

# We are Wiredmark. We bridge gaps.



**We aim to create connections** We  
**between your business** between y  
**and your clients** and your clients  
**with masterful creativity** with mas  
**sophisticated technical skills** soph  
**and genuine passion** and genuine

**Advertising**

**Strategy**

**Development**

**Marketing**

**2**

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## We are multifarious people



## What we do

We bear ideas that bridge gaps between brands and people.

We were meant to bridge gaps since we were born. The main one is between the idea and its execution, and that's why we all work shoulder-to-shoulder to cross our individual skills in unique solutions that perform under all aspects.











## Our mission

# Bridge the Gap

Although we are always linked to a mass network, many people do not feel any connection at all. There is a gap between people and brands, because the latter are not speaking the same language as the former. Their ideas are made of unrelatability and rowdy communication. We bridge that gap with creative ideas that are relatable to people and valuable to brands.





## Our vision

# Maximum effort, better results

The first thing you learn at business school is the formula *minimum effort, maximum result*. What they don't teach you, however, is that with more effort, you can get even better results. We want to live in a world where people and brands stop stretching the bare minimum they do, calling it *optimisation* and they start doing their maximum to get the best.

Maximum

ur approach Our approach **Our approach** Our approach

## Methodical precision, lively artistry

Two things make ideas successful: creativity and organisation. We bridge this gap combining them.

We are aware that no two projects are the same and we can't standardise our method, in fact we don't even try. Accuracy, however, can always be applied, so it is our distinctive trait. Together with our ingenious virtuosity, of course.



## Marketing

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Our marketing department is characterised by a wide range of skills that will bring you value through different paths: advertising, social media, SEO, corporate content.

Brand strategy

Market audits

Advertising campaigns

Brand positioning

Content management

Data analysis

Customer engagement



## Web Ops

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Digital marketing only works well when supported by a development team that optimises the user journey and makes scalable and manageable solutions.

Web development

Web design

Landing pages

UX/UI design

Web applications

System administration



es Selected case studies **Selected case studies** Select

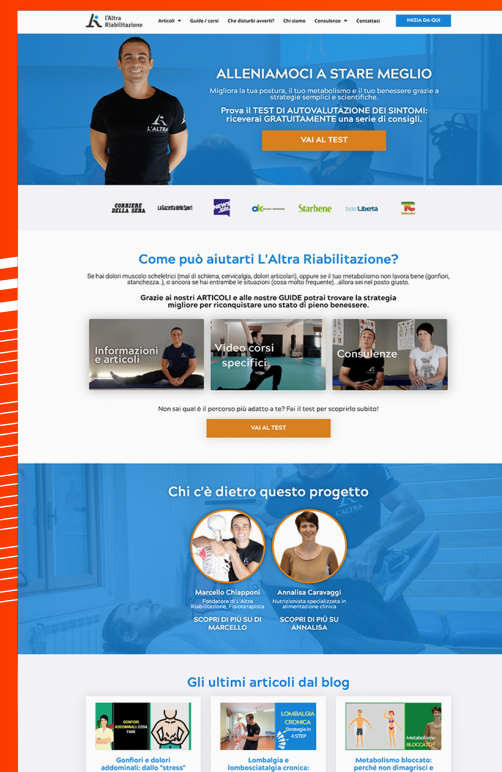
# L'Altra Riabilitazione



Development, design, advertising

L'Altra Riabilitazione is one of the most popular physiotherapy websites in Italy. It features a regularly updated blog, short self-diagnosis tests and some video-classes to treat various conditions and diseases of the musculoskeletal system.

We have contributed to this project with the current website and the development of the self-diagnosis tests, we have managed a few Facebook advertising campaigns and published some articles on the blog.



