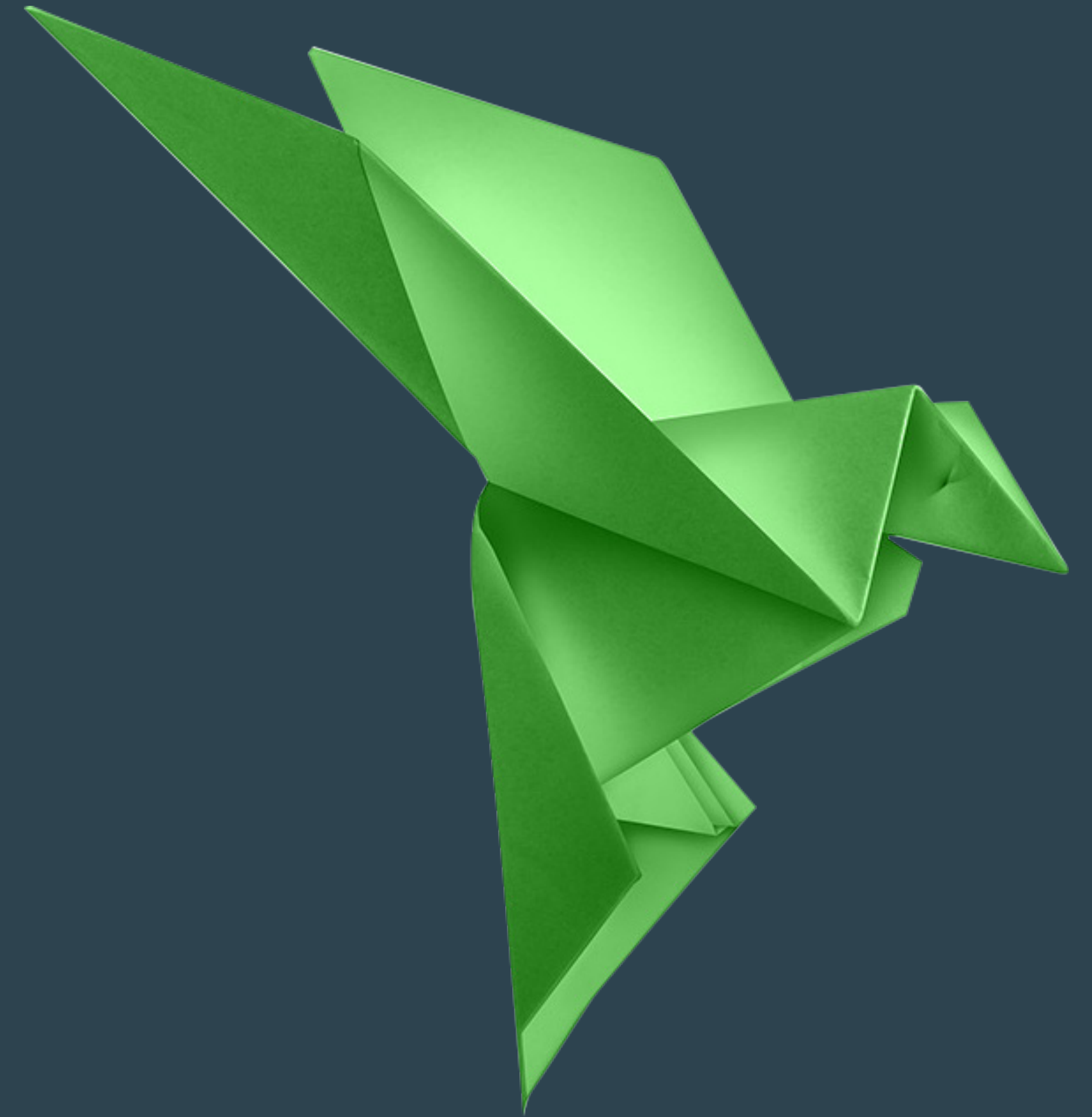


Businessimprovement**Agency**

Time to take flight with strategies that work

d&m

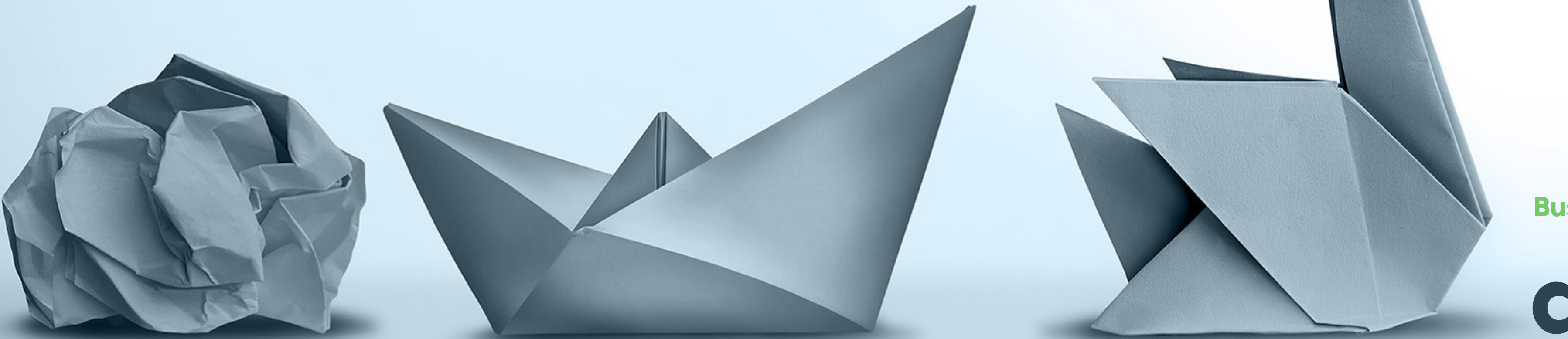


Business Improvement V1.4 | Summer 2025

d&mcreative



How We're Reshaping Marketing
invention **P3** techtools **P5** skills **P7** people **P9**
visit **P11** clients **P12** studio **P13** retro **P15**



A New Chapter in Creative Agency Services For Business

How we are reshaping marketing to deliver wider business improvement

Your Contacts Morgan Rothwell Managing Director, d&mcreative m.rothwell@dandmcreative.com Damian Greenwood Creative Director, d&mcreative d.greenwood@dandmcreative.com	Professional References Toni Naylor Marketing Manager, Thwaites PLC toninaylor@thwaites.co.uk Wesley Young Managing Director, AGM Services wesley.young@agm-services.co.uk
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Modernising Landscape

Marketing technology is set to amplify business processes by automating tasks, enhancing targeting, and delivering accurate, data-driven insights that lead to more efficient and effective operations.

We have some immaculate case studies from a wide range of companies where we have delivered significant results over the last 23 years.

Lets discuss your industry, our continuous desire to evolve with technological advancement, and see how we can significantly improve your operation.



