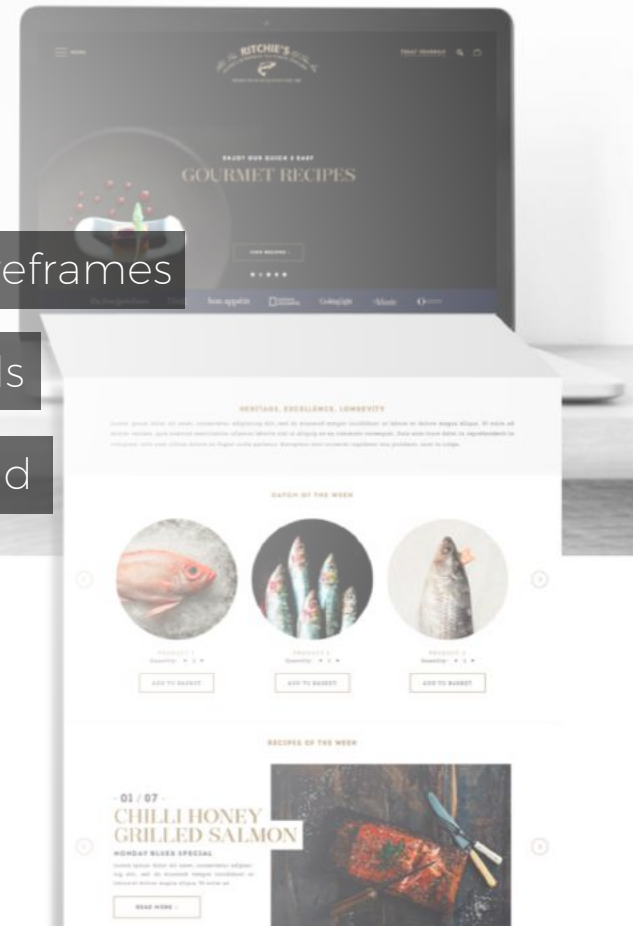
Map out each user journey with clearly annotated wireframes

Design based on your brand guidelines and user goals

Choose the most suitable CMS with the future in mind

Optimise your site for search engines

Ensure your site is secure and suitably hosted



WEBSITES WE'VE DESIGNED & DEVELOPED

OTHER/CLVB

DOC
COTTON

MOUNT STUART
ISLE OF BUTE

BEST PRACTICE
BRITISH GAME
ALLIANCE

RITCHIE'S
THE FISHCRAVE, 100% FISH & SEAFOOD
DARTMOUTH, TOWN STREET, LAMB

BLADESMAN

CW THE
WHYTE
ANSWER

OATLANDS VILLAGE
A FAMILY RETREAT



The smile on Tom's face when he first saw his new [website design](#).