# L'Altra Riabilitazione

Ongoing  
31 days

Goals  
Development, design, advertising



+15MIn

New Users

+20MIn

Sessions

2018

2019

2020

13

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# L'Altra Riabilitazione

## Duration

31 days

## Goals

Development, design, advertising



## Our journey together

Initially, the collaboration between Wiredmark and L'Altra Riabilitazione was of mere technical support on the website and its blog. However, our client was aware of the growth potential of the company and the role of the website as a central cornerstone of their digital activities, so we have begun to work on it.

First of all, we worked on performance improvements in terms of loading speed by migrating the website to a VPS, configured by our system administrator and specifically optimised for the load of our client's website.

After that, we carried out a restyling of the whole website, both in its architecture, by applying some tweaks to foster SEO rankings, and UX design, in order to improve the

user journey. Starting from the same CMS, WordPress, we used a new theme and customised it to obtain a unique front-end, original and user-friendly. This way we got a triple advantage: visits increased, dwelling time increased, conversions increased.

In order to make the user experience more interactive, we developed a WordPress plug-in upon client's request to create some quiz-like questionnaires with a score system that would show different responses according to the score obtained.

Answering the questions, the user could effectively describe and understand their symptoms and get advice and work out exercises to.

# soloSicily

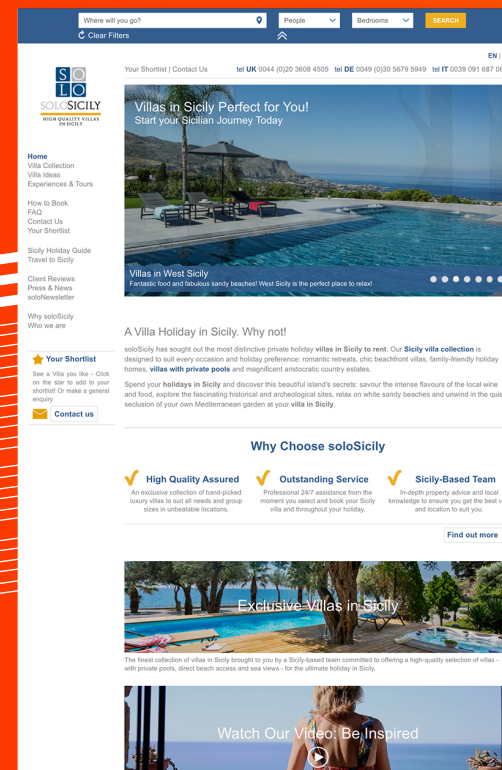


## Advertising, design, social media management

soloSicily is a travel agency based in Sicily, in charge of the management of dozens of holiday villas in the most astonishing locations of the region. soloSicily's clients usually look for the kind of holiday they can only have in exclusive locations, surrounded by green meadows or a few metres by the sea.

soloSicily needed on the one hand to generate leads of potential clients interested in booking a villa, on the other hand they wanted to get in touch with villa owners who were looking for a management agency.

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soloSicily

Duration

7 months

Goal

Advertising, design, social media management



459,908

Impressions

+71.50%

13,127

Total Clicks

+71.42%

21/07/2019

08/08/2019

20/08/2019

16

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# soloSicily

**Duration**

7 months

**Goal**

Advertising, design, social media management



## 5 hot months

That is how long the lead generation campaign lasted, although, to be honest, we took some time just for preparation and strategy a few months earlier, so we launched the campaign in May.

After a first thrilling month, but within the expectations, the next three months had been really profitable and the Facebook campaign reached the goal of 500 thousands impressions in a month!

Because our client's intention was to get contacts who were interested in a few particular villas, we developed a landing page for each of them with photos and videos of high quality and all the information on fares, features and position.

At the same time, we noticed that a lot of users tried to reach a member of staff through Messenger on Facebook, so we launched another lead generation campaign on Facebook, aimed to allow people to leave their information through a guided user journey with the help of a chatbot leading users' choice towards their dream villa.

In the meantime, we launched a lead generation campaign targeted to Sicilian villa landlords via landing page where they could leave their data and a short description of their property in order to receive an enquiry from soloSicily's property manager.