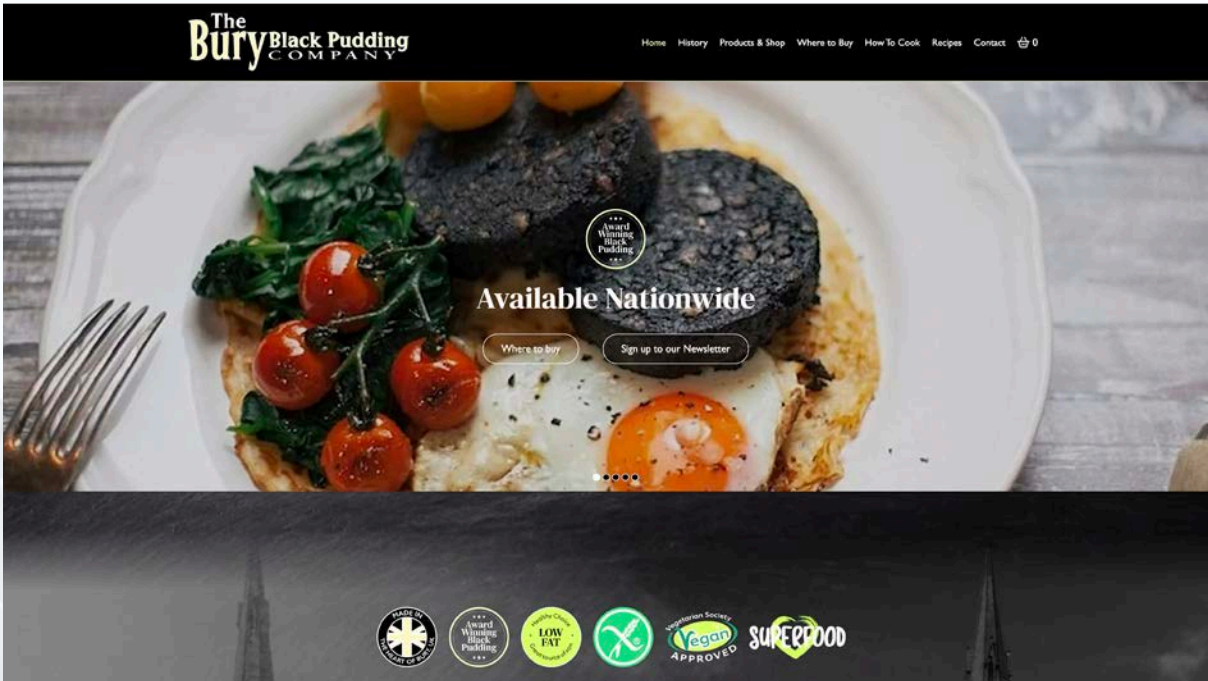
We're Creatives With **Invention** At Our Core, We Embrace Technology To Help You Fly, Faster.

In 2025's rapidly evolving techspace, businesses must embrace technology to remain competitive and relevant. Technological advancements streamline operations, enhance customer experiences, and provide valuable data insights that guide strategic decisions. From automation and artificial intelligence to cloud and digital marketing, these tools now enable businesses to increase efficiency, reduce costs, and innovate at speed. Moreover, as consumer expectations shift towards faster, more personalised services, those who fail to evolve risk being left behind. Embracing technology is no longer optional—it is essential for growth, resilience, and long-term success.

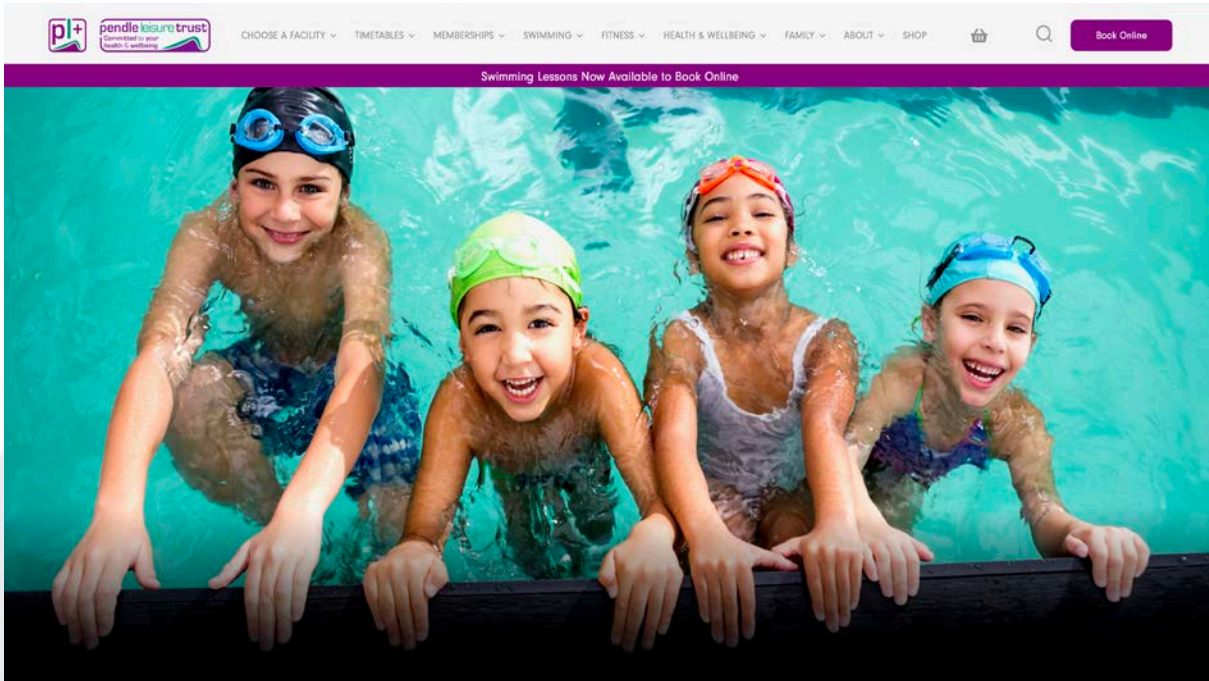
Driving Success Through Digitised Business Operations: Embracing Efficiency, Agility, and Growth

Business operations have become increasingly reliant on modern marketing methods. Digital space now dominates consumer engagement. Traditional approaches alone are no longer sufficient to reach today's tech-savvy audiences, who expect real-time interactions across multiple mediums. From social media advertising and SEO to email automation and influencer partnerships, modern marketing drives customer acquisition, retention, and loyalty. These methods are deeply integrated into sales strategies, product development, and customer service, making them critical to a business's overall functionality and future success. Those adopting contemporary marketing tools and techniques are already moving forward, those more reluctant to modernise risk losing relevance in an increasingly digital world.