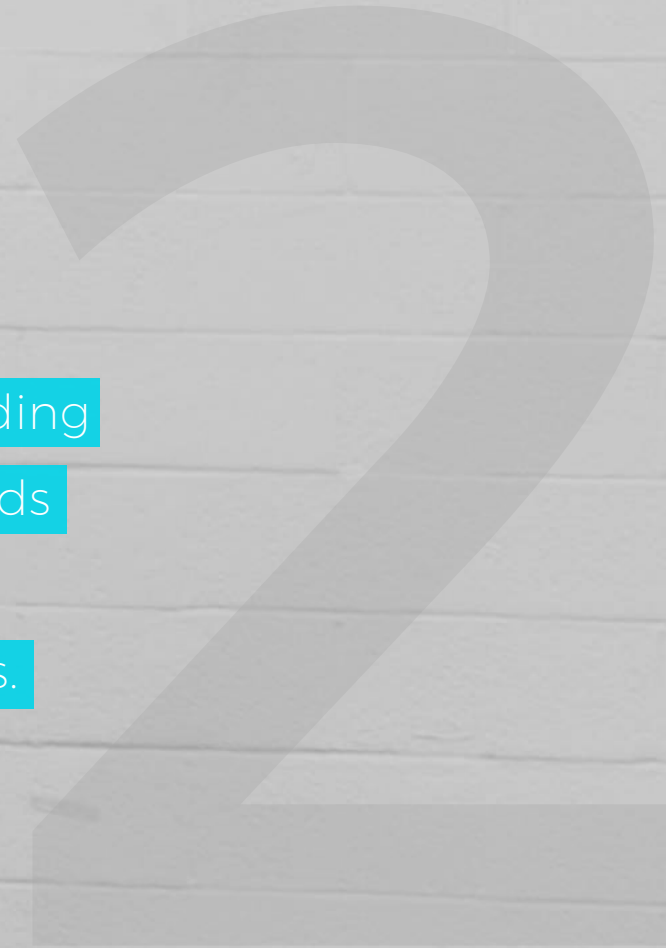


**BRITISH
GAME
ALLIANCE**

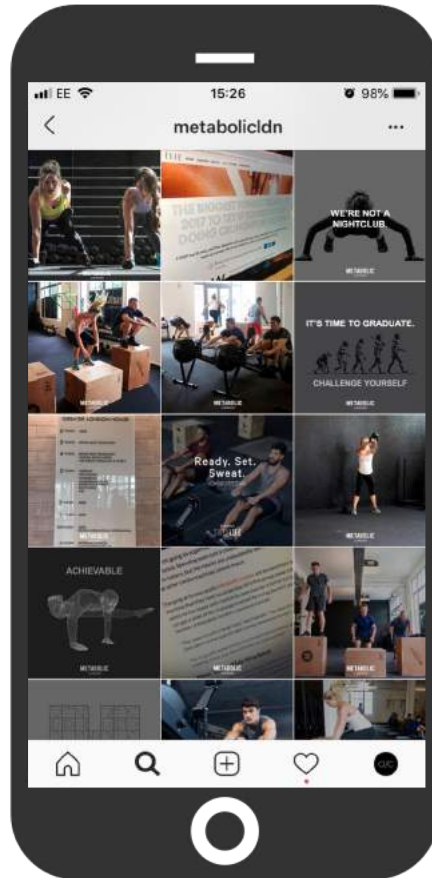
At LevyColes we welcome a **challenge**.

A particular favourite is **creating content** and building
an engaged and relevant **social following** for brands
pre-launch...

...and often without disclosing what the product is.

