



# Our experience and skills

Our award winning creative team have over 15 years' experience developing and delivering digital solutions for small businesses and multi-nationals. We're certain we can help you realise the potential of your ideas.

We'll work closely with you to ensure we are able to provide you with the best solutions possible at a price you can afford!

- ✓ Our team has over 15 years' experience developing and delivering bespoke websites and applications
- ✓ We've worked on projects for multi-nationals, small businesses, charities and local government
- ✓ We work with a wide range of content management and ecommerce systems such as WordPress, Webflow, Drupal, Joomla, Magento, BigCommerce and Shopify. We're also BigCommerce and Shopify Partners - for more details please see our website
- ✓ Our in-house designers and developers have in-depth knowledge of HTML5, CSS3, Javascript, ASP and a whole host of programming languages including PHP, Perl, Ruby and more

# Five star service as standard

We're committed to providing the best possible service to our customers. Whether it's a 2,000 product eCommerce website or a simple one page website you'll receive the same level of service and attention to detail from our qualified designers and developers.



# Easy to manage WordPress websites

WordPress is great to use to power and manage just about any website. There is a built in blogging platform, thousands of plugins for easy integration of analytics, image galleries, and it is great for search engine optimisation and ecommerce using the popular WooCommerce plugin or integrations with 3rd party services provided by BigCommerce or Shopify.

Best of all, it makes it incredibly easy for businesses to create and update pages on their own website. No more paying money every time you want to post a blog or add a new page to your site!

- ✓ Our website hosting platform was developed in-house to provide the best possible foundation for your WordPress website.
- ✓ All WordPress websites developed by O'Brien Media include real-time website visitor analytics, monthly website performance reports, and update monitoring to keep you informed.
- ✓ Here at O'Brien Media, we prioritise letting customers self-manage their websites and by selecting the simple but powerful 'Elementor' visual editor for websites this gives our customers the freedom to make changes as they need to.

- ✓ **Publish with Ease** If you've ever created a document, you're already a whizz at creating content with WordPress.
- ✓ **Media Management** They say a picture says a thousand words, which is why it's important for you to be able to quickly and easily upload images and media and use them on your website.
- ✓ **Search Engine Optimised** WordPress is optimised for search engines right out of the box.
- ✓ **Publishing Tools** WordPress makes it easy for you to manage content. Create drafts, schedule publication, and look at your post revisions.
- ✓ **Importers** Using blog or website software that you aren't happy with? WordPress comes with importers for blogger, LiveJournal, Movable Type, TypePad, Tumblr, and more.
- ✓ **Flexibility** With WordPress + Elementor, you can create any type of website you want and update your website to suit your business needs.



WORDPRESS  
+  **elementor**

# Social Media & Search Engine Optimisation

The importance of social media to small businesses has grown, but many business owners have difficulty keeping up on a regular schedule or have no idea what to post.

With the extensive knowledge of the different social media platforms, you can ensure that you are in safe hands with the team at O'Brien Media!

- ✓ It is estimated that 420 billion people will be active on social media by the first quarter of 2020. (Statista)
- ✓ As a result, not utilizing social media in the correct manner can result in your business losing out on new eyes that are eager to see what your amazing products and services are all about.

A website must also be optimised for search engines (SEO) in order to rank on Google.

Showing up high in Google's organic search demonstrates your site's relevance, trustworthiness, and authority. To stay at the top, your website needs to implement the latest SEO practices.

- ✓ Our SEO techniques are proven to increase brand awareness through higher rankings and more traffic.

- ✓ **What does a digital marketing agency do?** Agencies specialise in improving search engine rankings and social media visibility. Search engines such as Google and Bing and social networks such as Facebook and Instagram use hundreds of ranking factors to determine what to present every time someone types in a search term. As well as constant updates, these algorithms remain top-secret. Therefore, agencies provide a service for businesses that want to receive more highly targeted traffic to their sites.
- ✓ **How do you stay in the know about Google and Social Media trends?** An algorithm update can have a significant impact on businesses from all industries every now and then. We are kept informed of these updates through a number of tried and trusted channels. Our award-winning agency team can then react accordingly and implement any necessary measures to keep you in the top spot.
- ✓ **Do I need to also use PPC (Pay Per Click) advertising?** SEO produces a higher ROI than PPC! It makes sense to use PPC when you're first launching your company – it's a great way to build brand awareness and get your name out there. On the whole, SEO traffic can provide a better ROI than paid media in the long run but PPC can always be used to highlight specific offerings. We work with an industry leading partner to ensure your PPC budget is spent wisely.
- ✓ **Why shouldn't I just handle things myself?** Having a managed service means that digital marketing can be handled so that they are specific to that platform being used and utilise it in the best possible way by our professional team, giving you the time to focus on sales and other aspects of your business.