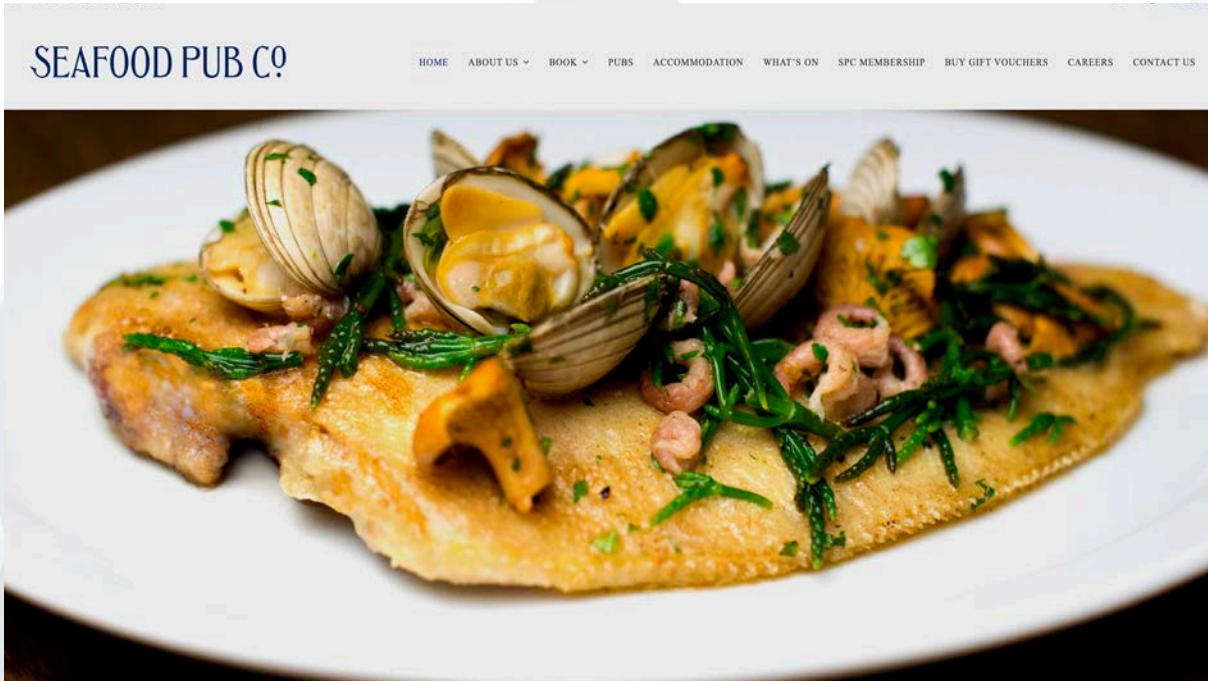
D&M Client Focus: Bury Black Pudding



D&M Client Focus: Pendle Leisure



D&M Client Focus: Seafood Pub Company

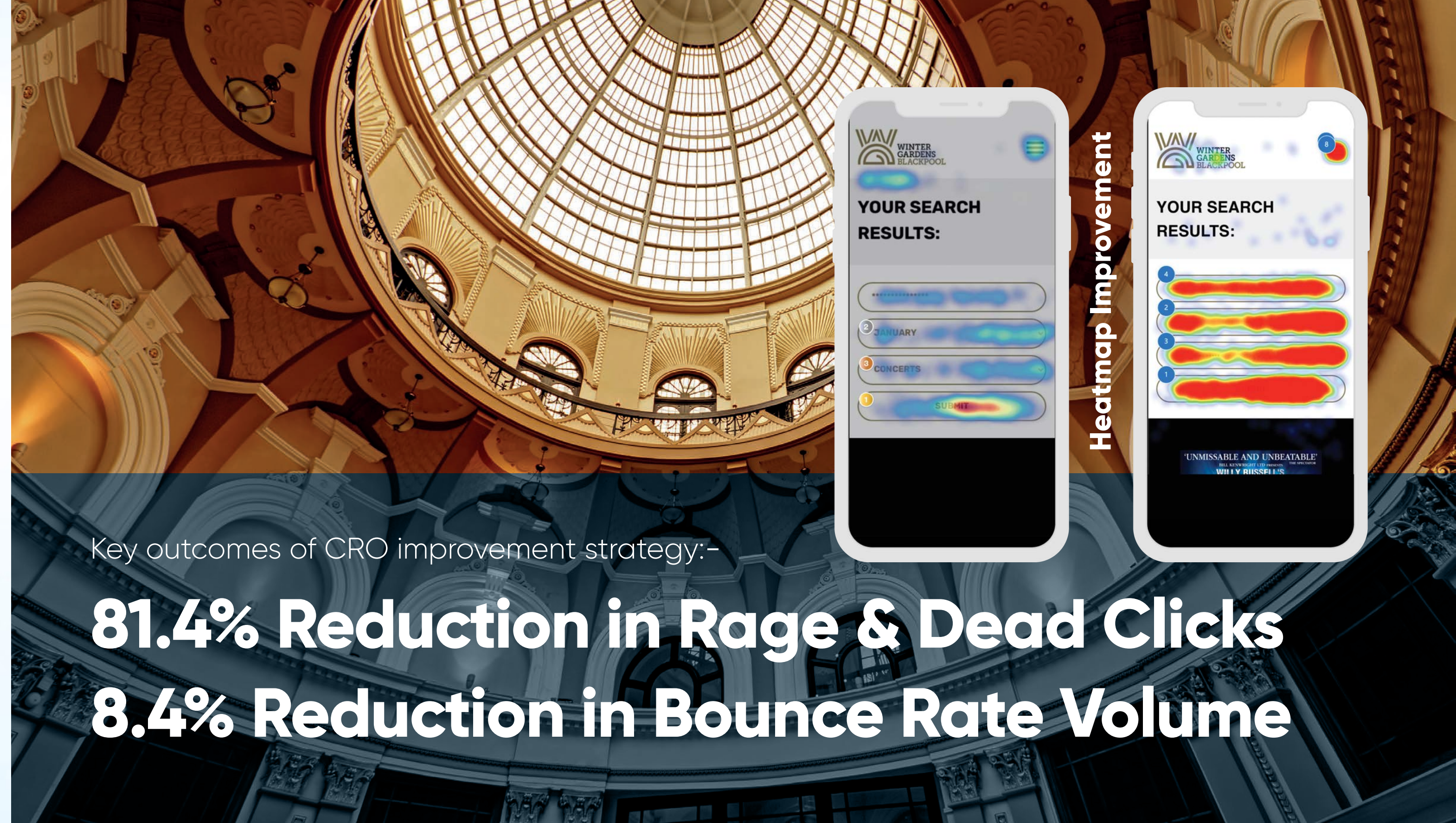


ClientFocus

Project: Improve Conversion Rates (CRO)

WinterGardens Blackpool, Lancashire

Conversion Rate Optimisation (CRO)



Our Carefully Selected & Trusted Technology Tools

Transparency; tech brands that we rate highly.

Your Contacts

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doug.mackay@collingwoodsearch.co.uk

Andrew Buchanan
Sales Director, **Thwaites PLC**
andrewbuchanan@thwaites.co.uk

Wordpress



WordPress allows us to beautifully create, customise, and manage websites of any scale with limitless extensibility.

Hootsuite



Hootsuite empowers us to ascertain the most opportune moments for content publication, maximising audience engagement.

SE Ranking



SE Ranking is an SEO platform that provides powerful tools for keyword tracking, competitor analysis, site auditing, to aid optimum visibility.

