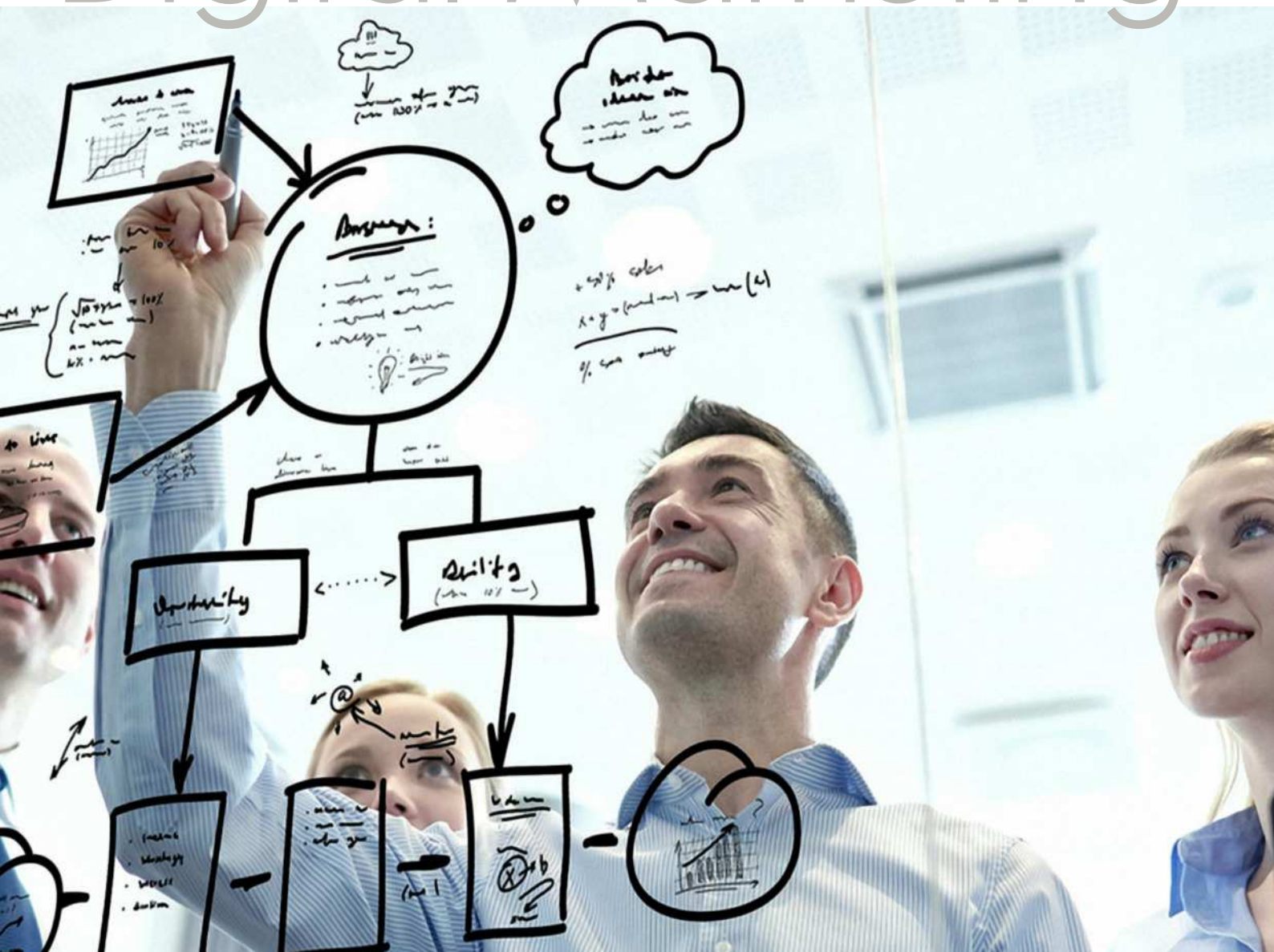




IC Digital Assets Limited

Company Brochure

Digital Marketing





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What do We Do?

We start by creating an inventory of all your digital assets. This means sitting down with you, The Boss and listening to how your company works and we draw a diagram, we like diagrams.

We ask, "Who does what and when?"

With this information we then sit down with the people that "do" the "what and when", who manage the webpages, landing pages, customer database, prospect database, social media, graphics design, Google Analytics, image library, blogs in fact everything they do in a day.

And we look for GAPS, it's called a GAP ANALYSIS. We then produce a straightforward table of all the assets and rank them in percentage terms of how much of the assets are being used. This is a people orientated process of discovery and not an

analytical tool, that comes later. It can be uncomfortable as people think they are being challenged.

