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Services

We help ambitious leaders create mobile apps and digital products that deliver a positive impact for the business, its customers, and employees.



My Approach:

- Pocketworks develops mobile apps on behalf of businesses
- I created a digital marketing plan, that included keyword research, a Linkedin strategy and landing pages.

The Challenge

Pocketwork's Aims:

Pocketworks had two main, simple aims:

- **Improve SEO**
- **Increase Sales**

My Process

Content Strategy

- I started by taking an in-depth look at the websites, apps and social media pages of Pocketworks
- The process of creating a content strategy involved competitor analysis, keyword research, industry research and product analysis

SEO

Keyword Research

- The client had a list of keywords
- My research showed those keywords were low volume, and high competition, which is why their previous strategy wasn't working
- So I conducted a full SEO audit of their current website and created a new keyword strategy designed to help the client rank



POCKETWORKS SEO REPORT



OUR SERVICES

GET IN TOUCH

Results

- The client started to rank on page one of Google for the majority of their keywords, including 'app developers uk', 'mobile app developers' and 'app developers leeds'
- Clicks, impressions and average CTR increased



app developers leeds



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Social Media

Linkedin

- My Linkedin strategy involved creating and publishing Linkedin articles and posts
- I also used it to find and network with new leads and gather the data needed to use in marketing campaigns
- I also joined several Linkedin groups and participated in online discussions and posts to generate interest in Pocketworks

Results

- I created the LinkedIn page for Pocketworks
- Over the course of 8 months, I grew its user base to more than 800 users
- The analytics on GSC showed that my strategy was responsible from boosting sales by more than 20%
- Some of those sales were a direct result of my LinkedIn strategy



 Pocketworks

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Pocketworks

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About us

Today's customers demand convenience, ease-of-use and speed. Pocketworks helps businesses launch

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Salford, England

Techstars - Series B

The Task

- Pocketworks was seeking for Series B funding from Techstars after having successfully completed two previous funding rounds.
- I was responsible for helping to produce content for the application including the statistics, case studies, presentations and financial reports.

Results

I collaborated with several different teams from Pocketworks, including finance, software, customer success and executive teams.

The project included extensive market research, stakeholder interviews and analysis.

The client was successful in gaining £42,000 Series B funding and is now in the process of trying to obtain Series C finance.

Overall Results

Results

- 20% boost in sales over the quarter
- 800+ users on LinkedIn
- Boost in SERPs results, Page 1 of Google for the majority of keywords