Hotjar



Hotjar gives us deep insights into user behaviour through heatmaps, session recordings, and feedback tools based on real user experience.

Datapad



Datapad AI empowers us to effortlessly track, visualise, and share key business metrics in real-time, all within a sleek, mobile-first dashboard.

Social Champ



Social Champ streamlines social media management by allowing us to schedule, publish, and analyse content across multiple platforms.

Google Gemini



Google Gemini harnesses advanced AI to deliver seamless, multimodal interactions, combining text, images, code, and much more.

Microsoft Copilot



Microsoft Copilot integrates seamlessly into Microsoft 365 apps to boost productivity by using AI to generate content and automate tasks.

WhatsApp



WhatsApp enables fast, secure, and reliable messaging, calling, and media sharing across the globe, all from a simple, user-friendly interface.

Hubspot



HubSpot is a powerful all-in-one CRM platform that streamlines marketing, sales, and customer service to help businesses delight customers.

ChatGPT



ChatGPT leverages advanced AI to understand human-like text, enabling everything from casual conversation to complex problem-solving.

Microsoft Clarity



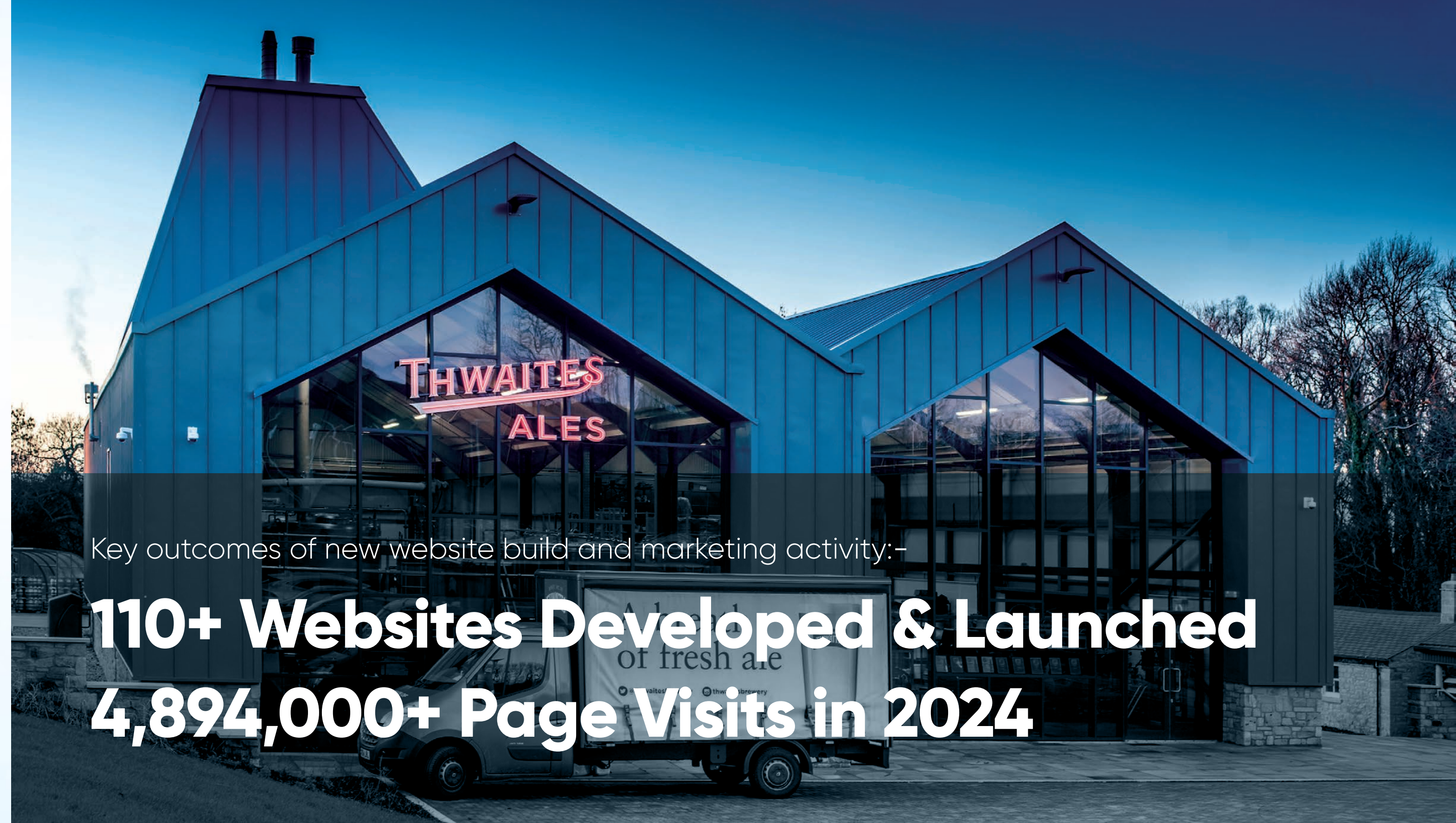
Microsoft Clarity provides in-depth user behaviour insights through session recordings, heatmaps, and analytics, helping you optimise websites.

ClientFocus

Project: Centralise & Build Tenanted Venue Websites

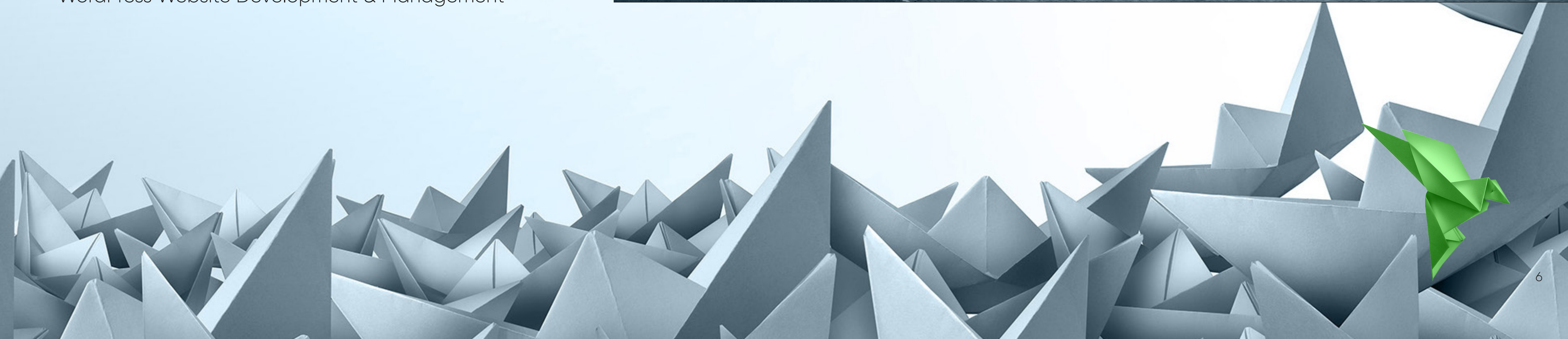
Daniel Thwaites
Mellor, Blackburn

WordPress Website Development & Management



Key outcomes of new website build and marketing activity:-

110+ Websites Developed & Launched
4,894,000+ Page Visits in 2024



Our Core Skills & Areas Of Expertise

Everything we are proud to have built our reputation on over 23 years

Your Contacts

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Professional References

Trevor Lingard
Commercial Director, **REM UK**
trevorl@rem.co.uk

Andrew Wood
Managing Director, **ESP Play**
andrew.wood@esplay.co.uk

Creative

Corporate & Brand Identity,
Offline Marketing, Brochures &
Leaflets, Promotions, Exhibitions,
Advertising, Website Design,
Videography, Photography

