CROWD

Creative Communications

1ST BYTE CASE STUDY

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Our Challenge

1st Byte has a very demanding audience: London's top creatives and designers. These people relentlessly look for new ideas and are only happy with the finest quality.

Keeping front of mind is a non-stop activity. 1st Byte launch a new technology almost every month to stay in the game. They need to be seen as the 1st call for great print solutions.

And they need to do all this without losing sight of the day-to-day print that is their bread and butter.

Our Solution

Every business needs a website, ambitious businesses need great websites. Our responsive solution goes beyond the average. For a start we crated a unique virtual tour. Then working with the marketing team we've developed an ongoing service that covers online marketing, SEO, content and new ways to appeal to their crowd.

The Results

Our new website has created a surge in enquiries. The instant quote solution we built, allows their customers to get instant prices for day-to-day print projects. This has the added benefit of taking orders without taking precious time away from the 1st Byte estimating team. And the virtual tour has been a talking point among the creative community and brings them to the site.

"I like working with an agency that actually bring ideas to the table as well as great solutions to the briefs we set. It helps us keep ahead of the curve and focus on print technology while our digital partner is making sure we keep up to date with the very latest digital trends."

Lawrence Dalton
Managing Director

LET US HELP BUILD YOUR CROWD

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