# Hosting, Cloud Storage, and Office 365

## Cloud Network Drive

Hosted in Microsoft Azure, Cloud Network Drive is ideal for small to medium businesses adopting a cloud-first approach, those thinking about moving from an end of life on-premises server, or for companies that want to work with both public and private clouds. Just like an on-premises drive, it sits on your PC or laptop as a desktop application and is easy to access through File Explorer in Windows.

## Office 365 & Microsoft Exchange Email

Using the familiar Office apps you know and the power of the cloud, Office 365 lets you work virtually anywhere, anytime, across all your devices. No matter how you access and use Office 365, you receive the same seamless experience and enterprise-grade security to protect your business and customers. Office 365 is available in a wide range of packages tailored to suit any size or kind of business.



# Website hosting and cloud services

Whether your website was designed by O'Brien Media or not we've got website hosting solutions to simplify your business' online presence.

We do things differently to the big name hosting providers in that our hosting solutions are tailored to each website we design and host (and we host over 99% of the websites we design). This means that your site will have the best possible foundation.



# Keeping your website secure and stable

With many years of experience in server management, website design and development, and deployment we can handle just about any technical obstacle you can think of.

Regardless of whether your website was originally developed by O'Brien Media or not we can help resolve a wide range of technical challenges when it comes to popular content management, blogging, and ecommerce solutions such as WordPress, Zencart, Webflow BigCommerce, Magento, Shopify, Drupal, Joomla! and others.

- ✓ Securing your software in accordance with the developer's recommendations
- ✓ Upgrading your software to the latest stable and secure versions
- ✓ Setting up monitoring to keep an eye on the stability of your website or web app

# Is your website or web app misbehaving?

Our experienced technical team is focused on keeping your website and web based applications online 24/7/365.

Concentrate on running your business and never be distracted by your websites again. Subscribe to our website maintenance service and let our professional team take care of your website or web app so you don't have to!



# Applications and process automation

How would you like to be able to work from anywhere (well, anywhere with an internet connection) and be able to use any computer you choose as long as it's got a web browser?

Web applications can be as feature rich as traditional desktop applications, the real difference is the time it takes to plan, develop and roll-out the solution.

Whatever you want your application to be - an appointment booking system, a document store, a forum, a consultation portal, an intranet, an extranet... the only limit is your imagination.

- ✓ Securely access your business data from any internet connected computer or device
- ✓ Easier sharing of data between different systems and business locations and home-workers
- ✓ Fast development of new features and customisations, plus lower cost of ownership due to easier development and lower support costs

# Web applications built with Midas

We have our own custom developed web application framework called Midas. Initially designed to meet our business needs, it's now used as a basis for CRM development. It's used for tasks as wide ranging as customer support email handling and customer information management - right through to recurring service billing and Direct Debit payment collection. Midas offers a rock solid and proven platform for development of bespoke business systems and database driven applications.



# Email & SMS Marketing

## SMS Marketing

With open rates of over 95% and an average time to open of under 6 seconds, it's easy to see how your business could be missing out by not using text marketing to promote your products and services to your customers and prospective customers. We can even create SMS campaigns that your customers can reply to - right from their SMS app!

## Email Marketing

Email marketing is a quick and easy way to get your business offers and information in front of your customers. We will discuss your requirements and select a solution partner best suited to your needs with an easy to use interface and we can help you get started by creating email templates and showing you how to create and send your campaigns as well as manage your mailing list.

# SMS and Email

Communication is key when building customer relationships. We can help you keep up the momentum by creating drip campaigns to keep you connected with your customers.

From the occasional SMS with product information or special offers to regular email newsletters powered by your own blog posts, we can help craft a solution that doesn't require your constant attention and works in the background to maintain contact with your customers.



For more information about our services, get in touch...

Tel: 01793 239239  
0800 327 7540 (freephone)  
Email: [hello@obrienmedia.co.uk](mailto:hello@obrienmedia.co.uk)  
Web: [www.obrienmedia.co.uk](http://www.obrienmedia.co.uk)

