



planning  
integrity trust  
measurements  
strategy **Web Design**  
branding reputation  
communications  
identity marketing



Free expert  
help & advice  
**0844 544 9553**



## Who We Are

mwa is a full-service digital communications agency working closely with our clients to build trust, integrity and leading reputations in their markets.

Our experience covers 10 years and over 400 projects. We are a results-driven, time & task focused company, dedicated to providing our clients with accountable tech-savvy offerings in a creative environment.

## What We Do

We design, build and project manage engaging Web sites, we plan and deliver digital marketing strategies, and we provide business consultancy for the digital age.

We help visionary start-ups achieve accelerated growth, and entrepreneurial companies drive innovation and reputation forward to grow their business.

## How We Can Help You

We can quickly identify the opportunities you could take advantage of, then plan, build, deliver and support the solutions to make it all happen.

For an overview of your current position and recommendations to make the digital channel more effective, call us or request a free fast audit that will be back in your hands within 72 hours.



## reach further convert more™

We understand that the digital channel offers many opportunities and it can sometimes seem a daunting task to bring everything together under one roof. Rest assured that whatever challenges you face, our team will work closely with you to prioritise the most effective use of time, money and resource to achieve the greatest return on investment.

**PRO SOLUTIONS**  
by mwa Digital

**PRO Solutions from mwa Digital is a complete suite of integrated digital services designed to help our clients generate a real competitive advantage through the online channel.**

Web design projects built as part of our PRO Solutions service are supported by strategy, communications, promotion and metrics. Every aspect of the definitive online solution is planned in detail, hand-in-hand with our clients, then documented for reference.

PRO Solutions is based on our Reach Further – Convert More™ philosophy and represents one of the most comprehensive suites of digital agency services available.



## **PRO**METRICS *by mwa Digital*

We start with a clear agreement of how success will be measured.

Many clients are familiar with the rudimentary features of applications such as Google Analytics, but PRO Metrics goes much further. Every aspect of performance is measured, and customised reports are generated on a monthly basis.

Web site traffic and search engine visibility is only a small part of PRO Metrics. We measure the quality of traffic, conversions across multiple areas and provide added value services such as competition analysis and social media monitoring.

## **PRO**STRATEGY *by mwa Digital*

Every project begins with the development of a strategy; a detailed analysis of the opportunities available to every client, and a carefully drawn out plan on how to generate the maximum return on investment for every activity. PRO Strategy is used in every client project, regardless of scale.

## **PRO**BUILD *by mwa Digital*

mwa Digital offer the highest standards of creative design, combined with best practice CSS Web development. When required, our designs are driven from robust back-end database systems that provide all the functionality needed to engage Users and guarantee the maximum buy-in.

## **PRO**COMMERCE *by mwa Digital*

Whatever you want to sell online, PRO Commerce brings together the best of our "PRO" offerings in an eCommerce solution that is designed specifically to maximise your sales. There are none of the restrictions inherent in off-the-shelf eCommerce packages that stifle the ability to elevate your sales offer above your competitors.

PRO Commerce solutions are designed with a single purpose; to grab the attention of your potential customers, draw them in and guide them through a seamless checkout process to a successful solution. Contact us now for a free demonstration.

## **PRO**MAINTENANCE *by mwa Digital*

The subject of Web site updates and how they are charged for is known to cause companies' great frustration. mwa Digital solves this problem with PRO Maintenance where every Web design and build project includes free updates for 12 months to the tune of 5% of initial project build.

Updates can be made in whatever increments are needed, even down to small text or graphics changes translating to 10 minutes on the time sheet – there are no minimum charges.


## **PRO**PROMOTE *by mwa Digital*

PRO Promote is the "Reach Further" part of our Reach Further-Convert More™ philosophy. Web sites stand and fall on the volume of high volume, high quality traffic, and PRO Promote is one of the industry's most integrated ranges of online marketing services.

Our specialist software application scans your Web site to highlight the areas that are causing problems, and we carry out systematic corrections to address the errors before looking into influential external sources of traffic such as directories, portals, news Web sites, and social networks such as Facebook and LinkedIn.

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a demonstration of our solutions

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