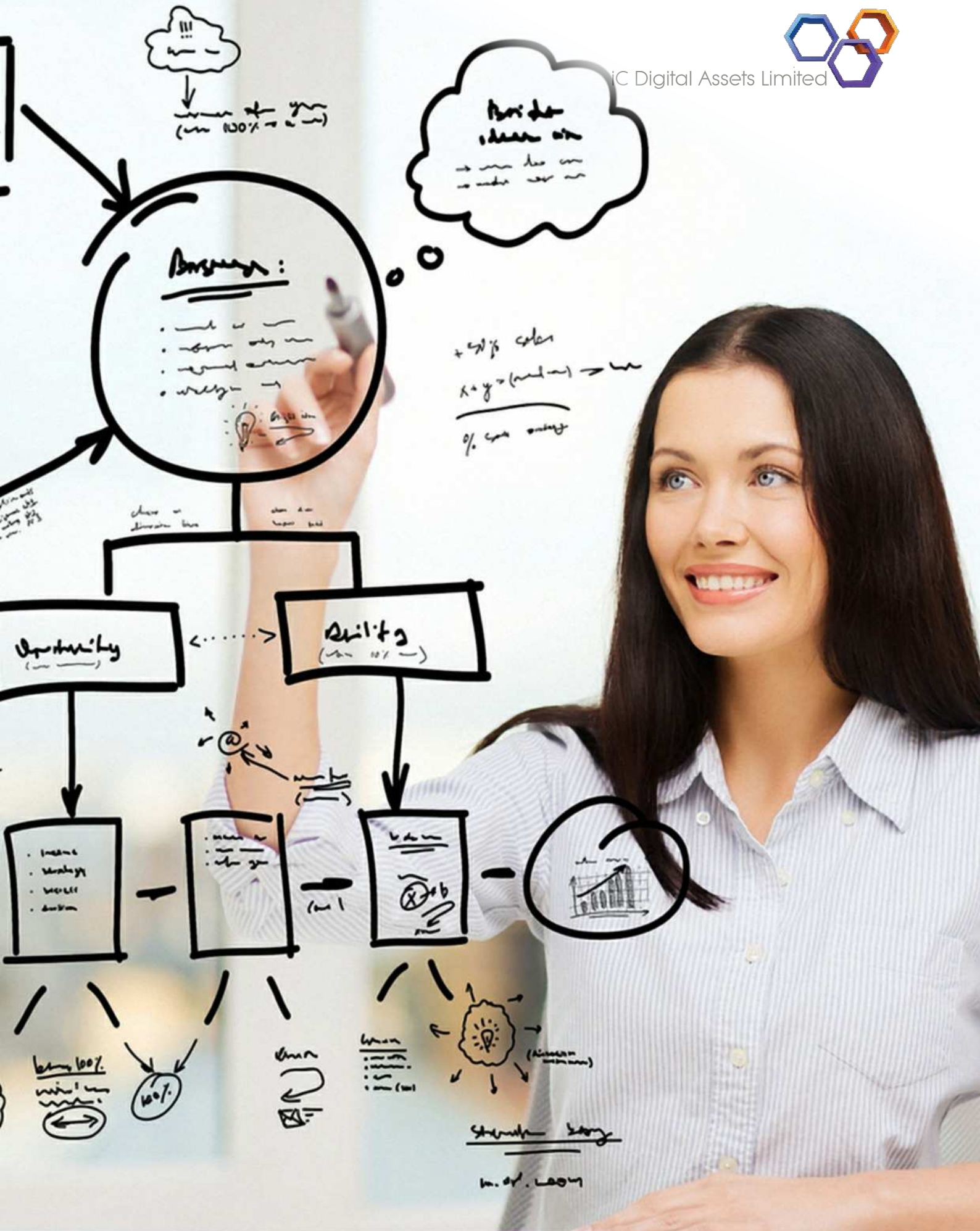
We also ask each team member to rate their skill and knowledge on the tasks and procedures they are carrying out.

A Skill Set is produced and we look for GAPS, strengths and weaknesses. Sometimes we calculate the cost of the processes and services being used.

It doesn't matter if you are a four man company or a company of a hundred people, the process is the same. We then produce a detailed report.

We then sit down with you, The Boss and discuss our findings and ask if you recognise your company activities.





We make the discovery process inclusive and enjoyable



Do We Make Suggestions?

The first part of “discovery” being dealt with, we then lead on to a discussion about what is important, what is urgent and what is necessary.

This includes processes procedures, products, tools, and people. During a discovery process it can be revealed that some staff and processes are not current, new tools and platforms may have been developed that can consolidate a lot of the work.

Digital Marketing systems, tools and apps are being developed everyday, which can make your existing systems look old and dated. Mobile is a big issue for companies that have not re-designed their websites to be mobile responsive. Google will not rank non mobile responsive sites favourably. It maybe too a big a job to re-design your site but it is straightforward for us to create a mobile site and

landing pages which keep you current while re-assessing your website.

This part of our service is all about Strategy and Tactics. We ask :-

1. What should be changed immediately?
2. Who should be re-trained?
3. Should you hire new staff?
4. Should you let someone go?
5. What new tools should you use to get some momentum into the process.

These a small steps . As each step and intervention can cause a new event or procedure to be looked at. It's a collaborative process.





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Managing Projects

Once a plan is in place we begin with a meeting of the team members that this will effect. It doesn't matter if it's the introduction of a new task management tool such as Smartsheet or Jira or the change in the way a current job is carried out. We introduce the changes on behalf of The Boss and deal with enthusiasm and resistance in a calm and inclusive manner.

An example of this is a situation where a company employed a blogger.

The blogger had no blogging platform to create schedules and no image library. Images were "used" off the Internet without regard for copyright infringement and stored on the blogger's local drive and not the company server. The blogger did not use a blogging tool to analyse it's SEO effectiveness.

Each Monday was a panic as the blogger only did two blogs per week. Much of it spent on "research". We created an image library on the server, a structured product library, backed up dynamically and an SEO plug in .

A future schedule of product blogs were created that matched the company sales banners.

The Boss was busy running the practical side of the company and there was no "management". This was a multi million dollar company.

We act as the "guidance" for the staff and the "reassurance" for The Boss, that the changes needed and the momentum is taking place as it should.

We can carry this out on daily basis or a weekly, monthly or quarterly basis



For more information on pricing or to
arrange a telephone meeting or
send a query go to

www.icdigitalassets.com



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It costs you nothing to make an enquiry

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