Technical

WordPress Website Development,
OpenCart eCommerce,
Shopify eCommerce, Bespoke
Programming and Customisation,
Mobile Responsive Websites, UX
Development, CRO Expertise

Marketing

CIM Chartered Marketing
Consultancy, SEO, AEO, PPC,
Social Media Marketing,
Content Creation Services,
Email SMS, WhatsApp



Marketing & Design Communications

We offer strategic marketing advice, including planning and implementation. Our team will work alongside your in-house team, providing assistance and support as required. As members of the Chartered Institute of Marketing, we stay at the forefront of marketing innovations. Our Director, Morgan Rothwell, is a distinguished Fellow of the CIM (FCIM) and has recently achieved Chartered Status. Our design team consists of two former Agency Studio Managers and our Creative Director, Damian, who has many years experience working with B2B and B2C brands such as Sainsbury's, Bang & Olufsen, Audi and more.

Social Media Marketing

Using a balanced mix of Google paid advertising (CPC) and organic (SEO) is essential for a well-rounded digital marketing strategy. CPC delivers immediate visibility and targeted traffic, ideal for specific objectives, industry launches, or competitive keywords. Organic SEO builds long-term credibility, improves website authority (DA), and generates consistent, cost-effective traffic over time. By combining both, businesses can maximise their reach, capturing quick wins with ads while establishing a sustainable presence through organic search. This integrated approach ensures better brand recognition, improved ROI, and adaptability in a constantly evolving online arena. Highly targeted outreach can be followed up with high quality tactile, printed documentation (see page 15).

Meta Group

Meta, the parent company of Facebook, WhatsApp, and Instagram, boasts a massive global user base. **Currently 3.35 billion daily active users.**

LinkedIn

LinkedIn boasts over **1.1 billion members globally making it the largest professional network.**

Google

Google is the dominant global search engine, holding a significant market share, with approximately **89.74% of all global search traffic.**

ClientFocus

Project: Website Dev, Full Service Business Improvement

IDCardsDirect

Georgia, USA

Shopify Website, Google Organic & CPC Engagement



Key outcomes of new website build and marketing activity:-

178% Increase in Organic Website Traffic
24+ Key Search Terms up 10+ Places



Our Carefully Selected Team Of Experts

If you're wondering about in-house specialists, we've got it covered.

Your Contacts

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Managing Director, **d&mcreative**
m.rothwell@dandmcreative.com

Damian Greenwood
Creative Director, **d&mcreative**
d.greenwood@dandmcreative.com