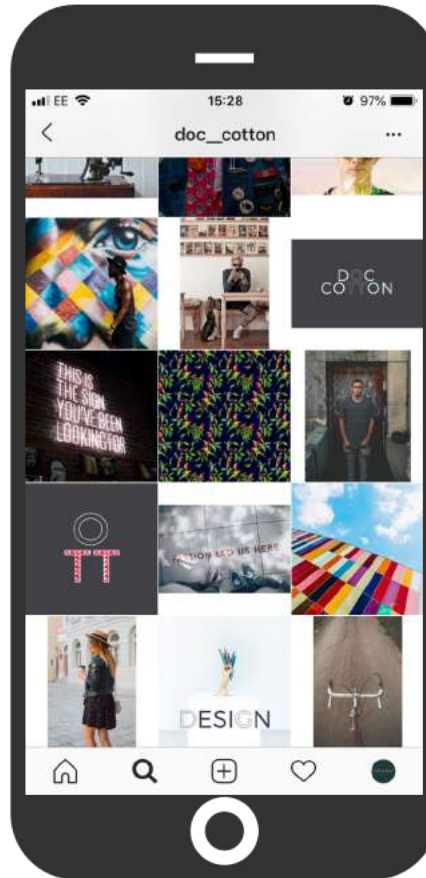


HIGHLIGHT No. 2 2017/18



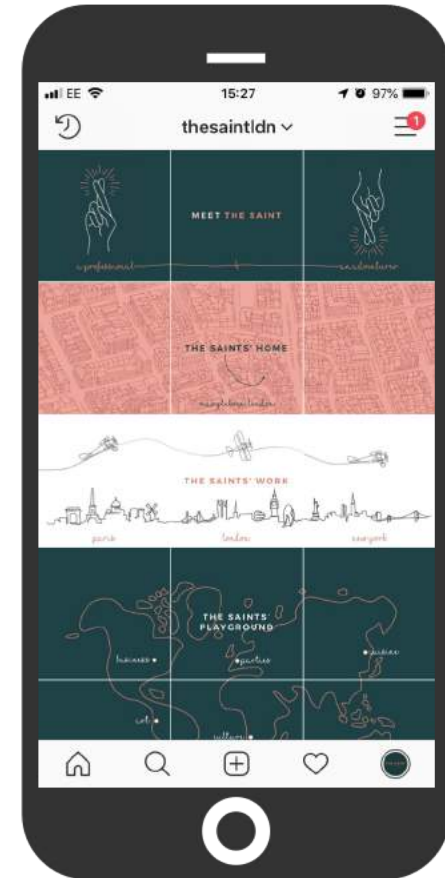
METABOLIC
LONDON

4,500 gained
3 months



DOC
COTTON

1,000 gained
3 weeks



THE SAINT

Still top secret!
12 month project



HYPE – TIP 3

Pre-launch, start collecting proprietary data of likely future customers

Be clever (you don't have to reveal the end product)

It's never too early to start partnership conversations

Build a social following of future customers

Engage a PR person/ firm

WHO WE'VE HYPED PRE-LAUNCH

OTHER/CLVB

DOC
COTTON

METABOLIC
LONDON

MindSauce


ISLINGTON SQUARE

STA
GE

The joy Lawrence felt when we revealed
our [pre-launch growth strategy](#)



METABOLIC
LONDON

SOCIAL – TIP 4

Identify key channels & stick to your brand guidelines

Quality over quantity (content and followers)

