

Dominic Tarn: Results and experience

I became a professional writer, marketer, and consultant in 2014. Since then, I have extensive marketing experience working with startups, small and medium, and much larger businesses.

I have a reliable track record of delivering:

- More awareness for companies that not enough people knew about. 300% web traffic increase on average.
- More sales leads: Turning strangers into inquiries: 55%+
- More revenue: Helping to turn those inquiries into new customers. 25% uptick, in most cases, after 6 months.

For more information, take a look at [my LinkedIn](#) and [Portfolio](#).



"Dominic has been an asset to us and our clients since day one. He's an excellent writer, marketer, and salesperson. He's turned his skills, developed for years working with international software companies, into exactly what local small and medium businesses need.

Businesses that need marketing but haven't had the time or people to do the work. Now you can have that, with Dominic helping you grow for the future."

Jane Pikett, Editor, The Northumbrian

The
NORTHUMBRIAN
The region's biggest-selling countryside magazine

"Like other small businesses, we knew we needed marketing. But didn't have the time or anyone who could do it. Dominic did that, and did it very well."

Andrew Wood, FCCA, Equate

=QUATE



Example 1: Bring in more customers for a software company in a competitive market

The website feedback tool for bug reporting, QA, and UAT

Capture website feedback, bug reports, and visual feedback faster – without endless emails, PDFs, or screenshots.

Client: [Marker.io](https://marker.io), a high-growth bug tracking software provider.

The challenge:

Compete in the hyper-competitive bug-tracking segment against major project management software companies, and businesses with A LOT more funding.

My solution for them:

- Market and competitor research to understand what potential customers are really searching for, and how to create articles that will reach them
- Tailoring articles for AI Search alongside potential customers
- 12+ publish-ready articles, and optimisations every month

Results:

- **\$6-figures in new revenue generated**
- **4X increase in sign-ups, demos, and conversions**
- Page #1 rankings for 20+ high-intent search terms
- Organic marketing (SEO) became the top-performing channel for bringing in more sales leads

Examples of articles:

[24 Best Chrome Extensions for Web Developers in 2024](#)

[How to Beta Test A Website: Ultimate Guide](#)

Example 2: What a difference a year makes. Increasing web traffic 70%, with sales up 25% for a premium London furniture company



An independent, UK furniture maker and retailer up against furniture and retail giants is using SEO as a core marketing channel to drive traffic and conversions.

Furl is a retail and eCommerce brand that's been going for 16 years. Furl are space-saving furniture experts, UK-based manufacturers of high-quality storage beds and sofa beds with three London showrooms.

An ongoing marketing and SEO content marketing campaign is further increasing traffic, with it up 70% in the first 9 months.

Examples of my work:

[Furl: Behind the Brand in Yahoo UK, Space-saving Furniture](#)

[Furl's Guide to the Dulux Colour of the Year 2024](#)

[Teddy Bear Storage Ideas for Kid's Bedrooms](#)

"What a difference Dominic made in just 1 year of working with us. We needed to bring more revenue in through our online channels. We'd tried a few different things before, but nothing was working."

"So, we brought Dominic on-board to help us. With some time and work, he figured out the right approach for us, and then web traffic and sales leads just started going up and up. Exactly what we needed!"

David Norman, Managing Director

Example 3: Growing an award-winning financial software companies traffic 40%, with more sales leads then ever



Client: [LiquidX](#), an award-winning, trade finance software company

The challenge:

- Not enough potential clients knowing they existed
- Poor search rankings compared to competitors

My solution for them:

- Market and competitor research to understand what potential customers are really searching for, and how to create articles that will reach them
- Dozens of articles crafted to their specific customers
- An eBook and demand generation program that's generating real results

Results:

- **40% increase in web traffic** despite changing search landscape (e.g., AI Mode and AIOs)
- **Dozens of new sales leads** generated from the campaign
- Successful European expansion with new market traction
- Long-term partnership expanded from a 3-month trial

"Dominic really has transformed our marketing approach in ways our previous marketing consultants never could. We've seen a 40% increase in web traffic and generated dozens of qualified leads. Even more important, we finally have a marketing partner who truly does what he says he's going to do." **LiquidX CRO**

Examples of articles:

[Everything Banks Need to Know About Trade Finance Solutions](#)

[Trade Finance: The Hidden Gem Asset Managers Can't Ignore](#)

[How European Financial Institutions Can Scale Trade Finance in 2025](#)