Professional References

Toni Naylor
Marketing Manager, **Thwaites PLC**
toninaylor@thwaites.co.uk

Wesley Young
Managing Director, **AGM Services**
wesley.young@agm-services.co.uk



Morgan Rothwell, MSc, Chartered Marketer, FCIM
Project Lead, Google Expert



Dominic Potts
Social Media



Isaac Baldwin
AR / AI Developer



Luke McLennon
Web Developer



Tom Poon
UX Developer



Nikki Wilkinson
Senior Designer



Nicola Murphy
Senior Designer



Gary Baldwin
Technical Director



Damian Greenwood
Creative Director



Paul May
Comms Director



Iain Bennet
Printed Media



Josh Coulson
Marketing

ClientFocus

Project: Website Dev, Market Engagement Strategy

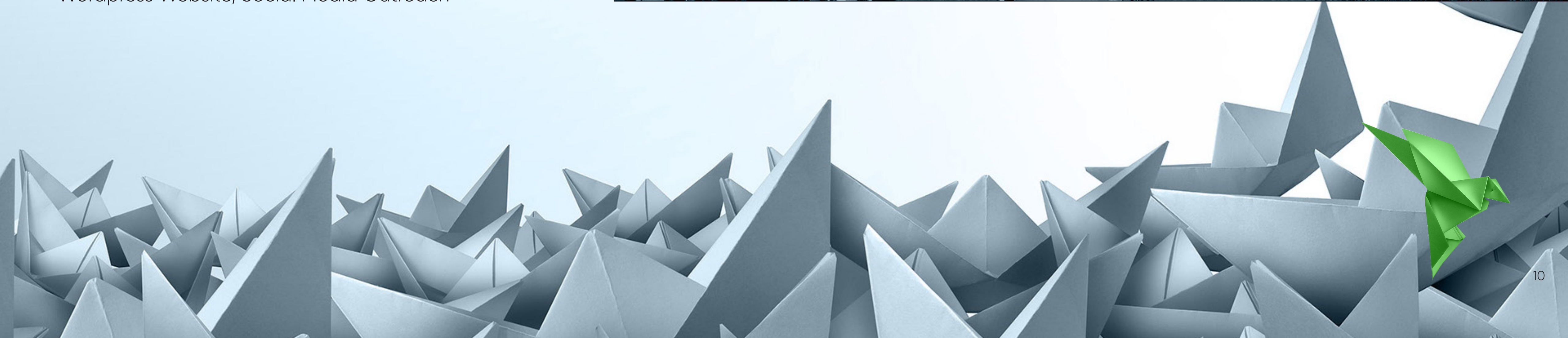
JamesHart
Chorley, Lancashire

Wordpress Website, Social Media Outreach



Key outcomes of new website build and marketing activity:-

227% Increase in Organic Website Traffic
76% Increase in Active New Accounts



Version 1.4, June 2025

D&M Creative Ltd – Come & Visit Us

No.1 Vantage Court, Riverside Business Park, Barrowford, Lancashire

Your Contacts

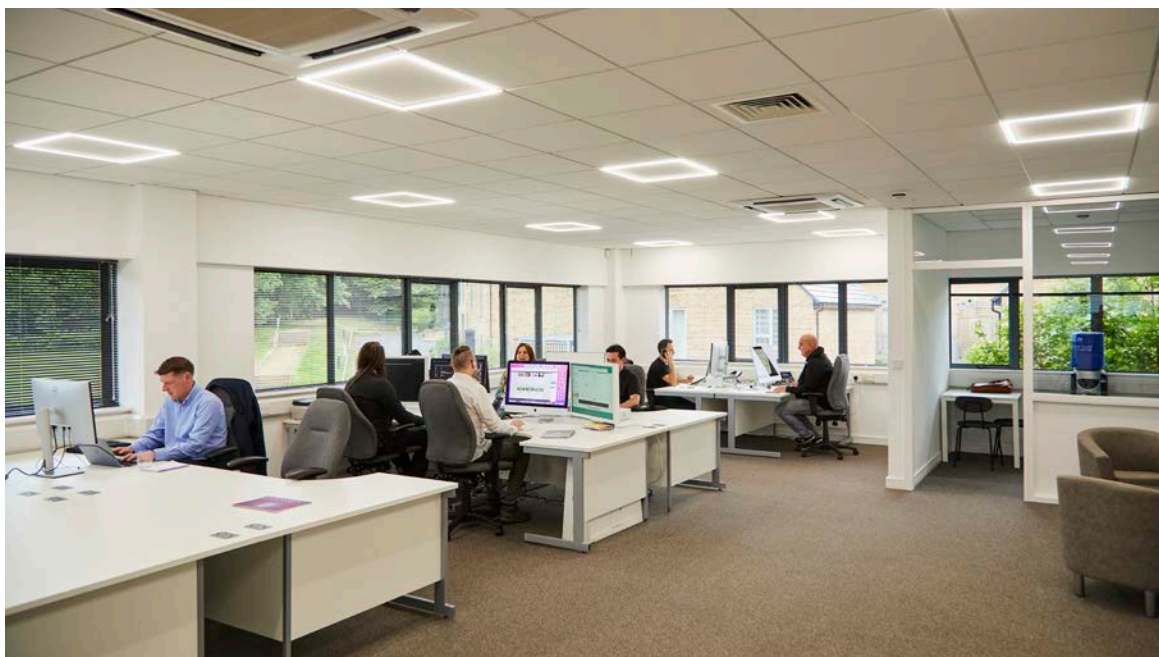
Morgan Rothwell
Managing Director, **d&mcreative**
m.rothwell@dandmcreative.com

Damian Greenwood
Creative Director, **d&mcreative**
d.greenwood@dandmcreative.com

Professional References

Chris Blakey
Managing Director, **REM UK**
cnb@rem.co.uk

Jonathan Bowdin
Marketing Manager, **Pendle Leisure Trust**
jonathan.bowdin@pendleleisuretrust.co.uk



Version 1.4, June 2025

Current Clients

Reshaping marketing to deliver wider business improvement

Your Contacts

Morgan Rothwell
Managing Director, **d&mcreative**
m.rothwell@dandmcreative.com

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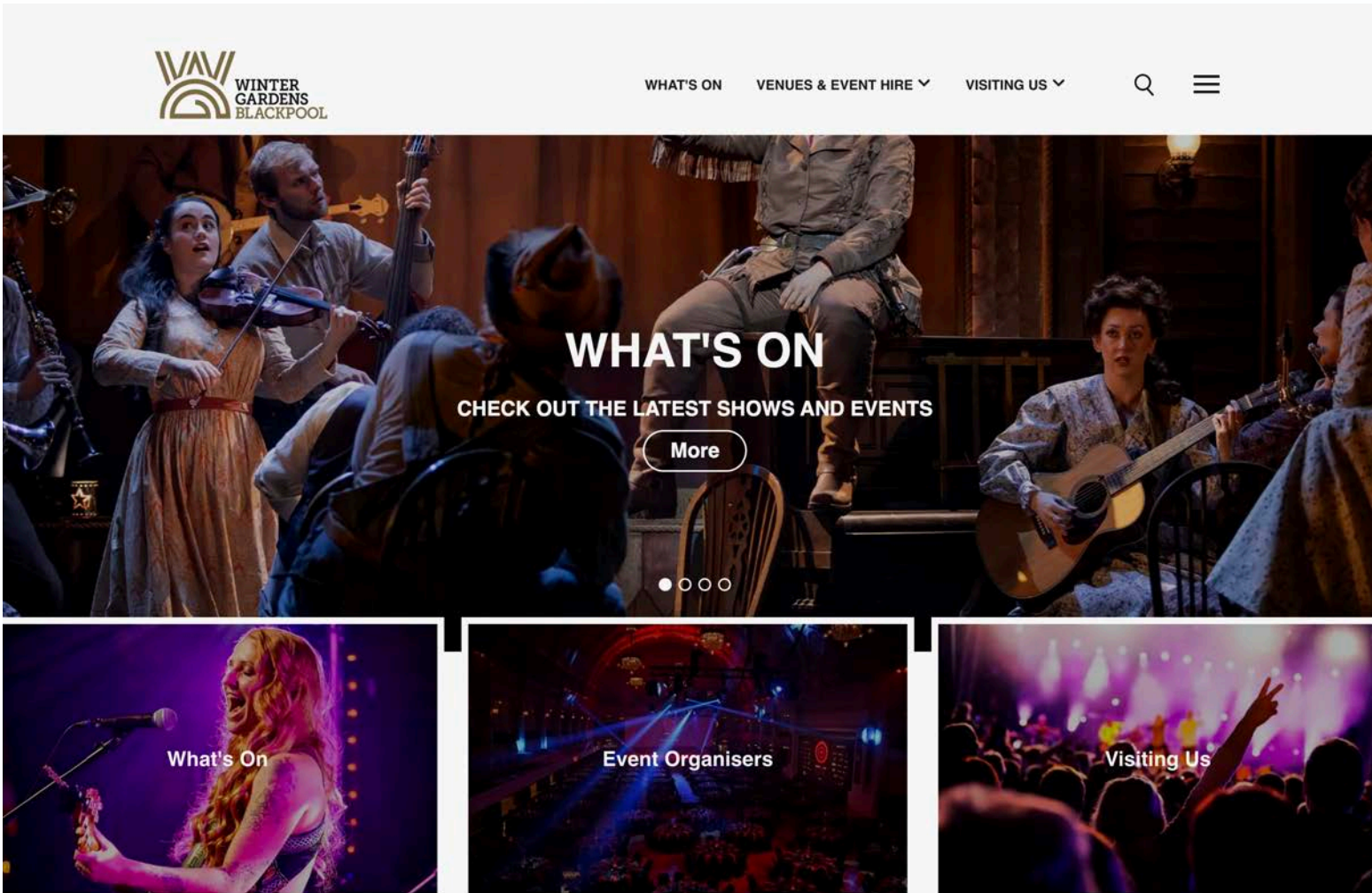
Toni Naylor
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toninaylor@thwaites.co.uk