Differentiate yourself from your competitors

Establish a consistent and recognisable theme

Have a goal, capture imaginations and their data

Think outside of the box

Be manual, don't rely on bots

SOCIAL ACCOUNTS WE'VE GROWN & MANAGED

ADAM SIMMONDS
OSTEOPHYSIOT

DOC
COTTON

ONE LDN

TeacherHQ

TIE BREAK TENS
Every point counts

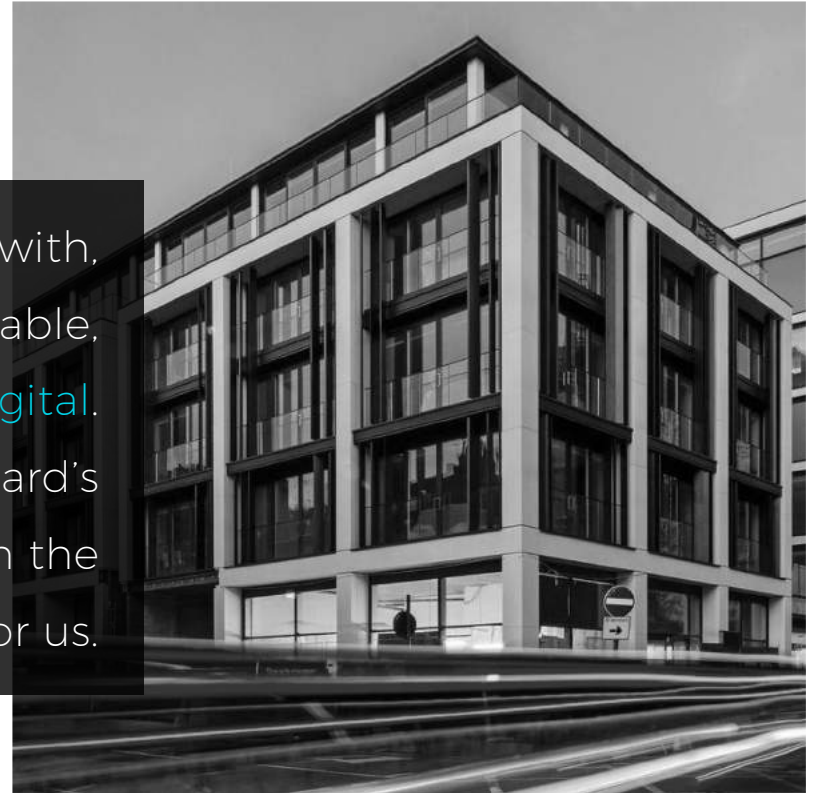
Galliard
Homes

feast it

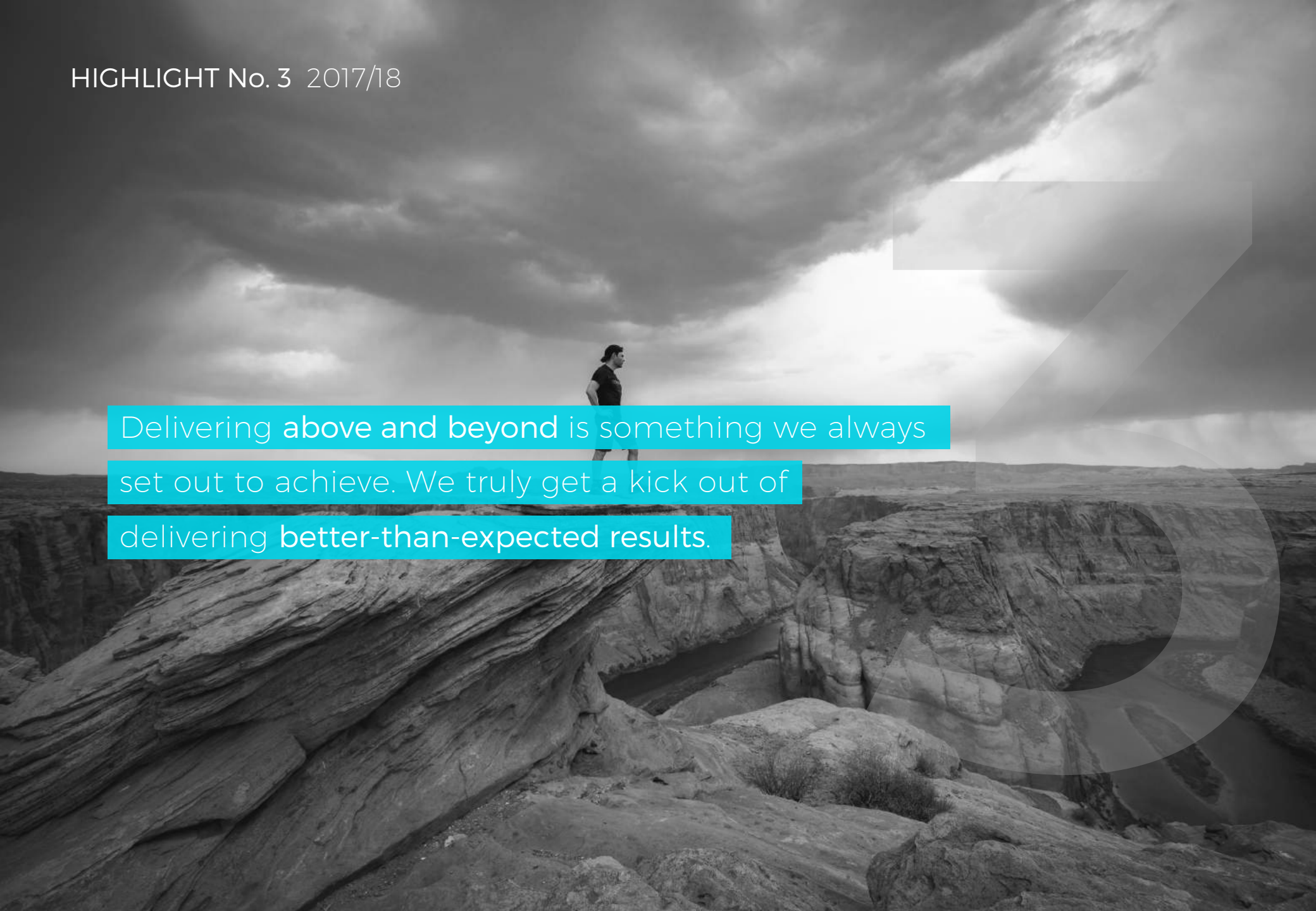
METABOLIC
LONDON

COUTURE
COMMUNITY

LevyColes is a fantastic agency to work with,
the team are extremely knowledgeable,
helpful and **passionate about digital**.
LevyColes have transformed Galliard's
Instagram and always delivered on the
targets they aimed to achieve for us.



HIGHLIGHT No. 3 2017/18

A black and white photograph of a person standing on a rocky cliff, looking out over a vast, rugged landscape. The sky is filled with dramatic, dark clouds, and a large, faint, stylized number '3' is visible in the background. The text is overlaid on the image in three lines, each within a light blue rectangular box.

Delivering **above and beyond** is something we always
set out to achieve. We truly get a kick out of
delivering **better-than-expected results.**

HIGHLIGHT No. 3 2017/18



LUXE PROPERTY GROUP

SEO
5,000+
web visits

SOCIAL
8,100%
increase

AWARENESS
70,000+
engagements

(after 6 months)

COUTURE
COMMUNITY

From 0 to 17k monthly
visitors in 4 months

“LevyColes have surpassed our
targets month on month and
have been a fantastic
support to our team.”