In total, during the three Summer months, we generated over 1,000 client leads and over 200 villa landlords leads.



# Sagitter Training



SEO, rebranding, UX/UI, web development, blog management

Sagitter Training is an educational tourism agency. It is based in London, but organises education and work experience projects like dual training in schools for high school students and Erasmus+ projects in various European countries.

The client needed to increase organic traffic towards their website and wanted to become a reference in the educational tourism niche, showing expertise and skills on the topic with a corporate blog.



# Sagitter Training

Ongoing  
31 days

Goals  
SEO, rebranding, UX/UI,  
web development, blog management



Sagitter Training

30,000

New users

38,000

Sessions

2018

2019

2020

19

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# Sagitter Training

## Duration

31 days

## Goals

SEO, rebranding, UX/UI,  
web development, blog management



Sagitter Training

## From 0 to 4,000 per month in a year

The collaboration with Sagitter Training has now been going on for a few years, and when we first worked on the website we noticed that there was some potential, even though the niche was very small and there were days when Google Analytics reported 0 views.

At first, we worked on on-site and on-page ranking factors, defining the website architecture, implementing headlines with the right hierarchy and a sitemap to make search engine crawlers' scanning job easier, then we created a new area for the corporate blog and made an editorial calendar in compliance with the keyword research we had done in the first place, for which we wanted the website to rank.

After a few months in which we could not rank any content, we carried out a deep UX design analysis that revealed some issues that were impinging the ranking and usability,

so we agreed with the client to design, develop and create a brand new website, keeping the original structure based on WordPress.

The design of the website was very innovative for that time, with lively curves and strong colours.

At the same time, thanks to our client's partnerships, we worked on link building and crafted new articles for the blog. In a few months, visitors increased gradually, but constantly, up to 4,000 visitors per month around the end of 2019.

In the early months of 2020 ranking improved even further after Google updates, and traffic increased even more, but had a down after the beginning of the pandemic.