Wesley Young
Managing Director, **AGM Services**
wesley.young@agm-services.co.uk

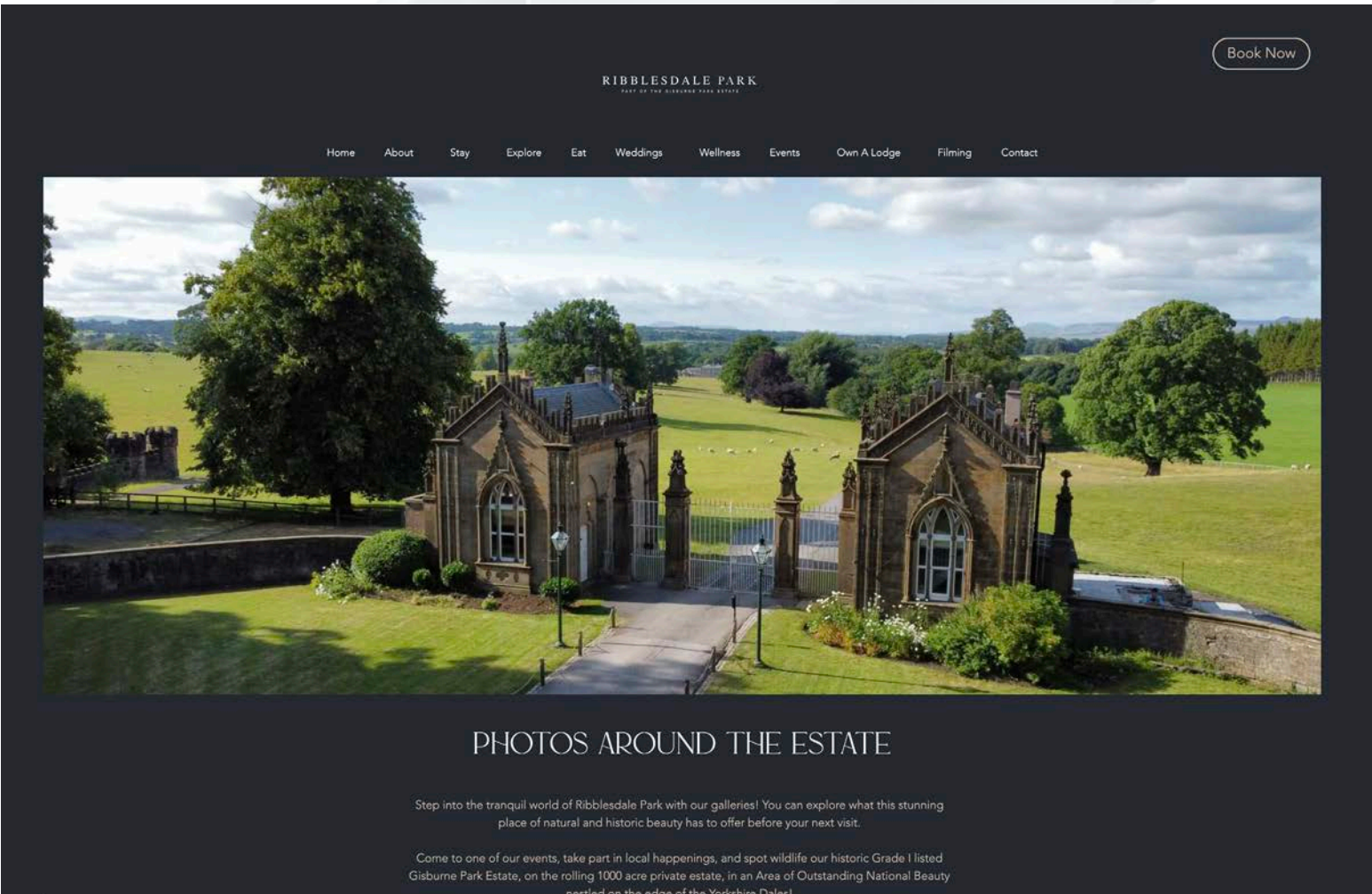
D&M Client Focus: Fox Group



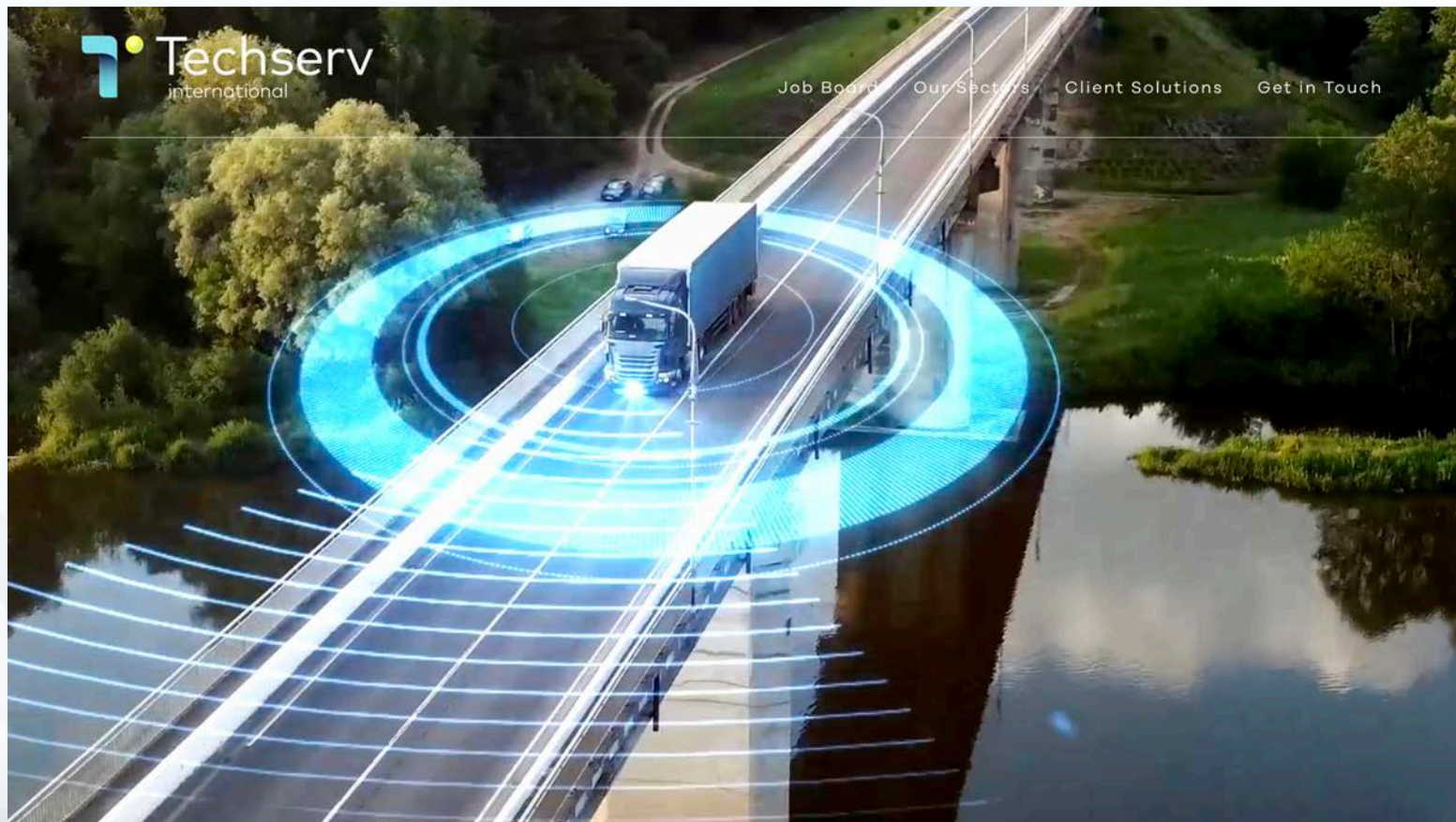
D&M Client Focus: Winter Gardens Blackpool