Oren Wolf, Founder



SEO
8,000+
web visits

SOCIAL
3,900+
followers

PPCS
7,900%
ROI

(after 3 months)

SEARCH ENGINES – TIP 5



Understand what your users are actually searching for, not what you think they are searching for

Ensure your website meta data is fully optimised

Content is key - develop a year round content strategy that is relevant

Refresh, refresh, refresh! SEO is ever evolving, be sure to analyse your keyword strategy on a monthly basis and make tweaks where necessary to get the most out of organic search campaigns.

CLIENTS WE'VE OPTIMISED & ADVERTISED

evapo

TIE BREAK TENS
Every point counts


MOUNT STUART
ISLE OF BUTE

 **feast it**

RITCHIE'S
OF DUNDEEN, JARVIS OF ABERDEEN

SMOKING FISH SINCE 1888


HICKS & BROWN
ENGLAND



CAROUSEL

COLLABORATE – TIP 6

Piggy-back off the success and experiences of others

Work out which people and brands can *really* influence your audience

Appreciate the value you can provide others

Be selective and do your due diligence

CLIENTS WE'VE ARRANGED COLLABORATIONS FOR

Buckingham & Lloyds

TIE BREAK TENS
Every point counts

Galliard
Homes

 **feast it**

METABOLIC
LONDON

OTHER/CLVB

 **BLADESMAN**

The look of shock on Willy's face when we said we had [increased web traffic by 90%](#).



CAROUSEL

COMMUNICATE – TIP 7

Keep your customers engaged through email & blogging

Don't bombard them!

Only provide them with valuable content (may not be brand specific)

Respect their privacy & provide first class customer service

E-MAIL MARKETING CLIENTS

ADAM SIMMONDS
OPTOMETRIST

DOC
COTTON

COUTURE
COMMUNITY

feast it

METABOLIC
LONDON

ROMANS
INTERNATIONAL

TIE BREAK TENS
Every point counts



Celebrate, maintain, adapt & repeat.

Oli Coles Co-Founder & Creative Director

Oli has 11 years of establishing businesses under his belt alongside acting as a digital marketing & UX design consultant for many leading brands.

He was the Founder of AlphaLinks, an online marketplace for the global investment management industry which he grew to over 600 institutional investment firms worldwide. Oli's strengths are in growth strategies, design and leadership.

James Levy-Vassie Co-Founder & Digital Marketing Director

James is a highly technical & experienced digital marketer, having worked both client-side for a FTSE 250 media company and agency-side for one of London's leading B2B tech content marketing agencies.

With 10 years of digital experience and having worked with clients such as Google, Vodafone, Dell, & Cisco, James is well equipped to lead all digital aspects for our clients.



ADAM SIMMONDS
OPTOMETRIST



BLADESMAN

CAROUSEL

COUTURE
COMMUNITY

D'ALEMBERT

DOC
COTTON

dream conditions

OATLANDS VILLAGE
A FAMILY RETREAT

feast it

VALOREM
LIFE SCIENCES

ISLINGTON SQUARE

STAGE

GILMOUR & GRAY

THE
WHYTE
ANSWER

HICKS & BROWN
ENGLAND

James Hunt

METABOLIC
LONDON

OTHER/CLVB

evapo

it's been special.

Galliard
Homes

ROMANS
INTERNATIONAL

LILLY e VIOLETTA

- James Vaulkhard

LOMAX
DEVELOPMENTS

Buckingham & Lloyd

MindSauce



ONE LDN

SANCTUARY
GRADUATES
GRADUATE & INTERN RECRUITMENT AGENCY

SLOANE SQUARE
FLOWERS

TeacherHQ

TIE BREAK TENS
Every point counts

Bright Young
Things | Academic
Tuition

WANDSWORTH TOWN
OSTEOPATHY

POP·UP·FITNESS

MOUNT STUART
ISLE OF BUTE

CEIBA

RITCHIE'S
OF PORTSMOUTH, ISLE OF BUTE, SCOTLAND
SMOKING FISH SINCE 1888

affect group



thank you

2 years of growth