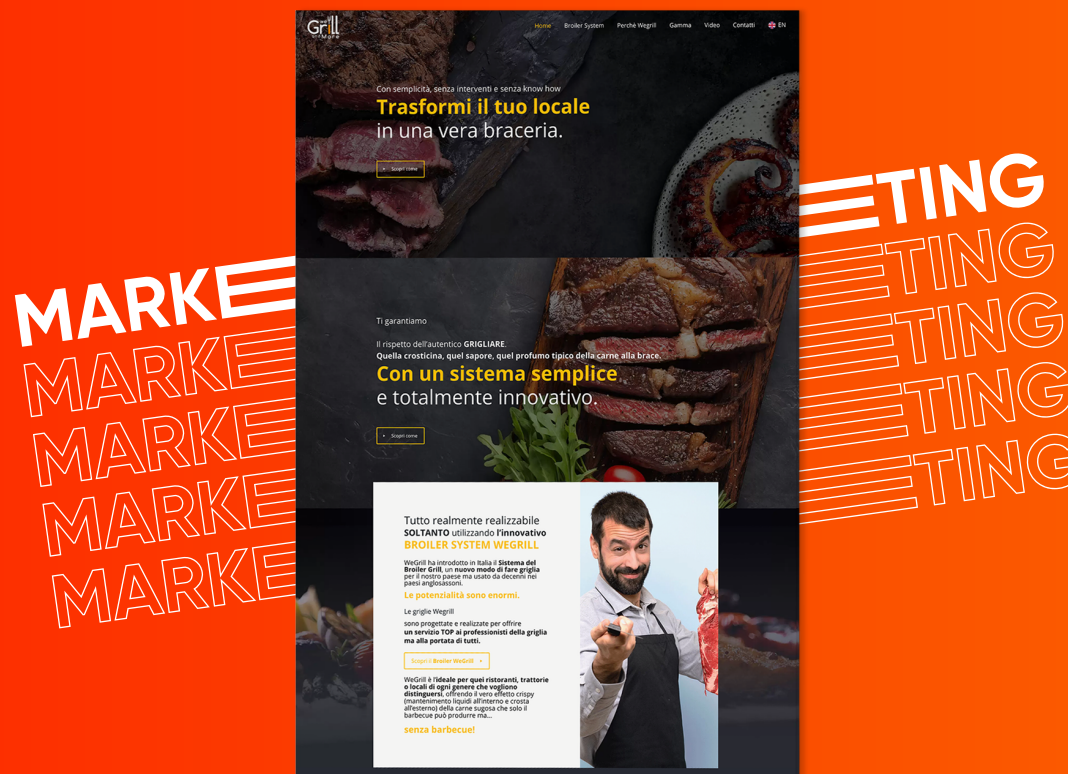
# WeGrill



## Advertising

WeGrill is an Italian company selling professional grill barbecues for meat cooking with peculiar technical features that guarantee excellent results with less consumption in restaurants and pubs.

Before the purchase, our client offers a live demo to interested restaurant owners in their location. The goal of the advertising campaign, which we launched on Facebook, was the generation of leads of restaurant and pub owners interested in a demo.



WeGrill

Ongoing  
31 days

Goals  
Advertising



4,000

New users

5,000

Sessions

March 2020

April 2020

May 2020

22

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# WeGrill

Duration

31 days

Goals

Advertising



## Low budget, high efficiency

Having a lower budget than expected, we did a lot of research on the target to create an extremely detailed buyer persona profile so as to reduce chances for mistakes to a minimum.

Creatively speaking, instead of using pictures of the grill, which to us were not so appealing (too much grey!), we chose pictures of well-presented dishes of steaks cooked with those very grills.

We can say that the perfection of those dishes led the users on the landing page we developed. It had been very important that we could count on the production of high quality images from our client, because the food sector is

highly competitive and the budget, like we said, was very low.

On day one, our client got over 100 leads of interested restaurant owners in less than a week and in the following days this number raised again, while the website traffic was peaking to 5,000 views.

Unfortunately, after the beginning of the pandemic and the subsequent restaurants closure, we had to shut the campaign down (you can see it in the middle of the graph), but then we went back to usual in the last month of the three initially agreed, while restaurants were re-opening.

## We protect your investment

Our insurance policy keeps everyone safe.

We like working with calm and we want our clients to be calm, too, when they rely on us. In case of our mistake, our clients are always indemnified.





Wiredmark in numbers **Wiredmark in numbers** Wiredmark

## Impressions

record of impressions in a month on our campaigns

**2mIn**

## Websites

websites made and managed since Wiredmark foundation

**1.000+**

## Budget

average media budget managed per year for our clients

**£500k**

## Projects

projects we had been working on in the last 5 years

**500+**

## Growth

our growth every year in the last 5 years

**+100%**

## Experience

the sum of the years of experience of our people

**50+**

What our clients say **What our clients say** What our clients say



Sagitter Training

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*Marcello and his team have always shown an excellent ability to satisfy our needs by always proposing the best solution in a short time. They have made our online presence solid and effective allowing us to increase our turnover.*

Stefano Potorti, Founder of **Sagitter Training**  
and Vice President of the **Italian Chamber of Commerce and Industry for the UK**



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*"The best partnership in my life: among the dozens of professionals with whom I have been working, they have been the only ones who positively revolutionised my online presence."*

Marcello Chiapponi, CEO,  
L'Altra Riabilitazione



*“Competence, professionalism, and excellent results. A true pleasure working with them, and very pleased by how my blog has been revitalized, proving technical skills and business acumen as well.”*

Stefano Maruzzi, Vice President Europe, Middle East and Africa,  
GoDaddy

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Our ever-growing team is made of professionals in the Marketing and WebOps sectors.  
Visit [wiredmark.co.uk/about](https://wiredmark.co.uk/about) to stay up to date about the people you will be working with.

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ci. Grazie. Arigatō. **Thanks.** De

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