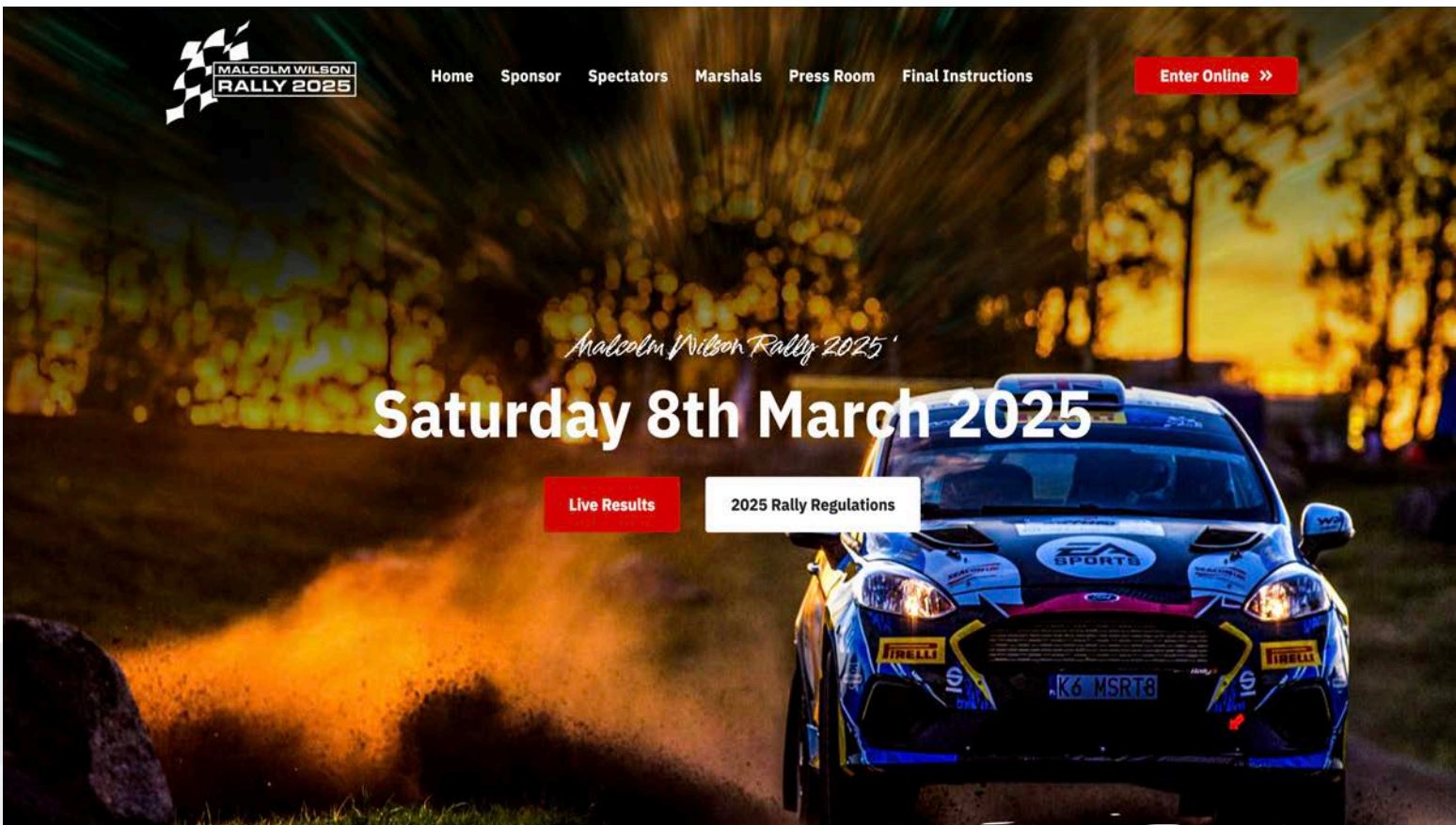
D&M Client Focus: Gisburne Park Estate



D&M Client Focus: Techserv International



D&M Client Focus: M-Sport, Malcolm Wilson



D&M Client Focus: HTI Group, Teamsterz



VantagePoint

Studio: Creative Meeting Space For Hands On Clients

ContentStudio

Podcasts, demos, interviews, photo, video

Recently opened at our HQ in Barrowford

d&mcreative



Version 1.4, June 2025

Vantage Point – Content Creation Studios

If you can dream it, we can breathe life into it.

Your Contacts

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jonathan.bowdin@pendleleisuretrust.co.uk



ModernDigital

Digital Print: HP Indigo 100K Digital Press, Sensory Spot UV, Foil, Duplo Dusense DDC 8000K Embellisher,

RetroResurgence

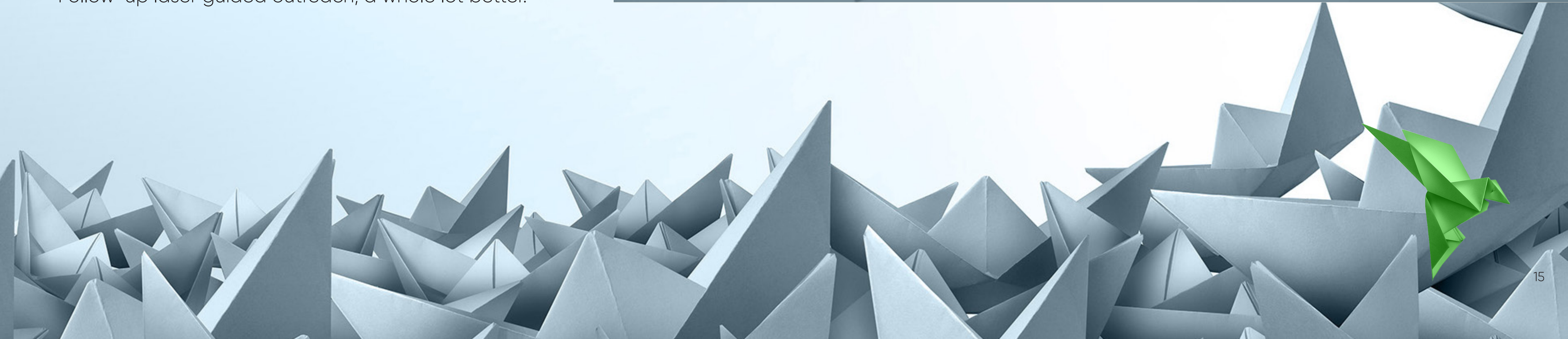
Personal, tactile, powerful

Follow-up laser guided outreach, a whole lot better.



Key facts about digital print and it's effectiveness in 2025:-

56% Consider Print To Be Very Trustworthy
44% Visit A Website After Receiving Print



D&M Creative Ltd | No.1 Vantage Court, Riverside Business Park, Barrowford, Lancashire BB9 6BP

Businessimprovement**Agency**

Studio: 01282 685 370 Email: info@dandmcreative.com

d&m



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